

2012 SPRING

IDN SUMMIT AND REVERSE EXPO

CHANGE BRINGS OPPORTUNITY

APRIL 23 - 25 | ORLANDO, FL | OMNI ORLANDO RESORT AT CHAMPIONSGATE

PRE-EVENT GUIDE

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SCHEDULE-AT-A-GLANCE

SUNDAY, APRIL 22

5:00 pm – 9:00 pm Registration Open

MONDAY, APRIL 23

6:30 am – 7:00 pm Registration Open
 7:00 am – 11:30 am Team Building sponsored by **VHA**
 9:00 am – 12:00 pm Focus Groups (Invitation Only)
 11:00 am – 12:00 pm First-Time Attendee Lunch

Strategic Insights Track

12:00 pm – 1:15 pm Transformative Collaborations
 1:30 pm – 2:30 pm Strategies and Relationship Building
 2:45 pm – 4:00 pm Revolutionizing the Supply Chain

Best Practices Track

12:00 pm – 1:15 pm Best Practices for Small and Mid-Sized IDNs
 1:30 pm – 2:30 pm Initiating Change and Incorporating Innovation
 2:45 pm – 4:00 pm Best Practices for Large IDNs and Regional Purchasing Cooperatives

Clinical Integration Track

12:00 pm – 1:15 pm Innovative Models of Clinical Integration
 1:30 pm – 2:30 pm Evolving Relationships and their Impact on Clinical Integration
 2:45 pm – 4:00 pm Pathways to Accountable Care

Purchased Services Track

12:00 pm – 1:15 pm Evolving Purchased Services Processes
 1:30 pm – 2:30 pm Evaluating Opportunities for Reduced Costs
 2:45 pm – 4:00 pm Diversifying Your Purchased Services Portfolio

Market Strategies Track

12:00 – 1:15 pm Healthcare Reform Regulatory Changes and the Healthcare Supplier
 1:30 pm – 2:30 pm Business Strategies that Build Value
 2:45 pm – 4:00 pm Your Changing Customer
 4:00 pm – 6:00 pm Vision sessions (Invitation Only)
 4:15 pm – 5:45 pm GPO Informational Forums
 6:00 pm – 7:30 pm GPO Receptions

TUESDAY, APRIL 24

7:00 am – 5:00 pm Registration Open
 7:00 am – 8:00 am New Product Showcase and Breakfast
 8:00 am – 12:00 pm General Session
 12:00 pm – 12:15 pm IDN Supply Chain of Excellence Awards Announcement
 12:25 pm – 1:30 pm New Product Showcase and Lunch
 1:30 pm – 2:00 pm Provider and Sponsor Only Access: Reverse Expo
 2:00 pm – 5:30 pm Reverse Expo
 7:00 pm – 9:00 pm Reception

WEDNESDAY, APRIL 25

7:00 am – 8:30 am New Product Showcase and Breakfast
 8:30 am – 11:15 am General Session
 11:15 am – 11:45 am Open Forum Discussion
 11:45 am Meeting Adjourned

Sunday, April 22

5:00 pm — 9:00 pm **Registration Open**

Monday, April 23

6:30 am — 7:00 pm **Registration Open**

7:00 am — 11:30 am **Team Building sponsored by VHA**

The 2012 Spring Team Building Challenge will again combine team building exercises with an opportunity for giving back to community and those less fortunate. Sharpen your collaborative skills and take part in a team-building challenge that helps you network and build your team-player abilities, while you contribute your talents to a worthy cause. Join fellow attendees and make a difference in yourself while you help make a difference for others.

9:00 am — 12:00 pm **Focus Groups (Invitation Only)**

Join your peers in a small-group research setting as you exchange ideas and share insight about some of the issues most crucial to the healthcare industry. Host companies would like your valuable input on what matters most to you about critical factors impacting your organization. Participation is by invitation only. Each focus group is limited to 10 attendees. Pre-registration is required.

11:00 am — 12:00 pm **First-Time Attendee Lunch**

Is this your first IDN Summit? The First-Time Attendee Lunch provides the opportunity to learn more about how to make the most of your IDN Summit experience. Get tips on how to best utilize your time on and off the expo floor, learn more about networking opportunities and events, and have your questions answered by staff and veteran Summit attendees.

12:00 pm — 1:15 pm **Strategic Insights Track: Transformative Collaborations**

Collaboration is a key component to navigating the roadways and clearing the hurdles of Healthcare Reform, particularly when it leads an organization through a transformation of ideas and processes that lead to better outcomes. This session will present two examples of transformative collaborations in the healthcare supply chain.

The first example will focus on the collaboration between two systems, Franciscan Missionaries of Our Lady Health System (FMOLHS) and Mercy Health (Mercy), both faith-based Catholic providers. With a goal of aligning strategies and reducing costs, this collaboration resulted in significant savings for the partnering organizations as well as a transformation of conventional thinking within both supply chains. You will gain insight from Bill Mosser, vice president, materials management, FMOLHS, and Gene Kirtser, president ROi, on the critical steps necessary in developing partnerships, including the role of missions and values.

In the second presentation, you will learn the planning and implementation steps necessary in building a successful and transformative collaboration involving a supply chain partner. Hear how focusing on the transformative capabilities of this relationship can yield benefits for both organizations. Listen as presenters describe results and provide details on the challenges they faced along the way.

Learning Objectives:

1. Identify key factors in forming a successful collaborative relationship.
2. Plan how your organization will develop a strategy for greater collaboration with potential industry partners.
3. Evaluate potential savings opportunities realized through the formation of transformative collaborations.

12:00 pm — 1:15 pm

Best Practices Track: Best Practices for Small and Mid-Sized IDNs

The Best Practices Track will offer unique insight on innovations that can help leverage an organization's assets and bring about enhanced patient care through a more efficient and proactive supply chain. The opening session of this track will consist of two 30-minute presentations presented by two of the IDN Summit Supply Chain of Excellence Award winners. These systems will describe the innovations that proved successful in meeting their goals, the challenges they faced and their recommendations of best practices for adopting similar innovations and processes.

Learning Objectives:

1. List factors required to enable supply chain innovation resulting in enhanced patient care and improved cost savings.
2. Evaluate challenges and lessons learned from the transformations undergone by each organization.
3. Identify ways these innovations could offer value for your organization and develop a strategy for implementation.

12:00 pm — 1:15 pm

Clinical Integration Track: Innovative Models of Clinical Integration

It is no surprise that clinical integration has rapidly moved to the forefront in Healthcare Reform. The need is keen for system-wide change to meet needs as far-reaching as improved patient care and economic rewards for efficiency, yet change of such magnitude can be burdensome, the challenges many.

Healthcare systems have begun adopting a number of approaches for more meaningful integration with physicians and clinicians. Some target particular areas, while others take a whole-system approach. A number of models for clinical integration exist. For example, some have employed a "cabinet style" model whereby service line determines supply chain involvement. Other systems have created supply chain "teams" led by clinicians.

This session will look at two approaches to clinical integration. Each will present a different model for achieving a clinically integrated supply chain. Learn why each approach was well-suited to the clinical integration goals of the system using it and hear how different approaches can be tailored to address specific challenges to successful clinical integration.

Learning Objectives:

1. Compare different models for achieving clinical integration.
2. Describe challenges to achieving clinical integration.
3. Identify ways to utilize innovative models for developing your organization's clinical integration strategies.

12:00 pm — 1:15 pm

Purchased Services Track: Evolving Purchased Services Processes

With supply chains under intense pressure to identify key areas for cost reduction, systems have found it increasingly necessary to move beyond traditional areas of savings to those falling within the category of purchased services. Yet as the third-largest cost area in health systems, purchased services has evolved into an environment of increasingly complicated contracts and negotiations that often involve several departments and areas of responsibility. Such conditions make it difficult to identify opportunities for cost reduction and implement action for attaining savings goals.

In this session, hear from two healthcare systems on how they have overhauled their purchased services contracting processes. Learn what methods they used to improve efficiency while still focusing on patient care.

Learning Objectives:

1. Identify the steps for improving purchased services contracting processes that can lead to potential cost savings and enhanced patient care.
2. Describe innovative models for improving purchased services efficiency.
3. Analyze the relationship between overhauling of the contracting process and the potential for realizing increased cost savings.

12:00 pm — 1:15 pm

Market Strategies Track: Healthcare Reform Regulatory Changes and the Healthcare Supplier

The changes that are impacting healthcare providers and patients are often used in defining the evolving healthcare environment. But suppliers face their own unique challenges brought about by the changing healthcare landscape, including new business processes, greater budget constraints and shifting client expectations. Maintaining knowledge of the many regulatory changes impacting the industry and analyzing how these changes affect the way they do business can be a monumental challenge for those supplying the services and products necessary for improving patient care.

In this interactive session, you will hear an update on regulatory changes from industry experts and learn how these provisions are likely to continue to impact the healthcare supplier community. Gain fresh insight as you take part in an interactive Q&A discussion on the anticipated impacts that change is having on relationships forged between suppliers and providers.

Learning Objectives:

1. Evaluate the impact of Healthcare Reform on provider/supplier relationships.
2. Analyze key challenges to operating as a supplier to the changing healthcare provider sector.
3. Explain how reform provisions are likely to impact the future of the supply chain.

1:15 pm — 1:30 pm

Break

Interactive Roundtable Discussions – All Educational Tracks

To foster greater interaction among speakers and attendees, the 2012 Spring IDN Summit will launch interactive roundtable discussions during the 1:30 pm time slot for all five educational tracks. These discussions, each focusing on two questions or issues specific to that track, will provide opportunity for expert strategic perspective coupled with real-time audience feedback and participation.

1:30 pm – 2:30 pm

Strategic Insights Track: Strategies and Relationship Building

The strategic insights track is aimed at strategies and relationship building that yield a stronger, more effective supply chain and ultimately, improved patient outcome with efficient use of resources. This roundtable discussion is designed to launch discussion regarding the engagement necessary both within the system and with industry partners in order to assure that the supply chain contributes to the system's overall goals in a meaningful and effective way.

This interactive roundtable discussion will provide a forum launched with the following two discussion points:

- Positioning Supply Chain as a Strategic Asset: Engaging the C Suite
- Strategic Supplier Relationships: Can They Work?

Learning Objectives:

1. Distinguish the supply chain as a strategic asset to engage C-suite executives.
2. Evaluate the effectiveness of strategic supplier relationships.
3. Analyze key challenges to developing more effective internal and external relationships to improve the supply chain.

1:30 pm — 2:30 pm

Best Practices Track: Initiating Change and Incorporating Innovation

Innovative ideas can be integral to the success of any undertaking and the healthcare supply chain is no exception. But bringing about real change, moving from a plan on paper to actual implementation, can be met with human resistance and other forces that hinder its success. How you plan for these challenges and your system's ability to correctly identify and put into place best practices for achieving necessary transformations is crucial.

This interactive roundtable discussion will keep best practices at its core as it focus on the following two questions:

- How do you initiate change within your supply chain organization?
- What are some of the emerging best practices your organization should consider?

Learning Objectives:

1. Outline steps for initiating supply chain changes in your organization.
2. Identify new and emerging best practices that have relevancy to your organization.
3. List specific ways to incorporate innovation to bring about change in the supply chain.

1:30 pm — 2:30 pm

Clinical Integration Track: Evolving Relationships and their Impact on Clinical Integration

Clinical integration has been identified as vital to a healthcare system's ability to survive and thrive in the new era of healthcare. Evolving relationships, acceptance of change, and the need for buy-in and engagement on all levels are just some of the factors that will shape the clinical integration process.

The clinical integration track's interactive roundtable discussion will focus on the following issues:

- The Evolving Physician Relationship
- Boundaries: It's a Hospital, Isn't Everything Clinical?

Learning Objectives:

1. Identify methods to improve the evolving physician/supply chain relationship.
2. Compare traditional and emerging roles of clinicians as it relates to the supply chain.
3. Analyze how evolving relationships and roles can impact clinical integration goals.

1:30 pm — 2:30 pm

Purchased Services Track: Evaluating Opportunities for Reduced Costs

Navigating the complicated waters of purchased services in search of cost savings can be difficult. Vendor relationships can take many forms and in some cases, the lines between in-house and out-sourced services can seem less than distinct. Evaluating vendor contracts and analyzing decisions involving outsourced services are steps in evaluating opportunities for reduced costs. As the purchased services area grows, the need to target this area for cost reduction continues to grow with it.

This interactive roundtable discussion focusing in the area of purchased services will be centered on the following two issues:

- Identifying Opportunities: Hidden Savings in Purchased Services
- When to Outsource and When to Keep Things In-house

Learning Objectives:

1. Identify potential opportunities for improved efficiencies and cost savings in the area of purchased services.
2. Outline what steps your organization should take in determining which services to outsource.
3. Describe strategies your organization can employ to realize savings through improved contract and vendor management.

1:30 pm — 2:30 pm

Market Strategies Track: Business Strategies that Build Value

Healthcare Reform has brought sweeping change to the industry and knowing what challenges IDNs face can position your organization well for the future. Willingness to set aside old strategies and processes in order to understand concerns and challenges of IDNs and then formulate new strategies based on this knowledge are key steps to successful business relationships.

This interactive roundtable discussion will focus on the following topic areas for discussion:

- Sharpening Your Marketing Strategies to Align With IDN Challenges
- In Your Customer's Eyes: Is Your Company a Valuable Asset?

Learning Objectives:

1. Describe how your organization can adjust its marketing strategies to align with IDNs as they face new challenges.
2. Evaluate the challenges faced by IDNs and their impact supplier relationships.
3. Identify steps your organization can take to better demonstrate its value to its customers.

2:30 pm — 2:45 pm

Break

2:45 pm – 4:00 pm

Strategic Insights Track: Revolutionizing the Supply Chain

Healthcare Reform is bringing about monumental change throughout the entire healthcare supply chain. The relationship between provider and supplier has never been more crucial, as both sides seek a more collaborative environment conducive to improved efficiencies and outcomes.

This session will provide perspective and enliven discussion on the building blocks of collaborative relationships—the who, what, when and how—as seen from both sides of the table.

Eric O'Daffer, research director, Gartner Research, will open the session with his thoughts on, "Making the Grade: What to Look for in a Top 20 Strategic Supply Chain Partner." Eric's presentation will drill down on how suppliers and providers can move from just talking about collaborative strategic partnerships to actually making them happen. He will discuss how to get the tough questions answered and explain what such a relationship will entail. Following Eric, a health system supply chain executive will discuss how their system underwent a complete supply chain overhaul. Learn about the strategies, issues, and outcomes surrounding the initiatives and innovations put into place, including examples of collaborative partnerships and benefits.

Learning Objectives:

1. Identify the elements of a successful collaborative relationship.
2. Describe attributes of a strategic supply chain partner that are most likely to lead to a successful collaborative relationship.
3. Evaluate insight on the process of overhauling a supply chain and describe how your organization could benefit from such a process.

2:45 pm — 4:00 pm

Best Practices Track: Best Practices for Large IDNs and Regional Purchasing Cooperatives

Adapting best practices and bringing about change is crucial to success in the current and future healthcare industry environment. This session will help you gain insight on innovations and learn how they can lead to both improved efficiencies and improvements in patient care.

Listen as a large IDN and a regional purchasing cooperative, both judged as IDN Summit Supply Chain of Excellence Award winners, offer their perspectives on proactively utilizing the supply chain to meet challenges of a changing healthcare landscape.

Learning Objectives:

1. Analyze the challenges faced by each organization and the approach used in meeting them.
2. Compare the challenges of your organization with those faced by the award winners.
3. Outline potential strategies for adopting similar innovations in your own organization.

2:45 pm — 4:00 pm

Clinical Integration Track: Pathways to Accountable Care

Quality and efficiency are at the core of accountable care. This session will explore two different methods for achieving accountable care goals of both improving the quality of care as well as the efficiency of healthcare.

You will gain insight on two business management strategies, Six Sigma and Lean methodology, and learn how each were used to attain objectives in quality and efficiency of care.

Six Sigma is a business management strategy centered on the theory that an organization's profit or success is not based on output alone, but also hinges on the ability to dramatically reduce costs through the control of errors, avoiding inefficient use of time and resources. It utilizes people within the organization as Six Sigma implementers with various levels of responsibility and mastery of the Six Sigma principles. Learn how Six Sigma can be utilized by healthcare organizations to bring about breakthrough change.

Then learn how Lean methodology is being used in the healthcare industry to provide the best possible patient care with minimum use of resources. Lean is a customer-based management practice and in healthcare, that primary customer focus is on the patient. Adopting a Lean approach means ensuring patient safety and quality of care by implementing strategies such as checklists and error-proofing processes. The Lean methodology focuses on keeping costs down by eliminating waste rather than cost-cutting approaches.

Learning Objectives:

1. Distinguish between Six Sigma and Lean methodologies as business management strategies.
2. Describe the principles of applying Six Sigma and Lean business management practices to healthcare organizations.
3. Plan how your organization could utilize a new business management strategy to bring about needed change.

2:45 pm — 4:00 pm

Purchased Services Track: Diversifying Your Purchased Services Portfolio

Identifying savings in the areas of purchased services necessitates thinking outside conventional boundaries. This broad area within an organization often encompasses widely differing services, from clinical engineering to transportation to housekeeping, offering numerous areas of potential savings as well as an often-complicated territory to traverse.

In this session, you will hear how two systems seized opportunities for savings through non-traditional means. Learn how to identify inefficiencies and improve processes to realize cost savings. Hear how systems were able to reduce waste and improve goals for enhancing patient care while still reaching financial goals.

Learning Objectives:

1. Identify potential areas of non-traditional cost savings for your organization within the area of purchased services.
2. Evaluate cost-savings potential of two different purchased services areas within your organization.
3. Describe ways to improve cost efficiencies through specific purchased services areas.

2:45 pm — 4:00 pm

Market Strategies: Your Changing Customer

Understanding the challenges faced by healthcare systems to better align product and service strategies is at the heart of the market strategies track. The first step in the process involves gaining full knowledge of the organizational structure of your client. Gone are the days where healthcare purchasing followed a clear roadmap. The new supply chain features various models of purchasing, such as self-distribution models, Accountable Care Organizations and Regional Purchasing Collaboratives.

In this session, hear from three seasoned supply chain executives as they describe their unique contracting models. The key features and differences between these models will be explored in depth as the presenters share the changes their supply chains have undergone and how those changes will impact suppliers.

Learning Objectives:

1. Evaluate how the changing healthcare environment has impacted the need for better alignment of product and service strategies.
2. Describe various healthcare contracting models.
3. Outline how your organization can adopt new marketing strategies as a proactive approach to differing contracting models.

4:15 pm — 5:45 pm

GPO Informational Forums

The role of GPOs continues to evolve in ways that allow these organizations to more effectively work with their IDN partners. With about 98 percent of U.S. hospitals utilizing GPO contracts, according to a recent IDN Summit survey, to some capacity in their purchasing processes, the role of GPOs has continued to grow, though it has been contingent on each organization's ability to adapt to changing needs of the supply chain environment.

Each of the national GPOs will host a concurrent informational forum where suppliers can learn about their organizational values, contracting strategies and health system clients. Suppliers will have the opportunity to ask questions and network with the GPO executives in attendance.

4:00 pm — 6:00 pm

Vision Sessions

By Invitation, for Providers Only

Vision sessions are in-depth educational forums providing opportunity for a discussion of current issues impacting the healthcare supply chain. Not a marketing or research exercise, these sessions instead provide the chance for honest and open discussion about strategies,

problem-solving and informed decision making in the changing atmosphere of the healthcare supply chain. Vision sessions provide opportunity for small-group analysis of today's most critical industry issues. Led by industry leaders, these provider-only sessions are designed to be interactive and to provide access to experts from a variety of backgrounds and experiences. Each session will afford ample opportunity for open dialogue with the presenting companies.

6:00 pm – 7:30 pm

GPO Receptions

Tuesday, April 24

7:00 am — 5:00 pm

Registration Open

7:00 am — 8:00 am

New Product Showcase and Breakfast

Launch your day with a great breakfast while learning about some of the most innovative new products and services available to the healthcare industry. The New Product Showcase features emerging innovations in products and services to help you turn challenges into opportunities and visit face-to-face with exhibiting company representatives.

8:00 am — 9:15 am

General Session: Supply Chain of Excellence Awards Presentations and Voting

Top initiatives in three health system size categories as well as a fourth regional purchasing coalition category will be identified through a peer-review process and recognized at the 2012 Spring IDN Summit and Reverse Expo. Each of the four finalists will present an overview during this general session, having already given a more in-depth presentation during the Best Practices Track the day before.

Near the close of this segment of the general session, healthcare system executives will be asked to mark a ballot for the overall national winner of the Supply Chain of Excellence Award from among the four category winners.

9:15 am — 9:30 am

Break

9:30 am — 10:30 am

General Session: Keynote

10:30 am — 10:45 am

Break

10:45 am — 12:00 pm

General Session: Chuck Lauer's Thought Leadership Panel

Chuck Lauer's popular thought leadership panel returns for the 2012 Spring Summit as he welcomes a panel of healthcare leaders who will describe how they are taking advantage of opportunities brought about by the changing business environment around them. Join Chuck as he moderates this panel of insightful industry leaders and engages them in a thought-provoking discussion of how to drive change rather than let change drive you. Listen as they share their insight and forecasts on the healthcare supply chain's changing role and discuss how change can be managed to become a valuable asset to your organization. The session will be designed to encourage audience interaction and exchange.

12:00 pm — 12:15 pm

IDN Supply Chain of Excellence Awards Announcement

The four category winners of the IDN Summit Supply Chain of Excellence will be recognized again, followed by the announcement of the overall national winner based on the earlier balloting.

12:15 pm — 1:30 pm

New Product Showcase and Lunch

Grab some food for thought along with your lunch when you stop by the New Product Showcase before heading off to the Reverse Expo. Take a moment to visit the participating companies who will be on hand to display and describe some of the latest products and services in healthcare.

1:30 pm — 2:00 pm

Provider and Sponsor-Only Access Reverse Expo

2:00 pm — 5:30 pm

Reverse Expo

Health system purchasing executives from IDNs and health systems across the nation host exhibit booths to educate attending supplier partners on their system's needs. It is the first step in forging lasting partnerships that drive savings and higher quality patient care.

7:00 pm — 9:00 pm **Reception**

Wednesday, April 25

7:00 am — 8:30 am **New Product Showcase and Breakfast**

This is your last chance to take in the New Product Showcase. Enjoy visiting with the companies showcasing their latest products and services before making your way to the general session.

8:30 am — 9:45 am **General Session**

9:45 am — 10:00 am **Break**

10:00 am — 11:15 am **General Session**

11:15 am — 11:45 am **Open Forum Discussion**