Opportunities, Insights, and Networking For Manufacturers and Distributors

January 30–31, 2018
Biltmore Hotel | Coral Gables, Florida

Go-To-Market Strategies Across The Care Continuum
Providers Develop New Strategies To Serve the Care Continuum

New payment models drive consolidation and change

Join provider, distributor, and manufacturer leaders in Miami to discuss trends impacting your hospital, physician, and health system customers: the continuing transition to value-based payments, increasing industry consolidation, consumerism, and much more. You’ll gain key insights into your customers’ current and future challenges, and ideas for reaching and serving shifting market segments.

Conference Highlights

The Value-to-Volume Transition: How are provider organizations evolving as new penalties and policies continue to roll out?

Shifting Sites of Care: With payment systems increasingly driving care to the lowest-cost settings, what strategies are hospitals pursuing to survive and grow? How are non-acute providers responding?

New Decision-Makers: Who will make the purchasing decisions, and how will their decision-making criteria evolve amid continued consolation?

Distribution Channel Strategies: How can distributors and manufacturers best work together in this new environment to help providers reduce supply chain costs while improving outcomes?

Who Should Attend

• Manufacturer CEOs, VPs sales/marketing, national accounts managers
• Distributor owners, CEOs, sales executives
• Anyone else who wants to grow their business in healthcare markets

...And Why

• Networking with healthcare provider leaders and supply chain partners
• Insights on major trends impacting your acute care, primary care, and urgent care customers
• Understanding how these trends are impacting distribution
• Strategies for succeeding in a fast-changing market

Register today: www.HIDA.org
Welcome and Objectives • 1:30–1:45pm

How Consumerism Is Reshaping Healthcare • 1:45–2:30pm

Zeev Neuwirth, MD, Senior Medical Director
Population Health, Carolinas Healthcare System
• Responsible for advancing the system’s value-focused strategies
• Led the redesign of the primary care ecosystem at Carolinas
• One of the largest nonprofit systems in the country, with annual revenue of $8 billion, more than 40 hospitals, 2,500 doctors, and 11.6 million patient encounters last year.

Transitioning from Volume to Value Across the Care Continuum
2:30–3:15pm

Jennifer Houlihan, Associate Vice President, Population Health Management
Wake Forest Baptist Health
• Responsible for strategy development and administering implementation of the value based initiatives and programs to support Wake Forest Baptist Health’s gainshare and risk contracts
• Experienced healthcare leader in both payer and provider environments

The Role of Telehealth in the Delivery of Care • 3:45–4:30pm

Joseph Brennan, Senior Director, MedNow, Spectrum Health
• Instrumental in the creation and development of the most robust telehealth program in the state of Michigan
• 2016 Health Care Hero honoree in the category of advancements in healthcare

Understanding Quality Metrics: How To Use Them For Sales Growth
4:30–5:00pm

Linda Rouse O’Neill, Vice President, Government Affairs,
Health Industry Distributors Association
• The latest quality measures impacting hospitals, outpatient centers, and physician practices
• Sales opportunities tied to these metrics

Dialogue with Provider Experts • 5:00–5:30pm

Networking Reception • 5:30pm

Seminar Facilitator: Elizabeth Hilla
• Sr. Vice President, Health Industry Distributors Association
• Executive Director, HIDA Educational Foundation
• 30+ year veteran of the healthcare distribution industry
Wednesday, January 31

Networking Breakfast • 7:00–8:00am

Healthcare Provider Outlook for 2018: Trends, Forecasts, and Opportunities • 8:00–9:00am

Bradford Koles, Executive Director, The Advisory Board
• National spokesperson for the Advisory Board Company, a research firm serving more than 2,600 of America’s leading hospitals and health systems
• Expertise in all the significant reform initiatives: vertical integration and physician partnership models, managed care and payer contracting, horizontal integration and system economics, and consumerism

Top 5 Concerns for Healthcare Supply Chain Leaders • 9:00–9:45am
• Top supply chain executive will discuss top priorities and challenges
• Insights on how supply chain leaders’ roles are changing as cost pressures increase and markets consolidate

Trends in Group Purchasing and Regional Aggregation Groups
10:00–11:00am

David Gillan
Senior Vice President, Member Business Ventures
Vizient, Inc

Suzanne Thomson Quintero
Corporate Vice President
Supply Chain Management Services
Baptist Health South Florida

David Finley
VP Supplier Relations & Business Development Premier

Teresa Dail
Chief Supply Chain Officer
Vanderbilt University Medical Center Clinical Enterprise

Health System Distributor Channel Strategy Trends • 11:00am–Noon

Jay Istvan
Chief Executive Officer
Suture Express

Rachelle Belloit
General Manager
Healthcare Services, GPOs
Henry Schein, Inc.

Conference Wrap-up • Noon–12:15pm

* Agenda is subject to change

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Register Now

THREE EASY WAYS TO REGISTER

WEB
www.HIDA.org

E-MAIL
hida@paemsolutions.com

CALL
866-451-9367

HEALTH SYSTEMS CHANNEL STRATEGIES CONFERENCE FEE

Manufacturers

HIDA Educational Foundation Associate: $1199 per person
Non-Associate: $1899 per person
For information on HIDA Educational Foundation membership, contact Cindy Chen at 703-838-6114.

Distributors

HIDA member: $899 per person
Non-member distributor: $1899 per person
For information on HIDA membership, group discounts, and small-member discounts contact Kelley Taft at 703-838-6127.

For complete registration information and cancellation policies, go to www.HIDA.org.

Biltmore Hotel, Coral Gables, FL

1200 Anastasia Avenue, Coral Gables, FL 33134
Phone: 800-727-1926 and refer to group booking ID# 1741 “HIDA Group”.
Web: www.HIDA.org/HotelBooking; On the hotel reservation site, guests must enter the group ID# 1741 to receive discounted rates.
Rate: $289 per night (plus $22 daily resort fee plus 13% tax)
Email: Reservations@biltmorehotel.com; refer to group booking ID# 1741 “HIDA Group”.
Room Block Cut Off: December 22, 2017
After the cutoff date, rooms will be booked on a space-available basis only and room rates are subject to change.
Hotel Cancellation Policy: If you cancel 8 or more days before arrival, a $50 cancellation fee is charged; the remainder of your deposit is returned to your credit card.

Partners: HIDA ACUTE ADVISORY COUNCIL HIDA PHYSICIAN ADVISORY COUNCIL
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