

IDN SUMMIT AND EXPO

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2011 SPRING IDN SUMMIT & EXPO / MARCH 21 – 23, 2011 / WALT DISNEY WORLD SWAN RESORT / ORLANDO, FL

PRE-SHOW GUIDE

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SCHEDULE-AT-A-GLANCE

SUNDAY, MARCH 20	
4:00 pm – 9:00 pm	Registration Open (Register for All Events at Registration Counter)
MONDAY, MARCH 21	
6:30 am – 7:00 pm	Registration Open (Register for All Events at Registration Counter)
7:00 am – 12:00 pm	IDN Summit Golf Tournament (Buses Depart at 6:45 am)
7:00 am – 11:30 am	Team Building with <i>Disney Institute</i> Sponsored by VHA
11:00 am – 12:00 pm	First – Time Attendee Lunch (Ticket Required)
INNOVATION TRACK	
12:00 pm – 12:50 pm	Baptist Health South Florida
1:00 pm – 1:50 pm	CHRISTUS Health
2:00 pm – 2:50 pm	Memorial Hermann Healthcare System
3:00 pm – 3:50 pm	UPMC
STRATEGIC MANAGEMENT TRACK	
12:00 pm – 1:15 pm	Linking the Supply Chain to the Patient Experience
1:30 pm – 2:30 pm	Using Kaiser Permanente’s ‘Design Thinking’ to Empower Innovation
2:45 pm – 4:00 pm	How to Compete in the Age of Reform
FINANCIAL OPERATIONS TRACK	
12:00 pm – 1:15 pm	Reforming Supplier Partnerships to Increase Savings
1:30 pm – 2:30 pm	Hierarchy of Supply Chain Metrics
2:45 pm – 4:00 pm	Leveraging the New Landscape of Payment Reform
CLINICAL INTEGRATION TRACK	
12:00 pm – 1:15 pm	Clinically Driven Supply Chain Methodologies
1:30 pm – 2:30 pm	Managing Change in Clinical Initiatives
2:45 pm – 4:00 pm	Innovating the Physician-Hospital Relationship
PURCHASED SERVICES TRACK	
12:00 pm – 1:15 pm	Developing a Purchased Services Team
1:30 pm – 2:30 pm	Purchased Services Benchmarking for Success
2:45 pm – 4:00 pm	Purchased Services Areas of Opportunity
MARKET STRATEGIES TRACK	
12:00 pm – 1:15 pm	Succeeding in the Healthcare Supply Chain with a Value-Based Purchasing Model
1:30 pm – 2:30 pm	Creative Partnerships: Getting Beyond Price to Deliver Value
2:45 pm – 4:00 pm	Doing Business with Future Distribution Models for Healthcare
4:15 pm – 6:00 pm	GPOs: Players in Healthcare Reform
4:00 pm – 6:00 pm	Vision Sessions (Invitation Only)
6:00 pm – 7:30 pm	GPO Receptions: A Story to Remember
TUESDAY, MARCH 22	
7:00 am – 5:00 pm	Registration Open (Register for All Events at Registration Counter)
7:00 am – 8:00 am	Breakfast and Product Showcase
8:00 am – 12:00 pm	General Session
12:00 pm – 12:15 pm	IDN Summit Supply Chain of Excellence Award Announcements
12:15 pm – 1:30 pm	Lunch and Product Showcase
12:15 pm – 1:30 pm	Peer-to-Peer (P2P) Exchange Lunches
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	March Madness Reception
WEDNESDAY, MARCH 23	
7:30 am – 8:30 am	Breakfast and Product Showcase
8:30 am – 10:00 am	<i>Disney Institute</i> Presents: Disney’s Approach to Leadership Excellence
10:15 am – 11:45 am	<i>Disney Institute</i> Presents: Disney’s Approach to Inspiring Creativity
11:45 am – 12:15 pm	Open Forum Discussion

2011 SPRING IDN SUMMIT CONFERENCE AGENDA

March 21-23, 2011

Walt Disney World Swan Resort, Orlando, FL

TRACK DESCRIPTIONS

Innovation Track: The finalists of the IDN Summit Supply Chain of Excellence Awards will present their unique ideas and go in-depth into how their organizations achieved supply chain excellence. These finalists were identified through a two-month long peer-voting process involving senior health system executives from IDNs across the U.S. Each presentation will be followed by a Q&A session where participants can engage these winners. Attendees will have the opportunity to vote on the leading innovation during the general session on Tuesday, March 22nd.

Strategic Management Track: You thought 2010 was a turbulent year! As 2011 unfolds, we are discovering even more uncertainty about healthcare reform, the economy and the political environment. Discover innovative business strategies senior healthcare executives have recently implemented to successfully redesign and reform their supply chains in the midst of these uncertainties. Learn how these strategies have reduced operational expenses, improved supply chain performance, elevated the supply chain's visibility and improved the patient experience for their health systems.

Financial Operations Track: With further uncertainty tied to the 2010 Healthcare Reform Act, improving the fiscal health of your organization while creating superior patient outcomes is paramount for your survival. IDN Summit attendees will hear from healthcare executives and leading industry analysts as they share their approach on payment reform strategies. Presenters will share insights on topics such as Medicare break-even strategies, bundled payments and Accountable Care Organizations (ACOs). You will review, realize and reimagine recent success stories of supply chain managerial and contracting strategies that have strengthened revenues and successfully decreased costs while improving the patient experience.

Clinical Integration Track: This informative group of sessions will address topics focused on the point of balance where the clinical arena intersects with the business of healthcare. In these times of reform, we must relearn the business of healthcare. Join industry leaders as they explore the latest strategies for aligning medication, technology, and clinical products and services with clinical protocols and reimbursement guidelines to achieve optimal efficacy. Sessions will focus on clinical initiatives in new healthcare models that are impacting various service lines to improve efficiencies and the quality of healthcare services.

Purchased Services Track: As healthcare reform looms and the pressure to become more efficient grows, health systems are taking a look at cost management in areas of "non-supply" spend, or purchased services. Purchased services can account for more than 16 percent of a health system's operating expenses and encompass a vast range of areas, such as clinical services, staffing, laundry, IT, telecom, lab and food services. Because they usually fall into various departments, purchased services are often overlooked as an area of potential savings. In these sessions, participants will learn how to assemble a purchased-services team, evaluate benchmarking strategies for cost savings and hear health system success stories.

Market Strategies Track: Strengthen your organization's go-to market strategies by hearing from leading IDN, health system and GPO executives as they discuss how to best deliver value. These valuable insights will impact your organization's strategies for positioning and selling specified product and service classes to health systems. Participants will gain an understanding of current and future industry dynamics, proven methods for qualifying IDNs and health systems, and best practices for building long-term relationships.

Monday, March 21, 2011

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

Register for Vision Sessions, Golf, Team Building, First-Time Attendee Lunch and Peer-to-Peer Exchange Lunches at Summit Registration Center.

7:00 am – 12:00 pm **IDN Summit Golf Tournament**

Begin your IDN Summit experience by golfing with your peers at the Jack Nicklaus Signature Golf Course at Keene's Pointe. Buses will pick up at the Convention Center entrance at 6:45 am to transport you to this exclusive Jack Nicklaus-designed course for the traditional shotgun start at 7:30 am. Brunch and refreshments provided.

7:00 am – 11:30 am **Team Building with *Disney Institute* sponsored by VHA**

Pelican 1 & 2

Breakfast service begins at 7:00 am and program starts at 7:20. Lunch from 11:00 am – 11:30 am.

Practice creativity and project management skills by using unique resources to build and operate a new imaginary Disney theme park in this high-energy Team Building with Team Park Challenge event. Participants work as a team to strategize for optimal park planning and operation. Teams will decide what attractions to build, which park amenities to include and what admission fee to charge. Ultimately, you'll learn how a successful operation requires collaboration, attention to detail and the ability to look at the big picture. Team members take on the role of project manager, financial exporter, recorder, guest researcher, builder and planner as they compete for the title of "Best Disney Theme Park" for their team. Casual attire is recommended.

11:00 am – 12:00 pm **First-Time Attendee Lunch (Registration ticket required)**

Swan 1 & 2

12:00 pm – 12:50 pm ***Innovation Track (IDN Summit Award Winners): Baptist Health South Florida***

Mockingbird 1 & 2

Ed Hisscock, Founder & CEO, The Optimé Group, will host the Innovation Track of Sessions

Presenter: Natalie Pita-Ortiz, Corporate Director, Contracting & Sourcing, Baptist Health South Florida
Supply Chain Services Slices Surgery Products Review Process

At Baptist Health South Florida, the painful process of physicians obtaining new products for surgical services procedures averaged a 38-day turnaround. The time it took to get a new product to a physician was beyond control, leading to a low quality rating, high dissatisfaction amongst our clients and inefficiencies throughout the supply chain.

In April of 2009, Supply Chain Services leadership recognized the situation as critical to patient care and took action to alleviate it. A team was established to review the existing process, interview the key stakeholders, and develop a new process that would satisfy the pain points previously vocalized by the surgery departments. The new process, which includes bi-weekly, 30-minute conference calls, was formerly implemented in October 2009. The average turn-around time is now 10 days. Client satisfaction is greatly enhanced and the physicians know that a requested item can be received for trial in days, not weeks.

Learning Objectives:

1. Evaluate the methodology and shift in critical thinking to adopt and execute a new surgery product review process.
2. Analyze the metrics used to validate effectiveness of new process.
3. Forecast future opportunities for improvement in the surgery product review process.

12:00 pm – 1:15 pm ***Strategic Management Track: Linking the Supply Chain to the Patient Experience***

Swan Ballroom 5B

Presenter: Sue Tyk, Interim Director, Quality, FMOL Health System

In evaluating a patient's experience, there are many factors which immediately come to mind: communication with clinicians and staff, pain management and cleanliness of facilities, among others. Though supply chain management in healthcare consistently focuses on the financial impact in the health system, it can also play a major role in the patient's overall experience. This session will highlight three experiences where a strategic supply chain initiative directly impacted a higher-quality patient experience.

Learning Objectives:

1. Analyze how supply chain improvement can directly impact a patient's overall hospital experience.
2. Explain how your organization can improve the patient experience.
3. Organize ways to link supply chain initiatives to patient experience and elevate your department's visibility.

12:00 pm – 1:15 pm *Financial Operations Track: Reforming Supplier Partnerships to Increase Savings*
Swan Ballroom 9 & 10

Panelists: Mark Dozier, Director, Sourcing & Contracting, Mayo Clinic; Ed Hardin, Vice President, Account Management, Sisters of Mercy; Jay Kirkpatrick, CEO, HCA Nashville Supply Chain Services

Moderator: Michael Langlois, VP, Supply Chain, William Beaumont Hospitals

One of the major goals of healthcare reform is to make the country's healthcare system more efficient, forcing supply chain executives to re-evaluate their relationships with product and service suppliers. Transforming traditional relationships into these vital partnerships can potentially unlock many savings opportunities. In this session, hear from supply chain executives from three forward-thinking health systems on their processes to evaluate supplier relationships. Examine how these executives identified key areas for improvement and collaborated with their supplier-partners to increase savings to determine if their processes work for you. Explore the barriers they faced and the reimaged opportunities that revealed themselves.

Learning Objectives:

1. Evaluate your current supplier partnerships.
2. Identify key areas for potential supplier partnership options.
3. Explain how reforming supplier partnerships can increase your bottom line.

12:00 pm – 1:15 pm *Clinical Integration Track: Clinically Driven Supply Chain Methodologies*
Swan Ballroom 7 & 8

Presenters: Dee Donatelli, Vice President, VHA, Inc.; Clara Anne Spencer, Director of Pharmacy Contracting, Carilion Clinic; Mark St. George, Director, Supply Chain & Performance Consulting, Mayo Clinic Florida

Moderator: Winifred Hayes, President and CEO, Hayes, Inc.

A clinically driven supply chain is one that uses an evidence-based process to evaluate the clinical value of products and considers not only their cost, but also quality and safety. Relearn your focus! Concentrating on the clinical quality of products drives greater savings than focusing on price alone. Clinically driven supply chains engage the clinicians in the process earlier and more often, and it is an imperative to form collaborative relationships to maximize success. In this session, hear from an industry expert on establishing a clinical supply chain and also hear insights from health system executives who have implemented successful clinical value analysis programs positively impacting the pharmacy and med/surg supply chains. Health systems that can implement this organizational change have the potential to increase time savings, cost savings and make a significant impact on quality of patient care.

Learning Objectives:

1. Outline critical steps in developing a clinically driven supply chain.
2. Plan steps to increase supply chain profitability while improving quality.
3. Identify the opportunities and challenges of implementing a clinically driven supply chain.

12:00 pm – 1:15 pm ***Purchased Services Track: Developing a Purchased Services Team***
Swan 3 & 4

Presenters: David McCombs, VP, ERP/Supply Chain Operations, Bon Secours Health System; Angie Haggard, Operating Vice President, OM Solutions, Owens & Minor; John Kautzer, Executive Director, Support Services, Resource Optimization and Innovation

Moderator: Lisa Ponssa, Content Director, IDN Summit & Expo

As the third-largest cost area in a health system, purchased services is an opportune area for cost reduction. The first step is to develop a team devoted to the task. Since purchased services are typically not centrally controlled within a health system, an organized team to champion the initiative is vital. In this session, health system executives will discuss how their organization evaluated and recruited the appropriate individuals for their purchased services team, and garnered executive buy-in to support the team in its mission. Once the team is in place, learn how to structure a plan for cost-savings in various purchased services areas and the likely challenges faced in the process.

Learning Objectives:

1. Analyze why assembling a purchased services team is important to your organization.
2. Outline how to structure and develop a purchased services team.
3. Develop a plan to tackle purchased services cost savings.

12:00 pm – 1:15 pm ***Market Strategies Track: Succeeding in the Healthcare Supply Chain with a Value-based Purchasing Model***
Swan Ballroom 6B

Panelists: Craig Frazier, Vice President, Ancillary Clinical Services/Resource Management, Sinai Health System; Judi Proctor, Director, Supply Chain Services, Munroe Regional Medical Center; and William Tousey, Vice President, Cooperative Services of Florida

Moderator: Maria Hames, Partner, HealthCare Links

Value-based purchasing ties Medicare reimbursement to clinical process and outcome measures, and is a large piece of healthcare reform, resulting in vast changes in the culture of healthcare, especially how suppliers do business with their health system customers. The Value-based Purchasing provisions will go into full effect October 2012 and vendors need to prepare their organizations now for the impending changes to hospital buying practices. This session will feature executives from hospitals who are already utilizing a Value-based Purchasing model. These purchasing decision makers will explain how their buying processes changed and how their vendor relationships evolved.

Learning Objectives:

1. Explain the details of Value-based Purchasing and how it will impact the healthcare supply chain.
2. Evaluate how your organization will be impacted by the changes from Value-based Purchasing models.
3. Outline what your organization can do to prepare for changes in business processes that will result from Value-based Purchasing.

1:00 pm – 1:50 pm ***Innovation Track (IDN Summit Award Winners): CHRISTUS Health***
Mockingbird 1 & 2

Presenter: Steve Pitzer, System Director, Supply Chain, CHRISTUS Health

“CHRISTUS Health FY10 Savings Goal” Approach

The “CHRISTUS Health FY10 Savings Goal” approach achieved over \$34 million in savings for fiscal year 2010. The approach to goal setting and achievement was initiated for the first time in 2009 for fiscal year 2010 (beginning July 1, 2009). In brief, the approach brings focus to no more than ten high-impact cost savings opportunities, and ensures visibility across the CHRISTUS organization. Through a process of cross-functional brainstorming, cost savings opportunities were identified, qualified and reviewed with executive management. The Top 10 Goals are established at a system-level, with accountability identified by region and facility. Progress toward the Top 10 goals is routinely measured and reported, and issues are rigorously managed.

This session will review this process, citing actual goals, actions taken to achieve them, and final results. There will be discussion about what worked well in the first year that the approach was used, and what was done differently as a result of experience and lessons learned. The discussion will also include process refinements implemented for Top 10 goals for FY2011 (running through June 30, 2011), and further refinements being implemented in developing FY2012 Top 10 goals (now in process).

Learning Objectives:

1. Analyze circumstances and identify if the CHRISTUS approach to goal-setting offers value in your organization.
2. Differentiate between various examples of Top 10 Goals, including those that were met, those that were exceeded, and those that fell short of achievement, promoting an understanding of variables involved in establishing different types of goals, varying stakeholders, and how best to orchestrate actions leading to goal achievement.
3. Evaluate what worked, and what was learned through the recent evolution of CHRISTUS Health’s “Top 10 goal” approach for supply chain management, and identify its application to your organizations’ circumstances.
4. Explain the variables involved in establishing different types of goals, the various stakeholders, and how best to orchestrate actions leading to goal achievement.

1:15 pm - 1:30 pm **Break**

Swan Foyer

1:30 pm – 2:30 pm ***Strategic Management Track: Using Kaiser Permanente’s ‘Design Thinking’ to Empower Innovation***

Swan Ballroom 5B

Presenter: Mary Katica, Design Analyst, Kaiser Permanente’s Innovation Consultancy

Moderator: John Kelly, CEO, Bluegrass Business Media

In healthcare, Kaiser Permanente is taking innovative thinking to a whole new level and using it to create improved, patient-centered solutions. This process, called ‘Design Thinking,’ was specifically developed to find human-centered solutions to healthcare’s most arduous issues. It engages those impacted first—patients and providers—to co-develop and design throughout the entire innovation process. In this session, hear from Kaiser’s Innovation Consultancy on the work they are doing to design and implement solutions that improve the care experience for patients and the work experience for care providers.

Learning Objectives:

1. List the key elements of Design Thinking.
2. Demonstrate the process of Design Thinking and the implementation of the solutions derived from it.
3. Plan how your organization can utilize Design Thinking to drive better patient outcomes and organizational efficiency.

1:30 pm - 2:30 pm ***Financial Operations Track: Hierarchy of Supply Chain Metrics***

Swan Ballroom 9 & 10

Presenter: Eric O’Daffer, Research Director, Gartner Research

Moderator: Bruce Carlson, Corporate Director, Materials Management, Valley Health

Join Eric O'Daffer, research director, Gartner, for a session detailing healthcare provider supply chain metrics. Eric will review his recent research, which applies Gartner's historical hierarchy for industries outside of healthcare to determine what we can apply to the supply chain issues faced by healthcare providers. Gartner's 'Hierarchy of Supply Chain Metrics' is derived from an eight-year study of non-healthcare companies with leading supply chains. Eric will detail how these forward thinking companies learned to effectively utilize various metrics in their businesses for improved service and financial performance. Healthcare supply chain leaders will learn how to determine the best metrics for improved system performance and also how to best communicate these analyses for internal and external stakeholders.

Learning Objectives:

1. Compare and contrast your current supply chain metrics through the prism of outside industry excellence.
2. Demonstrate how to use metrics to communicate the value of supply chain and garner C-level engagement.
3. Outline how to make value chain trade-offs between different links in your supply chain.

1:30 pm - 2:30 pm ***Clinical Integration Track: Managing Change in Clinical Initiatives***
Swan Ballroom 7 & 8

Presenters: Debra Honey, President, Honey Consulting

Moderator: Kevin DeMerchant, Clinical Resource Specialist, Mohawk Supply Chain Services

Healthcare facilities are constantly challenged to do more with less: less time, fewer people and less money. How do you cope? When attempting major clinical change to assist you in transforming your system to become more efficient, it's important to note that there is a 70 percent failure rate of all change initiatives. This session will dive into the 'why and how' of clinical transformation. Be prepared because clinical transformation requires changes in processes, technologies and people. These changes will certainly be a major issue in the era of healthcare reform. Healthcare providers are innovating the way healthcare is delivered to provide safer, more cost-effective care to their patients. Join industry experts for 'deep dives' into the many factors that need to be considered when managing change in a clinically driven supply chain. Reimagine how effective leadership can help address the transitions and emotional state of those involved, as well as provide motivation and properly manage the action of change.

Learning Objectives:

1. Define best practices in clinical change management.
2. Explain how to apply change management techniques to clinical initiatives.
3. Outline how change management techniques can benefit your health system.

1:30 pm – 2:30 pm ***Purchased Services Track: Purchased Services Benchmarking for Success***
Swan 3 & 4

Presenter: Paul Kreder, Principal, Deloitte

Moderator: Gene Kirtser, COO, Resource Optimization & Innovation

Despite the growing need for purchased services contracting protocol, very few standards have been developed to overcome contracting issues. In addition, benchmarking data is nearly non-existent, making it impossible for health systems to track whether they are spending too much on their purchased services. Learn from an industry expert how benchmarking data for purchased services can be applied to your organization's plan to cut costs in key areas. Gain an understanding of what can and cannot be benchmarked due to variability in the services provided. Hear a case study of one provider's experience in reducing purchased service costs.

Learning Objectives:

1. Outline how and when benchmarks can be utilized effectively in managing purchased service spend.
2. Identify key areas for improvement in purchased services contracting.
3. Construct a framework for the evaluation and improvement of purchased services.

1:30 pm – 2:30 pm

Market Strategies Track: Creative Partnerships: Getting Beyond Price to Deliver Value
Swan Ballroom 6B

Panelists: Joe Walsh, Director of Category Management, Supply Chain Organization, Intermountain Healthcare; Hedy Tomlin, Director, Supply Chain Management, Sarasota Memorial Health Care System; and Perry Willmore, Director, Supply Chain Management, St. Anthony's Medical Center

Moderator: Dave Hesson, Vice President, Aspen Healthcare Metrics

Collaboration and partnership have become an integral piece of an effective supply chain relationship. As health systems are making moves to payments based on quality and not quantity, they will need to evaluate the suppliers they do business with in the same light. Price will often not be the deciding factor in a purchasing decision, but rather a single factor in the complete package. This package also entails delivering value to your customer after the sale to include education, staff training and product support. In this session, hear real examples of creative supplier/provider relationships, how those partnerships transpired and how both organizations benefitted from the engagement by improving quality outcomes.

Learning Objectives:

1. Evaluate different partnership models between suppliers and health systems.
2. Define what's important to include in a partnership arrangement.
3. Express how identifying total cost of the current hospital supply chain is necessary to understand alternative solutions.
4. Question if your organization provides a value beyond price.
5. Outline how your organization can make changes to provide more value to your customer and thereby strengthen collaborative relationships.

2:00 pm – 2:50 pm

Innovation Track (IDN Summit Award Winners): Memorial Hermann Healthcare System
Mockingbird 1 & 2

Presenters: Chris Toomes, Corporate Director of Professional Services, and Helen Huffman, Senior Project Manager, Memorial Hermann Healthcare System

Centralized Equipment Management Program that Drives Positive Results

Memorial Hermann Healthcare System's (MHHS) priority is to provide a high standard of patient care while operating the busiest trauma center in the nation. As an IDN, they faced a variety of challenges associated with managing a decentralized equipment management program across all of their facilities. MHHS' primary needs were to upgrade their infusion therapy equipment across all 11 facilities without significant capital outlay, and be able to manage the technology once they received it. Additionally, they needed to ensure that their caregivers received equipment when and where it was needed to support optimal patient outcomes. In this session, explore how MHHS implemented a centralized equipment management program and achieved positive clinical, operational and financial outcomes, including avoiding more than \$20 million in upfront capital outlay while at the same time improving caregiver productivity and satisfaction.

Learning Objectives:

1. Identify the challenges that MHHS experienced with managing a decentralized equipment management program.
2. Explore potential benefits of implementing a centralized equipment management program.
3. Define the process associated with implementing a centralized equipment management program, and review strategies to overcome potential challenges.
4. Analyze the financial, operational and clinical results of a centralized equipment management program.

2:30 pm - 2:45 pm **Break**

Swan Foyer

2:45 pm – 4:00 pm **Strategic Management Track: How to Compete in the Age of Reform**

Swan Ballroom 5B

Panelists: Thomas Lubotsky, Vice President Supply Chain, Clinical Resource Management, Advocate Health Care; Robert Simpson, President & CEO, LeeSar; Rich Rasmussen, Vice President for Membership Relations, Florida Hospital Association

Moderator: Chuck Lauer, former publisher, *Modern Healthcare*

As 2011 unfolds and the 2010 healthcare reform legislation continues to be debated, healthcare systems are evaluating their strategic goals in an effort to prepare for impending changes. While there continues to be much uncertainty with healthcare reform, changes to the structure of healthcare providers as well as changes to how they are paid, are certainties. Hear from healthcare system executives on the strategic initiatives they have begun to continue clinical excellence while driving increased operational efficiencies. These thought-leaders will take you through their path for success and show how re-engineering their systems are enabling higher quality patient care as well as greater efficiencies to allow their organizations to compete in the age of healthcare reform.

Learning Objectives:

1. Evaluate your health system's supply chain goals.
2. List strategic supply chain initiatives to better position your organization for success in light of healthcare reform.
3. Outline key areas in your supply chain for continued improvement.

2:45 pm – 4:00 pm **Financial Operations Track: Leveraging the New Landscape of Payment Reform**

Swan Ballroom 9 & 10

Presenters: Deborah Templeton, Vice President, Supply Chain Services, Geisinger Health System; John Whittlesey, Principal, Healthcare Management Council; Michael Randall, Manager, The Camden Group

Moderator: Joseph Quinones, Vice President, New York Health & Hospitals Corporation

This session will take a look at three different payment reform strategies: bundled payments, Medicare breakeven strategies and Accountable Care Organizations (ACOs). In a recent survey of senior healthcare supply chain executives by the IDN Summit & Expo, 79 percent were optimistic about bundled payments, feeling that it would engage physicians to collaborate with value analysis teams and reimagine the existing contracting model. Furthermore, 48 percent of those surveyed believed that ACOs would represent a major opportunity to reduce costs. And, with 93 percent of healthcare supply chain executives extremely concerned over reduced reimbursements, strategies in exploring the Medicare breakeven point (BEP) will be a necessity for financial sustainability in the coming years. You'll hear from leading health-system executives as they share with you their revenue maximization strategies for future success.

Learning Objectives:

1. Outline innovative strategies for Medicare breakeven point to sustain profitability.
2. Explain the potential for ACOs to lower costs and achieve higher quality care.
3. Evaluate a bundled payments program and the implications to the supply chain.

2:45 pm – 4:00 pm **Clinical Integration Track: Innovating the Physician-Hospital Relationship**

Swan Ballroom 7 & 8

Presenters: Joe Colonna, Vice President, Supply Chain Management, Piedmont; Brent Hardaway, Vice President, Premier Consulting Solutions and John Mateka, Executive Director, Materials Management, Greenville Hospital System

Moderator: Winifred Hayes, President and CEO, Hayes, Inc.

In a recent IDN Summit survey, 77 percent of health system purchasing executives felt that the healthcare reform incentives for physicians and hospitals to collaborate were very important. The physician-hospital relationship is very complex and has unique dynamics that present constant challenges to both the care giver and the hospital. However, both share the same common goal: better patient care. This session will highlight innovative methods of strengthening the hospital-physician relationship, critical for reaching this shared goal while managing high cost products and preparing for future healthcare models. You'll hear from three industry leaders on how they achieved the successful hospital-physician alignment necessary to meet market expectations and requirements leading to new healthcare delivery models, such as ACOs. Uncover the roadblocks they encountered and how your organization can overcome these obstacles.

Learning Objectives:

1. Evaluate how improved hospital-physician alignment can positively impact your organization.
2. Lay out how to create a physician-alignment plan.
3. Define the key factors critical to successful physician-hospital collaboration.

2:45 – 4:00 pm *Purchased Services Track: Purchased Services Areas of Opportunity*

Swan 3 & 4

Presenters: Meghan Hendricks, Director of Shared Services, Dean Clinic and SSM Health Care; Edward Lewis, Director, Supply Chain, Texas Children's Hospital; Ed Bonetti, Director, Supply Chain Operations, Lifespan

Moderator: Mel Meck, VP, Materials Management, AtlantiCare Health System

Because purchased services contracting covers a broad scope of areas within a health system, there are many opportunities for savings in each. In this session, three case studies on purchased services contracting strategies will be presented in the areas of freight management, contract staffing and information technology. Freight management can be a significant cost management opportunity for health systems that are continuing to improve efficiencies. Historically, many facilities have paid little or no attention to the costs associated with shipping inbound and outbound goods. In this session, a health system executive will relate first-hand experience in the journey to savings in freight management. Contract staffing is another area for significant cost savings. You'll have the opportunity to hear how one hospital saved over \$1 million in the first year of its contract labor spend while increasing quality and efficiencies. As healthcare reform moves forward, and the adoption of electronic medical record systems grows, information technology will increasingly be in the spotlight as a strategic area for purchased services contracting. In fact, a Brown and Wilson survey of hospital chief information officers found that nearly half intended to outsource at least some portion of IT services by the first quarter of last year. The third case study in this session will focus on contracting cost-saving strategies in the IT arena.

Learning Objectives:

1. Identify savings opportunities in the area of freight management.
2. Describe ways to achieve cost savings across your entire organization's contract staffing purchased services.
3. Explore how your organization can adopt strategies for savings through information technology outsourcing.

2:45 pm – 4:00 pm *Market Strategies Track: Doing Business with Future Distribution Models for Healthcare*

Swan Ballroom 6B

Panelists: Rosaline Parson, Corporate Director, Supply-Chain Services, Orlando Health/Healthcare Purchasing Alliance Inc.; Terry Cox, Corporate Director, Supply Chain Services, Shriners Hospitals for Children; Dan McDow, VP, Support Services, SCM Alliance

Moderator: Ed Kuklenski, President and CEO, Suture Express

The healthcare supply chain has seen various new and emerging distribution models, especially in the last few years. Each of these models poses challenges, but also new opportunities, to healthcare suppliers. In this session, suppliers will hear from industry experts on what they can do to increase efforts to expand their relationships with health systems engaged in each of these various models. Suppliers will better understand the changing dynamics of self-contracting, self-distribution and regional purchasing collaboratives in health systems.

Learning Objectives:

1. Identify and compare various healthcare distribution models.
2. Outline how to optimize your sales strategies for each model.
3. Identify the potential return on investment in attacking the non-traditional supply distribution arena.
4. Evaluate how your organization can create successful partnerships with customers in the various models.

3:00 pm – 3:50 pm *Innovation Track (IDN Summit Award Winners): UPMC*
Mockingbird 1 & 2

Presenter: James Huff, Process Analyst, UPMC

The Transformative Power of Speech: How Voice-Directed Technology Advanced Productivity and Accuracy within UPMC's Centralized Distribution Center.

UPMC owns and operates a 60,000 square foot distribution center in Pittsburgh's historic South Side neighborhood. The distribution center plays a vital role in helping to maintain an exemplary level of patient care by inventorying over 3,500 operation-critical SKUs and providing service to 10 hospitals, scores of physician offices, cancer centers and long-term care facilities.

The operation historically relied upon traditional paper-based picking methods that were prone to human errors, inefficiencies and redundancies. Distribution center associates were required to pull independent paper-based orders from printers and attempt to decipher the most efficient way to pick each order. This activity was not only laborious, but also required significant forethought and deep product placement experience, all without any systemic control over picking accuracy. The results were wasted time and unnecessary costs for the health system; ultimately having a trickle-down effect on the quality of patient care. Additionally, continued growth of the enterprise and increasing demand for Materials Management services posed a further challenge for UPMC leadership.

UPMC faced several choices: a costly warehouse management system (WMS); increase head-count to continue manual paper-based processes; move into a larger distribution facility at extreme cost and effort; or explore cutting-edge technology previously uncharted in US Healthcare. A thorough evaluation of these various options led UPMC's Supply Chain leadership to a clear choice: voice-directed picking.

Learning Objectives:

1. Analyze how voice-directed picking technology can increase efficiency.
2. Evaluate how your organization can lower cost with voice-directed picking technology.
3. Identify how to improve customer service levels and create a greener and safer workplace.

4:15 pm – 6:00 pm *Market Strategies Track: GPOs: Players in Healthcare Reform*
Swan Ballroom 6B

Panelists: Dale Wright, Senior Vice President, Amerinet; Michael Berryhill, Senior Vice President, Strategic Sourcing, MedAssets; Pete Allen, Senior Vice President, Sourcing Operations, Novation; Dave Edwards, Vice President, Supplier Relations, Premier healthcare alliance

Moderator: Frank Cirillo, President & CEO, The Cirillo Consulting Group

Healthcare supply chain channels are constantly changing and that is even truer today with the implementation of recent healthcare reform legislation. The role of Group Purchasing Organizations (GPOs) will continue to evolve as they attempt to provide enhanced services to IDNs. In a recent study, it was found that GPOs are being used by 98 percent of U.S. hospitals and contracting for more than 73 percent of all non-labor purchases at those hospitals. As reform brings new initiatives, such as Accountable Care Organizations (ACOs), GPOs will attempt to play an increasing role in the formation and execution of many new models. In this 90-minute session, supplier attendees will have the opportunity to hear insights from GPO contracting executives on what strategic imperatives are forthcoming and how suppliers can find success with their GPO partners in the new era of healthcare reform. You'll learn best practices for winning contracts as well as maintaining successful relationships with GPO contracting executives as they address your questions and concerns. We welcome your questions online as well as the day of the meeting.

Learning Objectives:

1. Chart how to navigate the changing GPO landscape.
2. Outline proven strategies for cultivating long-lasting business partnerships with GPOs in the era of healthcare reform.
3. Outline insights from GPO contracting executives on what your organization can do to gain potential business.
4. Evaluate the changing methodologies the GPOs will be using to improve total cost management.

4:00 pm – 6:00 pm **Vision Sessions (Invitation Only)**

Vision Sessions are in-depth education or research opportunities discussing current topics impacting the healthcare supply chain. The Vision Sessions are led by industry leaders and are designed to be interactive and to provide you with a hands-on experience with experts in the specific areas. Each session will afford you ample opportunity for an open dialogue with the presenting companies. Refreshments will be served at the beginning of each session for a brief networking break.

ArjoHuntleigh Vision Session: *Macaw 1 & 2*

Creative Strategies to Save Millions While Improving Quality of Care

In light of today's U.S. healthcare landscape, many healthcare systems are looking at enterprise-wide safe patient handling as one of their top initiatives. Healthcare providers reduce costs and improve quality of care and community image when they implement the Diligent Safe Patient Handling program. To protect its staff and patients, and eliminate all of the needless costs associated with these risks and incidents, over 600 facilities have implemented a Diligent Safe Patient Handling program across the country. This novel initiative enhances community image, competitive advantage and saves them millions of dollars each year. Find out how!

Cook Medical Vision Session: *Osprey 1*

Demystifying Data: Making Better Supply Chain Decisions Using Clinical Information

In an era of plentiful clinical data, deciding how to use data efficiently is quickly becoming one of the most important challenges facing healthcare providers. This vision session brings together a group of diverse healthcare professionals for a conversation about clinical data and how to use it to make better decisions. Leave this vision session with greater confidence to make better business decisions while providing quality care for your patients.

TECSYS Vision Session: *Osprey 2*

Take Control of Your Supply Chain with Self-Distribution: Save Millions Annually and Improve Patient Care

Moving from the traditional distribution model with many steps, numerous middlemen, and substantial fees to a self-distribution model—where products are purchased directly from the manufacturer and received in your own service center for direct delivery to the patient—will drive significant cost reductions. This presentation will show you how you can take control of your supply chain and reap the benefits.

VHA Vision Session: *Parrot 1 & 2*

Join with other leaders in a problem-solving focus group

With so many factors in play during this changing healthcare environment, figuring out the best solution to your problems can be challenging. Reducing your cost of operations can take many forms. Do you need to be part of an ACO? How do you improve your core measures? How do you manage bundled payments? Who can help you figure out which problems to fix, in what order and how? In this focus group, we want to know:

- What are the issues you face in your particular environment?
- What are your daily challenges as you balance clinical quality with reducing your cost of operations?
- Who breaks through the noise and grabs your attention?
- What information do you use to help you make decisions?

To learn more about VHA, go to www.vha.com/joinus

6:00 pm - 7:30 pm GPO Receptions: A Story to Remember

Open to all attendees. Just like Disney, every GPO has a story to tell. Join the national GPOs on Monday evening beginning at 6:00 pm as they bring to life your favorite Disney stories and help you to experience their own story as well. After a full afternoon of education, enjoy some refreshment and fun with your peers.

HealthTrust Purchasing Group
Premier healthcare alliance
Novation
Amerinet
MedAssets

Swan Ballroom 1
Swan Ballroom 2
Swan Ballroom 3
Swan Ballroom 4
Swan Ballroom 6A

Finding Nemo
Lion King
Alice in Wonderland
Pirates of the Caribbean
Snow White

Tuesday, March 22, 2011

7:00 am - 5:00 pm Registration Open

7:00 am - 8:00 am Breakfast and Product Showcase

Parrot 1 & 2, Macaw 1 & 2, and Osprey 1 & 2

A new feature to the IDN Summit is the Product Showcase, featuring innovative products, services and solutions for healthcare systems. The following companies will be available to showcase their offerings to you during Breakfast and Lunch on Tuesday, March 21st, and Breakfast on Wednesday, March 22nd. Special appointment times are also available.

ArjoHuntleigh
Daniels Sharpsmart, Inc.
MTF and Orthofix
PCCConnection

www.arjohuntleigh.com
www.danielsinternational.com
www.mtf.org
www.pccconnection.com/health

TECSYS
Tiger Medical Group
VHA

www.tecsys.com
www.tigermedicalgroup.com
www.vha.com

8:00 am – 9:15 am General Session

Swan Ballroom 7 – 10 & B

The IDN Summit Supply Chain of Excellence Awards process identifies cutting-edge initiatives within IDNs and healthcare systems across the U.S. through IDN organization voting. These systems were judged as Peer Award Winners during a two-month online voting process. They present their unique ideas during the opening general session. Health system executives, please turn in your ballot by 10:00 am to an IDN Summit Representative.

Peer Choice Winners represent the following systems, in order of presentation:

UPMC
Memorial Hermann Healthcare System
CHRISTUS Health
Baptist Health South Florida

9:15 am – 9:30 am Break

Swan Foyer

9:30 am – 10:30 am **Keynote Presentation: Disney’s Approach to Inspiring Creativity Presents Building Business Through Storytelling**
Swan 7 – 10 & B

Presenter: Sharon Pleggenkuhle, Facilitation Manager/Content Specialist, *Disney Institute*

Powerful storytelling has been an ever-present force in the nearly hundred-year history of The Walt Disney Company. Today, storytelling is considered a critical and relevant tool for gaining emotional buy-in, and its significance is already being realized by organizations large and small around the globe. The use of storytelling to achieve buy-in can be especially critical to effective patient care, with all healthcare stakeholders playing a role. Learn how Disney uses the elements of storytelling to build on the culture that keeps its business world-class. Then discover how you can use storytelling to convey your own organization’s culture in a meaningful way. Learn how storytelling can be used as a strategic communications tool to enhance healthcare quality and drive supply chain initiatives. Why tell your story? Because people are listening.

10:30 am – 10:45 am **Break**
Swan Foyer

10:45 am – 12:00 pm **Thought Leadership Panel Discussion with Chuck Lauer**
Swan Ballroom 7 – 10 & B

Panelists: Alan Channing, President and CEO, Sinai Health System; Steven Goldstein, President & CEO, Strong Memorial Hospital and Highland Hospital; Frank Perez, CEO, Kettering Health Network; and Allen Weiss, President and CEO, NCH Healthcare System

Moderator: Chuck Lauer, healthcare business and policy expert, former publisher of *Modern Healthcare*

Join Chuck Lauer, noted healthcare leader and former publisher of *Modern Healthcare*, as he engages industry thought leaders in a high level panel discussion on the state of today’s healthcare system and the daily trials these leaders face in trying to positively impact their organizations. Dialogue will surround the challenges of implementing recent healthcare reform legislation, the current state of healthcare delivery in the U.S. and future trends that will impact all healthcare stakeholders.

12:00 pm – 12:15 pm **IDN Summit Supply Chain of Excellence Awards Announcements**
Swan Ballroom 7 – 10 & B

Four leading IDNs have worked hard at deploying innovations to improve their health system and have competed since the beginning of January in this peer-driven competition. They’ve gone through two rounds of voting among their peers and now stand ready to see whose innovation is judged as the National Award Winner. All are leaders in healthcare and during this session, we want to acknowledge their leadership.

12:15 pm – 1:30 pm **Lunch and Product Showcase**
Parrot 1 & 2, Macaw 1 & 2, Osprey 1 & 2, Osprey Terrace 1 & 2

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ArjoHuntleigh	www.arjohuntleigh.com	TECSYS	www.tecsys.com
Daniels SharpSmart, Inc.	www.danielsinternational.com	Tiger Medical Group	www.tigermedicalgroup.com
MTF and Orthofix	www.mtf.org	VHA	www.vha.com
PCConnection	www.pcconnection.com/health		

12:15 pm – 1:30 pm **Peer-to-Peer (P2P) Exchange Lunches**
Mockingbird 1, Mockingbird 2, Pelican 1 & Pelican 2

P2P Exchange is designed to go in-depth on four key challenges impacting supply chain management. The P2P research given to each attendee, along with moderator questions, will aim to stimulate active discussion among participants. These discussions will be condensed and attached to the P2P research paper and electronically delivered to each IDN Summit attendee after the conclusion of the Summit.

Topic 1: Profitable Diagnosis Related Groups (DRGs)

Mockingbird 1

Moderated by: Michael Louviere, VP, Supply Chain, Baptist Health System

Topic 2: Medical Device Management

Mockingbird 2

Moderated by: William Stitt, Vice President, Materials Management, Robert Wood Johnson University Hospital

Topic 3: Hospital and Physician Practices (Managing Physicians Who are Hospital Employees)

Pelican 1

Moderated by: Steven Smith, Corporate Director – Materials, Marshfield Clinic

Topic 4: Value-based Payment Models

Pelican 2

Moderated by: Lillie Smith Gelinas, Vice President and Chief Nursing Officer, VHA, Inc.

1:30 pm – 2:00 pm Provider and Sponsor – Only Access Reverse Expo
Swan Ballroom 1-6 & A

2:00 pm – 5:30 pm Reverse Expo
Swan Ballroom 1-6 & A

7:00 pm – 9:00 pm March Madness Reception Sponsored by DOTmed
Swan Terrace, Lake Terrace and Pool Terrace

Wrap up a productive afternoon of relationship building in the Reverse Expo by joining friends and existing partners beginning at 7:00 pm as the IDN Summit celebrates March Madness! Relax as you dress in fan gear to support your favorite college basketball team and talk NCAA basketball. Already tired of March Madness? Then get ready to enjoy the best video DJ in Florida.

Wednesday, March 23, 2011

7:00 am – 8:30 am Breakfast & Product Showcase
Parrot 1 & 2, Macaw 1 & 2 and Osprey 1 & 2

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www.mtf.org
www.pccconnection.com/health

TECSYS
Tiger Medical Group
VHA

www.tecsys.com
www.tigermedicalgroup.com
www.vha.com

8:30 am – 10:00 am Disney's Approach to Leadership Excellence
Swan 7 – 10 & B

Presenter: Sharon Pleggenkuhle, Facilitation Manager/Content Specialist, *Disney Institute*

Moderator: Ed Hisscock, Founder & CEO, The Optimé Group

Today's successful leaders provide a clear vision, create a structure for executing work, and engage people in the purpose of the organization. Walt Disney himself was a firm believer in this inspirational style of leadership; he used it throughout his long career and taught it to the leaders who succeeded him.

This program will teach you to: effectively communicate your vision and examine personal methods for inspiring others; explore successful Disney systems and the organizational structures that support them; examine the strategies Disney leaders employ to keep their teams engaged in their work; employ methods for sustaining momentum toward the achievement of goals; and develop day-to-day behaviors that will assist you in making a long-lasting impact on the people around you.

Learning Objectives:

1. Describe the Disney definition of a leader.
2. Identify the four key functions each leader must perform:
 - Envision the future
 - Organize the operation
 - Engage the team
 - Commit to results
3. Outline the strategies for leaving a legacy:
 - Set the example for others to follow
 - Create relationships for life
 - Spark excitement and enthusiasm in others
 - Remain true to your values

10:00 am – 10:15 am **Break**

10:15 am – 11:45 am **Disney's Approach to Inspiring Creativity**
Swan 7 – 10 & B

Presenter: Sharon Pleggenkuhle, Facilitation Manager/Content Specialist, *Disney Institute*

Moderator: Ed Hisscock, Founder & CEO, The Optimé Group

In today's workplace, change is occurring at an ever-increasing rate. In order to be successful in a climate of change, organizations must be able to foster an environment where collaboration and new ideas are not only safe, but expected and encouraged. Walt Disney knew that our success as a company relied on our ability to encourage innovative ideas and then support their development.

This program will also help you discover how to: foster a collaborative environment that draws on the creative resources of your entire organization; establish systems that help you make good decisions about new ideas; focus your employees' creativity on the goals of your organization; improve productivity by implementing new ideas generated in the creative process and enjoy everyone in the organization working as a leader to support the organization as well as each other.

Learning Objectives:

1. Explain the working definition of "creativity" as it applies to the success of any organization.
2. Explain Disney's Chain of Excellence and its application to organizational creativity.
3. Differentiate the four key components that make up the organizational creativity model:
 - Collaborative culture
 - Organizational identity
 - Structural systems
 - Leader's role

11:45 am – 12:15 pm **Open Forum Discussions**
Swan 7 – 10 & B

Moderator: Ed Hisscock, Founder & CEO, The Optimé Group

Reflecting the collaborative learning nature of the IDN Summit and Expo, the floor will be opened to the attendees of the IDN Summit, who will have an opportunity to ask questions of each other and share their knowledge and best practices for improving the healthcare supply chain.