

Educational Sessions

BUYER / SUPPLIER ORIENTATION

Sunday, March 4
Maryland

2:00 pm - 3:00 pm

WELCOME

Bonnie F. Money Penny

Senior Vice President, Administrative Services
Federation of American Hospitals

OVERVIEW AND VALUE OF PUBLIC POLICY CONFERENCE / BUSINESS EXPOSITION

Douglas G. Weigel

Director, Corporate Accounts
Spacelabs Healthcare

BUYER PERSPECTIVE

Cathy Florek

Assistant Vice President, National Agreements
HealthTrust Purchasing Group

Paula Baker, RN

Director, Outsourcing
Premier healthcare alliance

LARGE SUPPLIER PERSPECTIVE

Christopher Chappus

National Accounts Manager
Stryker Corporation

SMALL SUPPLIER PERSPECTIVE

Roger Biles

Managing Partner
Remar, Inc.

ATTENDEE PERSPECTIVE

A 2011 1st time attendee shares experiences and tips.

Dan Olphie, FACHE

National Business Development Team Leader
Ingersoll Rand Global Healthcare Practice

TOUR OF EXPOSITION HALL WITH TOUR LEADERS:

Dennis M. Daar

Managing Partner
Medical Strategies International, LLC

Douglas G. Weigel

Director, Corporate Accounts
Spacelabs Healthcare

NATIONAL ACCOUNTS 101 WORKSHOP

Sunday, March 4

Thurgood Marshall Ballroom

3:15 pm - 5:15 pm

WELCOME / INTRODUCTIONS

John Pritchard

Chairman, FAH Marketing Committee
Publisher
The Journal of Healthcare Contracting
The MAX

EMPOWER YOURSELF FOR LONG TERM SUCCESS AS A NATIONAL ACCOUNT EXECUTIVE

Maryann Restino

Group Vice President, Health Systems
CareFusion

UNDERSTANDING GPOs

Robert Moore

Executive Director of Sales
GE Healthcare

UNDERSTANDING IDNs

Iona Canada

Director, Strategic Relations
Trane Ingersoll Rand Global Healthcare Practice

UNDERSTANDING RPCs AND ACOs

John Pritchard

Publisher
The Journal of Healthcare Contracting
The MAX

HOW TO GET STARTED

Dennis Daar

Managing Partner
Medical Strategies International, LLC

PANEL DISCUSSION: CONTRACTING FOR SUCCESS

MODERATOR:

John Pritchard

Publisher
The Journal of Healthcare Contracting
The MAX

PANELISTS:

Paula Baker, RN

Director, Outsourcing
Premier healthcare alliance

James R. Francis

Chair, Supply Chain Management
Mayo Clinic

Keith Gregory

Vice President, Spend Management
MedAssets, Inc.

Program presented by the Federation of American Hospitals and the FAH Exposition Advisory Committee Marketing Subcommittee.

***Members of the media are invited to attend these functions only.**

Educational Sessions

ROUNDTABLE DISCUSSION

(Supplier companies with less than \$75M in annual health care sales)

Sunday, March 4
Maryland

5:30 pm - 6:15 pm

TOPIC:

How a Small Business Can Successfully Work with GPOs

OBJECTIVE:

To offer helpful hints in gaining access to Group Purchasing Organizations (GPOs) that can create sales opportunities, while managing company expectations.

SESSION I: Overview of the 5 W's and H's as it relates to GPOs

SESSION II: Discussion Topics:

- Bid Calendar
- Register On-Line
- Type of Business
- Meeting with the GPO
- Request for Proposal (RFP)
- Data Mining
- Develop GPO Champions
- Contract Implementation
- Creating Sales Opportunities
- GPO Success Stories

SPEAKERS:

Mark B. Miriani

Senior Vice President, Supplier Relations
MedAssets, Inc.

Dennis M. Daar

Managing Partner
Medical Strategies International, LLC

John W. McConachie, Jr.

Senior Vice President Health Systems
RoundTable Healthcare Partners

CAPITAL EQUIPMENT WORKSHOP

Monday, March 5
Marriott Ballroom 2 & 3

1:30 pm - 3:30 pm

TOPIC:

Gaining Your Share of the \$35+ Billion Construction/ Capital Bucket – Learning What Influences and Drives Spending Decisions

WELCOME:

Kevin Burns

Chairman, FAH Capital Equipment Committee
Vice President, Corporate Accounts
Siemens Healthcare Diagnostics, Inc.

MODERATOR:

Maryann Restino

Group Vice President, Health Systems
CareFusion

PRESENTERS:

Robert Bird

Assistant Vice President
HCA Corporate Design and Construction

Lorraine Dowell

Principal, Strategic Sourcing
RTKL Healthcare Technologies

PANELISTS:

Robert Bird

Assistant Vice President
HCA Corporate Design and Construction

Lorraine Dowell

Principal, Strategic Sourcing
RTKL Healthcare Technologies

James R. Francis

Chair, Supply Chain Management
Mayo Clinic

Kimberly Lewis

Chief Information Officer
HCA TriStar Division

Cheryl Stoddard

Vice President, Facilities and Construction Solutions
MedAssets, Inc.

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Educational Sessions

PHARMACEUTICAL WORKSHOP

Monday, March 5
Maryland 1:30 pm - 3:30 pm

TOPIC:

Health Care Reform: Impact on Pharmaceutical Care

OBJECTIVE:

To educate participants on issues associated with Health Care Reform including Accountable Care Organizations (ACOs), Comparative Effectiveness (CE), and its impact on pharmaceutical care.

After participating in this activity, participants should be able to:

- Define Accountable Care Organization (ACO), describe current models and identify the impact ACOs will have on pharmaceutical care.
- Explain Comparative Effectiveness and how it works.
- Describe how Comparative Effectiveness will impact pharmaceutical care in the ACO model. Identify barriers to implementation and the effect Comparative Effectiveness will have on health care organizations, payers and providers.

MODERATOR:

Gary Freeman, RPh, MBA
Chairman, FAH Pharmaceutical Committee
Vice President, Pharmacy
Amerinet, Inc.

SPEAKERS:

ACOs

Gregory R. Kotzbauer
Project Manager for Health Policy and ACO Demonstrations
The Dartmouth Institute for Health Policy and Clinical Practice

COMPARATIVE EFFECTIVENESS

Brian Sweet
Executive Director, Healthcare Alliances
AstraZeneca

HOW DOES COMPARATIVE EFFECTIVENESS IMPACT PHARMACEUTICAL CARE IN THE ACO MODEL?

James A. Jorgenson
Executive Director of Pharmacy
Clarian Health Methodist Hospital



This program is co-sponsored by ProCE, Inc., and the Federation of American Hospitals
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ProCE, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. ACPE Universal Program number 221-999-05-003-L03 has been assigned to this live program (initial release date 02/28/05). This program is acceptable for 2.0 contact hours (0.20 CEUs) in states that recognize ACPE providers. The program is provided at no cost to participants. Statements of credit will be issued within 4 weeks of program completion.

SUPPLY CHAIN FORUM WORKSHOP

Tuesday, March 6
Marriott Ballroom 1:30 pm - 3:30 pm

TOPIC:

Health Care Reform . . . Navigating Uncharted Waters

- Health Care Reform
- Budget Cuts
- Pricing Transparency

WELCOME:

Cecil Sewell
Chairman, FAH Medical/Surgical Committee
Corporate National Accounts Vice President
C.R. Bard, Inc.

MODERATOR:

Ed Kuklenski
Executive Chairman
Suture Express, Inc.

SPEAKER:

John Pritchard
Publisher
The Journal of Healthcare Contracting
The MAX

PANELISTS:

Peter M. Allen
Senior Vice President, Sourcing Operations
Novation, LLC

David Edwards
Vice President, Supplier Relations and Contract Uptake
Premier healthcare alliance

James A. Fitzgerald
President and Chief Executive Officer
HealthTrust Purchasing Group

Joseph P. Greskoviak
President, Spend and Clinical Resource Management Segment
MedAssets, Inc.

Dale Wright
Senior Vice President, Contracting
Amerinet, Inc.

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