

Final Program

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HIGPA
INTERNATIONAL
EXPO

OCTOBER 21-23, 2009
GRAND HYATT WASHINGTON
WASHINGTON, DC



HEALTH INDUSTRY GROUP
PURCHASING ASSOCIATION



Healthcare Industry
Supply Chain Institute

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Welcome

On behalf of the Health Industry Group Purchasing Association (HIGPA) and the Healthcare Industry Supply Chain Institute (HISCI), we would like to welcome you to the 2009 HIGPA International Expo.

During this time of healthcare reform it is critical to be in-the-know and gain insight on what industry changes will occur in the near future. With featured sessions including the *Washington Update*, this year's Expo is guaranteed to feature some of the most prestigious leaders within the supply chain industry and provide you with some face-to-face interaction with the biggest names on the Hill.

New attendees to the Expo event are invited to participate in the *First Time Attendee Welcome and Orientation* being held on the first day of the conference. During this session, GPO and supplier representatives will provide an overview of the networking opportunities and educational sessions available at the Expo event.

In addition we will be holding the Reverse Tradeshow where GPOs and IDNs have the opportunity to meet with supplier partners. You certainly don't want to miss the *General Session & Dinner with Tucker Carlson & Paul Begala* on Thursday evening, where they will deliver a lively debate-style, point-counter-point discussion of the American political scene and hot button issues.

As you can see, we have an action-filled agenda with multiple opportunities for you to increase your network of colleagues, learn firsthand what is going on in Washington, and enjoy a special evening with Carlson and Begala.

Again, welcome and thank you for joining us in Washington.

Sincerely,



Jack Querio
Expo Committee Co-Chair
Strategic Accounts Director
Vistakon, Johnson & Johnson
Vision Care



Dee Ann Cross
Expo Committee Co-Chair
Director, Operations
Novation, LLC

Schedule of Events

Tuesday, October 20, 2009

9:00 a.m. – 10:30 a.m.

Pharmacy Committee Meeting

Closed Session

Constitution B

10:45 a.m. – 12:00 noon

Pharmacy Forum Steering Committee Meeting

Closed Session

Constitution B

10:45 a.m. – 1:45 p.m.

HIGPA Board Meeting

Closed Session

Constitution CDE

1:45 p.m. – 2:15 p.m.

HIGPA Member Meeting with Q&A

HIGPA Members Only

Constitution CDE

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 5:30 p.m.

HISCI Board Meeting

Closed Session

Constitution CDE

2:30 p.m. – 6:00 p.m.

Registration Open

Independence Foyer

5:30 p.m. – 6:00 p.m.

HISCI Member Meeting with Q&A

HISCI Members Only

Constitution CDE

6:00 p.m. – 7:30 p.m.

HIGPA and HISCI Member Reception

HIGPA & HISCI Members Only

Burnham/Latrobe

Wednesday, October 21, 2009

7:30 a.m. – 5:30 p.m.

Registration Open

Independence Foyer

8:30 a.m. – 9:30 a.m.

Association of National Account Executives (ANAE), Training Session for suppliers: Networking to Win

McPherson Square

Gary Gustafson, ANAE President

Winning is everything in our business. This means for everybody. GPOs, IDNs and Suppliers all need to win for all to survive. You can't reach this end game by playing solo. Relationships have to exist along the way and "Networking" is the tool for building relationships. In this session, ANAE will open up the doors to successful networking and provide a look at how the best in the industry stay on top year after year. Coffee and Networking will be available at 8:00 a.m.

9:45 a.m. – 10:30 a.m.

General Session

First Time Attendee Welcome & Orientation

Independence A

Enjoy this exclusive welcome event open only to first time attendees and hosted by Dee Ann Cross, Director of Operations, Novation, Jack Querio, Strategic Accounts Director, Vistakon, Johnson & Johnson Vision Care, Anna Fox, Vice President, Contract Operations and Data Management, Consorta, Inc., Dennis Daar, Managing Partner, Medical Strategies International, LLC and Pam Letendre, Healthcare National Manager, OfficeMax. They will give an overview of the high-level networking and educational content you can take advantage of at the 2009 Expo. Additionally, they will review HIGPA's anti-trust policy to guide first time attendees in appropriate discussions.

10:30 a.m. – 10:45 a.m.

General Session

Opening Remarks

Independence A

Rand Ballard, MBA, HIGPA Board Chair

Curtis Rooney, HIGPA President

Reconnect with colleagues and make new contacts as we officially kickoff the 2009 Expo. Join Curtis Rooney, HIGPA President, and Rand Ballard, HIGPA Board Chairman, as they provide a complete overview of the 2009 Expo's events as well as conference highlights you won't want to miss.

Schedule of Events

10:45 a.m. – 11:45 a.m.

Opening General Session: Welcome/Kick-off
Independence A

12:00 noon – 2:00 p.m.

Reverse Tradeshow
Independence Ballroom

Get down to business at the Reverse Tradeshow. This is an opportunity for GPOs and IDNs to meet with their supplier partners. The tradeshow's goal is to strengthen the relationships of all parties and facilitate the sales process. A buffet lunch will be provided.

2:00 p.m. – 3:15 p.m.

General Session: The Washington Update
Independence A

Get a front row seat to hear Washington insiders discuss the current state of the Nation regarding the debate that is Health Care Reform. Hear those closest to the discussion give a real-time update on what the real story is on the Hill.

Bob Van Heuvelen, VH Strategies

John Easton, VH Strategies

Melissa Schulman, Bockorny Group

Diane Major, Bockorny Group

Moderator: Blair Childs, Senior Vice President of Public Affairs, Premier, Inc.

3:15 p.m. – 3:30 p.m.

Break

Independence Foyer

Sponsored by:



3:30 p.m. – 4:30 p.m.

General Session:
Analysis of Health Reform

Independence A

*Mark V. Pauly, PhD, Professor of Healthcare Management,
Wharton School of Business, University of Pennsylvania*

Dr. Mark Pauly will present his research on health reform. His discussion will touch on conceptual foundations for cost-benefit analysis of drugs, health insurance design, medical economics, and healthcare policy.

4:30 p.m. – 5:30 p.m.

**General Session:
Access to Capital Panel**

Independence A

Robert James Cimasi, MHA, ASA, CBA, AVA, CM&AA,
President, Health Capital Consultants

David Cyganowski, MBA, *Managing Director & Health Care
Co-Head, Citigroup Global Markets & Banking*

Kenneth Kaufman, *Managing Partner, Kaufman, Hall &
Associates, Inc.*

Moderator: Patrick Ryan, Clark Street Ventures, LLC

This panel includes representatives from a bond rating firm, a healthcare financial trade journal, and a management firm. An exciting discussion surrounding pertinent healthcare issues in the context of today's economy, as well as what the healthcare industry can expect for the future, is planned. Topics will include bonding in hospitals, stocks in the supplier community, and the role of the investment world as well as financial and capital planning in healthcare.

5:30 p.m. – 7:00 p.m.

Chairmen's Welcome Reception

Constitution Ballroom

Sponsored by:



This highly-attended event is the perfect place to network and build your contacts. An annual event hosted by both Chairs of HIGPA and HISCI, the reception honors the Board of Directors, industry leaders, and those who have committed time and energy to advancing the missions of both organizations.

Thursday, October 22, 2009

6:45 a.m. – 4:00 p.m.

Registration Open

Independence Foyer

7:00 a.m. – 8:30 a.m.

GPO Executive Breakfast

Independence BCD

Sponsored by:



Last year's debut of the GPO Executive Breakfast was a hit, so we're bringing it back for 2009. It provides a unique opportunity for vendors to meet exclusively with GPO industry leaders and discuss relevant healthcare issues in a

Schedule of Events

less formal setting. Come join other “early birds” on Thursday morning and benefit from this informative networking event.

7:30 a.m. – 8:30 a.m.

Continental Breakfast

Independence Foyer

8:30 a.m. – 9:30 a.m.

General Session:

Innovations Panel

Independence A

Martin Miller, Director, Health Systems Integration, Terumo Medical Corporation

Laura Sutherland, Director of Business Membership, Practice Greenhealth

Rick Weinberg, Chairman, HISCI Rostering Task Force

Deborah Williams, HIGPA Diversity Committee Member

Moderator: **John I. Pritchard**, MBA, Publisher, *The Journal of Healthcare Contracting*, *The Major Accounts Exchange*

Panelists will address what suppliers will see from GPOs in the next few years regarding codes of conduct, rostering, green purchasing, supplier diversity efforts, and vendor credentialing.

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9:30 a.m. – 10:30 a.m.

General Session: Healthcare Supply Chain Standards Readiness

Independence A

John Burks, Burks Healthcare Concepts, Inc.

Brad Pedrow, Director, Healthcare, GS1 US

Moderator: **Dennis Byer**, Chairman, Committee for Healthcare Standards (CHeS)

Panelists will provide the results of a new survey of Material Management Information System (MMIS) companies.

The survey probed the MMIS industry’s readiness for use, delivery, and compliance with GS1 Standards to their users and customers. Panelists will also offer the GS1 US standards readiness and implementation perspective.

10:30 a.m. – 10:45 a.m.

Break

Independence Foyer

Sponsored by:



10:45 a.m. – 11:45 a.m.

**General Session:
Value of a GPO Study Update**

Independence A

Eugene Schneller, PhD, Professor, Director, Healthcare Sector
Supply Chain Management & Policy
W.P. Carey School of Business, Arizona State University

Dr. Schneller will present the next two pieces of his study on the preliminary findings from a national study of hospitals regarding the value they believe GPOs bring to their strategic efforts to achieve supply chain excellence. The data examines the ways GPOs affect transaction costs, efforts associated with strategic sourcing and contracting, and the match between hospital expectations for GPO utilization and GPO achievements. Findings are assessed in relation to hospital size, ownership status, level of centralization, and reported savings.

12:00 noon – 2:00 p.m.

Reverse Tradeshow & Lunch

Independence Ballroom

2:00 p.m. – 3:30 p.m.

**General Session:
Improving Patient Quality & Safety**

Independence A

Carolyn M. Clancy, MD, Director, Agency for Healthcare
Research and Quality

Nancy Foster, Vice President, Quality & Patient Safety Policy,
American Hospital Association

David G. Schulke, Executive Vice President, The American
Health Quality Association

Moderator: **Fred Pane**, RPh, BS, FASHP, Senior Director,
Pharmacy Affairs, Premier, Inc.

Patient safety leaders from across the healthcare industry will discuss zero tolerance, better reporting, and faster response in efforts to avoid medical errors. Panelists also will cover safety risks in healthcare and ways to reduce these risks, as well as current initiatives to increase the quality of patient care.

3:30 p.m. – 4:00 p.m.

Break

Independence Foyer

Sponsored by:



Schedule of Events

4:00 p.m. – 5:30 p.m.

General Session:

Healthcare Associations Panel

Independence A

Mary Grealy, President, Health Leadership Council

Alan Morgan, MPA, Chief Executive Officer, National Rural Health Association

Myrl Weinberg, CAE, President, National Health Council

Moderator: Robin Strongin, President and Chief Executive Officer, Amplify Public Affairs

Pertinent healthcare issues from leading healthcare association executives will be addressed. Discussion will focus on their views of rising healthcare costs, healthcare reform, and the outlook for the future of healthcare in today's economy.

6:00 p.m. – 8:00 p.m.

General Session & Dinner with

Tucker Carlson and Paul Begala

Independence A

Moderator: Curtis Rooney, President, HIGPA

Tucker Carlson, MSNBC's Senior Campaign Correspondent, and Paul Begala, CNN political commentator and former advisor to President Bill Clinton, will square-off in a lively debate-style discussion about the American political scene and hot button issues such as healthcare and the economy.

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Friday, October 23, 2009

7:00 a.m. – 11:00 a.m.

Registration Open

Independence Foyer

7:30 a.m. – 8:30 a.m.

Continental Breakfast

Independence Foyer

8:30 a.m. – 9:45 a.m.

General Session:

HIGPA Board Business Practices Panel

Independence A

Mike Alkire, MBA, President, Premier Purchasing Partners, LP

Rand Ballard, MBA, Office of the Chief Executive, Senior Executive Vice President, Chief Operating Officer & Chief Customer Officer, MedAssets, Inc.

John Biggers, Vice President of Sourcing, Premier Purchasing Partners

Todd C. Ebert, President & Chief Executive Officer, Amerinet

Ed Jones, Chief Operating Officer, HealthTrust Purchasing Group

Mark Miriani, President, Supply Chain Contracting, MedAssets Supply Chain Systems

Darrel Weatherford, President and Chief Executive Officer, Consorta, Inc.

Dale Wright, Senior Vice President, Corporate Contracting, Amerinet
Moderator: Dan Nielsen, MHA, Founder, National Institute for Healthcare Leadership

HIGPA Board Members and distinguished guests will demonstrate ways to enhance the value of the GPO/supplier relationship. Hear from the top GPO executives in the industry about how they like to do business and why. An opportunity to ask questions and get answers you need to take the next step is guaranteed.

10:00 a.m. – 11:15 a.m.

**General Session:
Congressional Staff Panel**

Independence A

Moderator: Mary Agnes Carey, Senior Correspondent, Kaiser Health News

This panel will include high level Congressional staff members who are deeply involved in the execution of healthcare legislation. The panel will feature staff representatives from a variety of Congressional committees.

11:15 a.m. – 11:30 a.m.

Closing Remarks

Independence A

Curtis Rooney, President, HIGPA

11:45 a.m. – 12:45 p.m.

**Expo Steering Committee Meeting
Closed Session**

Farragut Square

1:30 p.m. – 3:30 p.m.

**CHeS Committee Meeting
Closed Session**

Farragut Square

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Reverse Tradeshow

Participants & Room Location

Amerinet- Independence I

Broadlane- Independence G

Child Health Corporation of America- Independence C

Consorta- Independence F

Greater New York Hospital Association- Independence E

HealthTrust Purchasing Group- Independence F

Innovatix- Independence E

MedAssets- Independence H

Minnesota Multistate Contracting Alliance for Pharmacy-
Farragut Square

Novation- Independence B

Premier- Independence D

Provista- Independence B

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Healthcare Sales Print Solutions
Staples

Curtis Rooney

President
Health Industry Group
Purchasing Association

Speaker Bios



Mike Alkire, MBA, as President of Premier Purchasing Partners, LP, is responsible for comprehensive supply chain services to the Premier alliance of more than 2,200 not-for-profit hospitals. Alliance members purchased more than \$33 billion in supplies through Premier contracts last year; in fiscal 2009, Premier members validated supply chain savings of nearly \$700 million. Alkire is on the board of GHX and the Health Industry Group Purchasing Association (HIGPA). He has more than 20 years experience in business operations and development at Deloitte & Touche and Cap Gemini Ernst & Young. He holds a Bachelor of Science degree from Indiana State University and an MBA from Indiana University.



Rand Ballard, MBA, serves as Senior Executive Vice President, Chief Operating Officer and Chief Customer Officer for MedAssets, Inc. His responsibilities include developing leadership, training and accountability for all the various functions for MedAssets businesses. Prior to joining MedAssets, Rand's most recent experience was at Cardinal Healthcare. He was accountable for implementing contracts with subsequent annual sales of \$1.6 billion. Mr. Ballard holds an MBA from Pacific Lutheran University with a triple major in finance, operations, and marketing. Rand was a deans' list undergraduate at the U.S. Military Academy at West Point and holds a Bachelor of Science degree with concentration in nuclear physics, nuclear engineering, and business law. In addition to his position at MedAssets, Rand serves as Chairman of the Board of the Meals on Wheels Association of America Foundation, Chair of Health Industry Group Purchasing Association (HIGPA), and is Vice President of Health Careers Foundation, a non-profit organization addressing the employment needs of our returning veterans, under the Hire Heroes USA program.



Paul Begala is a political analyst and commentator for CNN, a professor at Georgetown University, and a former senior White House aide. Paul Begala applies a blend of quick wit, practical political experience, media analysis and academic expertise to the political and policy landscape. A Counselor to the President in the Clinton White House, Begala helped define the administration's agenda and strategy, confronting the domestic and international issues the White House faced each day. Outside of his government experience, he is a seasoned political consultant who has advised campaigns in Europe, Latin America, the Caribbean and Africa. He quite literally brings a world of experience to the nation's long-term political landscape. A frequent columnist, Begala is also author of *The New York Times* best-selling books *Is Our Children Learning? The Case Against George W. Bush* as well as *Take It Back and Buck Up*, *Suck Up* and *Come Back When You Foul Up*, both written with James Carville.

Speaker Bios



John H. Biggers, Jr., Group Vice President, Premier Purchasing Partners, L.P., oversees overall contract strategy development and negotiations for Premier's Group Purchasing Services. Biggers has more than 18 years of experience in business administration, health care management, physician relations and financial management. Prior to his current position with Premier, he served in an administrative role with Premier Clinical Laboratory and Imaging Services, responsible for contracting strategy and operations. Biggers also formerly served as vice president of corporate business development for Premier, and as team leader for projects focusing on energy services and laboratory services, initiated the creation of two new Premier departments that focused on improved health care system efficiencies in energy consumption and laboratory operations. Prior to Premier's formation, Biggers was director of corporate accounts for the former SunHealth Alliance, based in Charlotte, NC. His responsibilities included contract negotiations and vertical relationship integration between business partners, Premier and the entire supply chain.

John Burks, is an accomplished executive with a unique understanding of the health care supply chain. During his career, John has led key strategic initiatives in all segments of the health care industry, providers, manufacturers, distributors and GPOs, accomplishing far reaching and complicated objectives. John joined VHA in 1988 as a product manager for surgical products. He also managed all of VHA's private label business, which historically was one of the single largest sources of revenue for VHA. The VHA private label line exists today as NOVAPLUS™. A most important part of this role was leadership of e-commerce activities (partnership with Neoforma) and his vision for the Marketplace@Novation. As a founding Board Member of the Coalition for Healthcare e-Standards (now part of HIGPA and involving all GPOs), John is an industry driver pushing for the rapid adoption of industry standards. In 2003 John founded his own consulting firm, Burks Healthcare Concepts, focused on business development, national accounts, sales, marketing, strategic relationship development and project management for leading healthcare companies and trade associations. Most recently John led the GPO contracting initiatives for The MED Group, National GPO and business services provider for independent home medical equipment companies, leading them to develop new market initiatives.



Dennis Byer, Senior Director of Supply Chain Data Management and Industry Standards has more than 25 years of experience in the Information Technology arena. Dennis Byer joined Novation in July of 2007. His current role includes managing the SCDM development process as well as representing Novation in global data standards

activities. In regards to data standards, Mr. Byer is the current chair of HIGPA/CHeS, the Committee for Healthcare eStandards; was an active member of the oversight committee for HSCSC, the Healthcare Supply Chain Standards Coalition; Co-Chair of the GLN Workgroup for HSCSC; and he is on the Leadership team for GS1 US Healthcare and Chairman of the GLN Steering Committee. Previous to Novation, Mr. Byer was the Vice President of Information Systems for Celtic Life Insurance Company of Chicago, an on-line individual health insurance provider. He was also previously the CIO for Consorta, a competing GPO. He has a bachelor's degree from the University of Iowa in Iowa City, Iowa, and a master's degree from Boston College in Chestnut Hill, Massachusetts.



Tucker Carlson is a senior political correspondent for MSNBC and a senior fellow with the Cato Institute, focusing on libertarian philosophy and the American polity. Carlson is a veteran political commentator and journalist, most recently hosting his own nightly program on MSNBC, *Tucker*. Carlson joined MSNBC in February 2005 from

CNN, where he was the youngest anchor in the history of that network. At CNN, he hosted a number of shows, including the network's political debate program, *Crossfire*. During the same period, Carlson also hosted a weekly public affairs program on PBS. A longtime writer, Carlson has reported from around the world, including dispatches from Iraq and Lebanon. He has been a columnist for New York magazine and *Reader's Digest*. He currently writes for *Esquire*, the *New York Times Magazine*, and *The Daily Beast*. Carlson began his journalism career at the *Arkansas Democrat-Gazette* newspaper in Little Rock. His first book is entitled, *Politicians, Partisans and Parasites: My Adventures in Cable News*. In 2006, he competed on ABC's *Dancing with the Stars*. His game show, *Do You Trust Me?*, is under development at CBS.



Mary Agnes Carey is a senior correspondent with Kaiser Health News. She most recently served as associate editor for CQHealthBeat, a daily report on healthcare policy. She has also served as Capitol Hill Bureau Chief for CQ. Before joining CQ, Ms. Carey covered budget, economics, appropriations and healthcare for Dow Jones Newswires. She spent

eight years covering business, politics, labor and defense issues for newspapers in Connecticut and Pennsylvania and she has won awards for investigative, environmental and spot news reporting. Ms. Carey has a master's degree in journalism from Columbia University in New York City and an English literature degree from Saint Mary's College in Notre Dame, Indiana.

Speaker Bios



Blair Childs, Senior Vice President of Public Affairs for Premier, Inc., is the primary spokesperson and communications strategist for Premier on key issues and serves as liaison to the U.S. Congress, White House, healthcare policymakers, and other major bodies involved in healthcare policy and regulation. Based in Washington, D.C., Childs leads Premier's Advocacy and Communications units and serves on the company's executive team. Childs has been at the center of policy issues in Washington, D.C. for over two decades, playing a leading role on issues impacting medical devices, pharmaceuticals, insurers, and hospitals. Childs has been involved in developing and enacting Medicare and health reform legislation as well as leading the medical technology industry's development of a Code of Ethics. He is a respected and well recognized expert on health policy and advocacy. Childs has held senior management positions in professional, trade, and advocacy associations and a Fortune 50 company. Prior to joining Premier, he was Executive Vice President of Strategic Planning and Implementation for AdvaMed, the Advanced Medical Technology Association. Childs has been responsible for organizing and leading public policy advocacy programs at the state and national levels on some of the nation's most visible and complex issues over the last two decades, including tort, Medicare, and healthcare reform.

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Robert James Cimasi, MHA, ASA, CBA, AVA, CM&AA is President of Health Capital Consultants, (HCC), a nationally recognized healthcare financial and economic consulting firm. Mr. Cimasi has more than twenty-five years experience in serving clients in forty-nine states, with a professional focus on the financial and economic aspects of healthcare service sector entities including: valuation consulting; business intermediary and capital formation services; healthcare industry transactions including joint ventures, sales, mergers, acquisitions, and divestitures; litigation support and expert testimony; and certificate-of-need and other regulatory and policy planning consulting. Mr. Cimasi holds a Masters in Health Administration from the University of Maryland, the Accredited Senior Appraiser (ASA) designation in Business Valuation, as well as, the Certified Business Appraiser (CBA), Accredited Valuation Analyst (AVA), and the Certified Merger & Acquisition Advisors (CM&AA). He is a nationally known speaker on healthcare industry topics. He has been certified and has served as an expert witness on cases in numerous states, and has provided testimony before federal and state legislative committees. In 2006, Mr. Cimasi was honored with the prestigious Shannon Pratt Award in Business Valuation conferred by the Institute of Business Appraisers and elevated to the IBA College of Fellows.



Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality was appointed Director of the Agency for Healthcare Research and Quality (AHRQ) on February 5, 2003. Prior to her appointment, Dr. Clancy served as the Agency's Acting Director and previously was Director of AHRQ's Center for Outcomes and Effectiveness

Research. Dr. Clancy, who is a general internist and health services researcher, is a graduate of Boston College and the University of Massachusetts Medical School. Dr. Clancy holds an academic appointment at George Washington University School of Medicine (Clinical Associate Professor, Department of Medicine) and serves as Senior Associate Editor, *Health Services Research*. She has served on multiple editorial boards and is currently on the board of the *Annals of Family Medicine*, *American Journal of Medical Quality*, and *Medical Care Research and Review*. She is a member of the Institute of Medicine and was elected a Master of the American College of Physicians in 2004. In 2009, Dr. Clancy was chosen as the most powerful physician-executive by the readers of *Modern Healthcare* and *Modern Physician* magazines. She was also awarded the 2009 William B. Graham Prize for Health Services Research. Her major research interests include improving healthcare quality and patient safety, and reducing disparities in care associated with patients' race, ethnicity, gender, income, and education. As Director, she launched the first annual report to the Congress on healthcare disparities and healthcare quality.



David M. Cyganowski, MBA, Managing Director & Health Care Co-Head, Citigroup Global Markets & Banking is recognized as one of the leading healthcare investment bankers, David co-heads the Health Care Group at Citigroup Global Markets & Banking with responsibility for working with non-profit hospitals and managed care organizations across the country.

Prior to joining Citi in 1995, he managed the healthcare practice at Credit Suisse First Boston. During his 27 years of investment banking experience, David has served as senior banker for mergers & acquisitions with an aggregate value of \$15 billion and more than \$35 billion of debt financings. He led the Citi team that represented eight non-profit healthcare systems in their successful acquisition of 21 hospitals from Columbia/HCA for \$1.2 billion, the largest ever acquisition of assets by non-profits. David is also one of the architects of the Annual Non-Profit Investor Conference that is co-sponsored by the AHA, HFMA and Citi, and is the only national forum for healthcare systems to present directly to investors and the capital markets. He is a frequent speaker at healthcare conferences, a member of the Board of Directors of Danbury A native of Chicago, David received an MBA from Northwestern University's Kellogg Graduate School of Management.

Speaker Bios



John Easton joined Van Heuvelen Strategies in April of 2009 after serving as chief of staff to Senator Gordon Smith for seven years. He is a veteran legislative, media and political strategist, having spent his career leading congressional offices and political campaigns. While serving as Smith's top aide, Easton lead the development and execution of the Senator's agenda on the Finance Committee, Energy and Natural Resources Committee, and Commerce Committee. He has extensive experience in advancing health care, renewable energy, and transportation legislation as well as building public support for those issues.



Todd C. Ebert, President and CEO since May 2007, oversees the strategic vision and operational direction of Amerinet Inc., a 32,000-member group purchasing organization dedicated to providing practical solutions to help members reduce healthcare costs and improve healthcare quality. Ebert joined Amerinet in 1991, from Intermountain Healthcare, serving in progressive leadership roles including vice president of Amerinet's pharmacy program, president of Amerinet's private-label company, Amerinet Choice® LLC, executive vice president for contracting operations and purchasing program development units, president of operations, and finally as president and chief operating officer, before assuming his current role. Ebert is a former vice president and general manager of a specialty healthcare product logistics company, a director of hospital and retail pharmacy and has owned and operated a nursing home clinical pharmaceutical consulting company. On an international level, he has provided pharmaceutical consulting to Albanian government officials and healthcare providers. Reflecting his status as an industry expert and a champion for reform in the healthcare group purchasing industry, Ebert is currently chair-elect of the Health Industry Group Purchasing Association (HIGPA) and previously served as treasurer and secretary.



Nancy Foster is the Vice President for Quality and Patient Safety Policy at the American Hospital Association. In this role, she is the AHA's point person for the Hospital Quality Alliance, which is a public-private effort to provide information to consumers on the quality of care in American hospitals. Nancy is the AHA's representative to the National Quality Forum, serves as a member of the National Heart Attack Coordinating Council and the Healthcare Infection Control and Prevention Advisory Committee of HHS. She provides advice to hospitals and public policy makers on opportunities to improve patient safety and quality. Prior to joining the AHA, Nancy was the Coordinator for Quality Activities at the Agency for Healthcare Research and Quality (AHRQ). In this role, she was the principal staff person for the Quality Interagency Coordination Task Force, which brought Federal agencies with healthcare responsibilities together to jointly engage in projects to improve quality and safety.

She also led the development of patient safety research agenda for AHRQ and managed a portfolio of quality and safety research grants in excess of \$10 million. She is a graduate of Princeton University and has completed graduate work at Chapman University and Johns Hopkins University. In 2000, she was chosen as an Excellence in Government Leadership Fellow.



Mary Grealy is president of the Healthcare Leadership Council, a coalition of chief executives of the nation's leading healthcare companies and organizations. The HLC advocates consumer-centered healthcare reform, emphasizing the value of private sector innovation. It is the only health policy advocacy group that represents all sectors of the healthcare industry. She was appointed to the position in August 1999. Ms. Grealy has an extensive background in healthcare policy. She has led important initiatives on the uninsured, improving patient safety and quality, protecting the privacy of patient medical information and reforming the medical liability laws. She testifies frequently before Congress and federal regulatory agencies. She is a frequent public speaker on health issues and has been ranked many times by *Modern Healthcare* as one of the 100 Most Powerful People in Healthcare and has been named to Modern Healthcare's list of the Top 25 Women in Healthcare for 2009.



Gary Gustafson serves as president of ANAE (Association of National Account Executives). He is responsible for all operations in the Association that include the strategies for future direction and focus on the networking and training for national account managers and corporate account managers in the healthcare arena. Gustafson also acts as President of Preferred Marketing Programs, a consulting firm that specializes in helping suppliers work with the government contracting process. He has been in the Healthcare Industry for 35 years spending time with Deseret and American Hospital Supply as well as 20 years with Stryker working in sales management and national account positions. Prior to his healthcare experience, Gustafson served for two years as an officer in the U.S. Army and graduated with a BS degree in Business Administration from Oregon State University.

Speaker Bios



Ed Jones serves as Chief Operating Officer of HealthTrust Purchasing Group. As COO, Ed Jones oversees all clinical operations and all national/regional agreements for medical equipment, medical/surgical, physician preference, and pharmacy supplies, as well as all non-medical supplies, information systems, and telecommunications for HealthTrust Purchasing Group. Having more than 20 years of healthcare experience, Ed was formerly vice president of HCA's eastern group where he was responsible for all facets of supply chain activities for approximately 100 acute care facilities including \$1.6 billion in annualized spend, more than 800 employees, and six regional supply chain service centers. As division director of materials management for HCA's Richmond Division, he developed and implemented one of HCA's first materials management re-engineering projects for the five-hospital system. Ed earned his Bachelor's Degree from Virginia Commonwealth University.



Ken Kaufman, Managing Partner of Kaufman Hall, Kaufman, Hall & Associates, Inc. is a proven leader in virtually all areas of financial and capital advisory services. Since 1976, he has provided strategic counsel and guidance to healthcare organizations throughout the country in the fields of financial and capital planning, financial advisory services, and mergers and acquisitions. Recognized as a leading industry authority in healthcare, Mr. Kaufman has presented more than 300 programs to audiences throughout the United States, including seminars sponsored by the American College of Healthcare Executives (ACHE), American Hospital Association, Healthcare Financial Management Association (HFMA), and The Governance Institute (TGI). Mr. Kaufman is the author of *Focus on Finance: 10 Critical Issues for Hospital Leadership*, published by TGI in 2008, *Best Practice Financial Management: Six Key Concepts for Healthcare Leaders, 3rd Edition*, published by ACHE's Health Administration Press in 2006, and is the co-author of *The Capital Management of healthcare Organizations* and *The Financially Competitive Healthcare Organization*.

Diane Major is a former top GOP leadership aide on health care and co-chairs the Firm's growing health care practice. She specializes in helping trade association and freestanding health care clients navigate difficult Medicare and Medicaid legislative challenges. Major joined The Bockorny Group in February 2005, and since then, has secured a number of victories on behalf of her clients ranging from minimizing congressional investigations to spearheading broad industry legislative authorization initiatives. Prior to joining The Bockorny Group, Major served as the primary health care policy analyst for the Senate Republican Policy Committee, chaired by Senate Republican Whip Jon Kyl (R-AZ). In this position, Major was solely responsible for coordinating on the Senate floor all health legislation with the Bush

administration and the GOP Leadership and she took a leadership role in staffing Senator Kyl during the Medicare Modernization Act conference. Major served as Senior Associate Director of Federal Relations for the American Hospital Association (AHA), where she played an integral role in devising the association's strategy on Balanced Budget Act hospital payment relief. Before joining the AHA, Major handled health policy issues for the late Senator Craig Thomas (R-WY), who was a member of the Senate Finance Committee.



Martin A. Miller is the Director of Health System Integration for Terumo Interventional Systems. Marty has more than 20 years of experience in medical devices and service operations. His experience include past positions as a Vice President of Sales & Marketing. At Terumo Medical Corporation, Marty's responsibilities include initiatives focused on Group Purchasing Organizations (GPOs), Integrated Delivery Networks (IDNs) and OEM relationships in North America. In addition, he is responsible for managing the contracting and pricing integrity processes to ensure alignment at both the strategic and tactical levels. Marty is a member of the Health Industry Supply Chain Institute and the Federation of American Hospitals. He attended Columbia University Graduate School of Business.



Mark Miriani is currently President of MedAssets Supply Chain Systems, the supply chain/GPO subsidiary of MedAssets, Inc. Mark directs a team responsible for all contracting services including materials management, pharmacy, laboratory, food and nutrition, as well as capital equipment. His group also is responsible for clinical education and outreach programs which help MedAssets clients in areas such as supplier diversity, emergency preparedness, patient safety, environmentally friendly solutions, and more. Mark's leadership efforts helped propel MedAssets growth in annual purchase and helped attract more than 18 IDNs to MedAssets Supply Chain Systems. In 2003, Mark received MedAssets' Contracting Leadership of the Year Award. In 2005, Mark was honored to receive the company's President's Award which is annually bestowed on the individual who delivers significant value to the organization. In 2006, Mark's contracting team was awarded the MedAssets High Performance Team of the Year. Mark's team is responsible for operating the customer/member committees that help MedAssets innovate and develop supply chain solutions which continue to differentiate MedAssets and deliver its overall value proposition to members. Mark has a Bachelors degree in business administration from the University of Missouri.

Speaker Bios



Alan Morgan, MPA, Chief Executive Officer, has been with the National Rural Health Association since 2001. Mr. Morgan has more than 18 years of experience in health policy development at the state and federal level. He served as staff for former US Congressman Dick Nichols and former Kansas Governor Mike Hayden. Additionally, his experience includes tenures with the American Society of Clinical Pathologists and with the Heart Rhythm Society where he established a Washington, DC based government affairs office. Prior to joining NRHA, he served as a federal lobbyist for VHA Inc. Mr. Morgan's health policy articles have been published in: The Journal of Rural Health, The Journal of Cardiovascular Management, The Journal of Pacing and Clinical Electrophysiology, Cardiac Electrophysiology Review, and in Laboratory Medicine. He holds a bachelor's degree in journalism from University of Kansas and a master's degree in public administration from George Mason University.



Dan Nielsen, MHA, is the Founder of the National Institute for Healthcare Leadership which serves healthcare leaders throughout America. He is also the CEO and Founder of the National Institute for Successful Leadership as well as the National Institute for Inspirational Leadership which serves inspirational leaders throughout America. In addition, Mr. Nielsen has founded the Nielsen Inspiration newsletter that publishes an inspirational food for thought and action for leaders throughout America. For nearly 15 years, Dan was the lead executive responsible for the national Education and Networking strategies and activities of VHA, America's largest hospital and healthcare national alliance with annual revenue exceeding 25 billion dollars. Dan was also the CEO of the Dallas Fort Worth Medical Center for 15 years. With vision, commitment, and inspirational leadership, Dan built and led an organization which, in the beginning, was without funding, property, buildings, medical staff, and patients and that organization became a successful, profitable, and rapidly growing medical center. He has also been a part of several faculties including the Washington University, University of Texas, University of Dallas, and the University of North Texas. He holds a Masters in Healthcare Administration from Washington University.



Fred Pane, R.Ph. B.S. Pharmacy, FASHP is currently Senior Director, Pharmacy Affairs for Premier Inc., located in Charlotte, N.C. His responsibilities include coordinating the Oncology Drug Portfolio with the Premier Oncology Taskforce and oncology product line management, political advocacy, reimbursement and revenue cycle enhancement, and developing

economic (ROI) models around medications and devices and the patient care/treatment environments they are utilized in, as well as Comparative Effectiveness. He works with Pharmaceutical Companies to forecast drugs in the investigational pipeline, treatment environments, and payer mix. Before coming to Premier, Fred was Administrator of Pharmacy Services for Lehigh Valley Hospital and Health Network, in Allentown, Pa., where he also was chairman of the Pharmacy and Therapeutics Committee. While at Lehigh Valley Hospital, he co-developed a Patient Safety video that received the John Eisenberg Patient Safety award and implemented a decentralized pharmacy model, which included robotics, physician order entry, electronic medication administration records, and bed side verification (early adapter), as well as new ROI models for drug use applying a Balanced Scorecard Model.



Mark V. Pauly, PhD, is Bendheim Professor in the Department of Health Care Management, Professor of Health Care Management, Insurance and Risk Management, and Business and Public Policy at the Wharton School and Professor of Economics in the School of Arts and Sciences at the University of Pennsylvania. A former

commissioner on the Physician Payment Review Commission, Dr. Pauly has served on the advisory committee to the Agency for Health Care Research and Quality, and on the Medicare Technical Advisory Panel. He currently serves on the national advisory committees for the NIH National Center for Research Resources, the National Academy of Sciences' Committee to Study the Veterinary Workforce, and the National Vaccine Advisory Commission, and is an active member of the Institute of Medicine. Dr. Pauly is a co-editor-in-chief of the *International Journal of Health Care Finance and Economics* and an associate editor of the *Journal of Risk and Uncertainty*.



Brad Pedrow, is Director with GS1 Healthcare US and has more than 20 years of experience in supply chain management and information technology in industries such as healthcare, pharmaceutical, and medical devices. He is responsible for working with the U.S. healthcare industry to help improve patient safety and increase supply chain efficiency through

the adoption and wide-scale implementation of GS1® global standards. Previously, Mr. Pedrow implemented an ERP system for Merck's Clinical Supply Chain operations, as well as numerous other technology implementations for Merck and Wyeth.

Speaker Bios



John I. Pritchard, MBA, President, USLifeLine is currently the president of MDSI Company and Publisher of *The Journal of Healthcare Contracting*. Medical Distribution Solutions Inc. (MDSI) is the publisher of *The MAX* (short for *The Major Account Exchange*) and *The Journal of Healthcare Contracting*. *The MAX*, used by GPOs and suppliers, is the industry's leading online strategic database that helps suppliers drive compliance of GPO and IDN contracts. *The MAX* categorizes more than 1,200 IDNs into four stages, so suppliers quickly know which IDNs can deliver high compliance. *The Journal of Healthcare Contracting* is the only publication solely focused on the healthcare-contracting arena. Collaboration among stakeholders in the contracting arena is vital for efficiency, profitability, and sometimes even the survival of members in this arena. *The Journal of Healthcare Contracting* facilitates open, meaningful communication for its community. No other publication reaches all the people responsible for the success of contracting initiatives for their organizations. John holds a BS from Ohio State University in Consumer Services and an MBA from the James J. Nance School of Business at Cleveland State University, with an emphasis in industrial distribution and e-commerce.



Curtis Rooney, JD, is President of the Health Industry Group Purchasing Association (HIGPA). His primary responsibilities are to develop HIGPA's strategic focus and communications capabilities and increase public understanding of the healthcare supply chain. More recently Mr. Rooney was the Senior Associate Director and Counsel, Federal Relations, for the American Hospital Association (AHA). He is responsible for a number of issues including disaster preparedness, Medicare payment issues, medical liability reform, mental health services, telemedicine, and ERISA. Mr. Rooney was an attorney with the law firm of Arent Fox Kintner Plotkin & Kahn, practicing in the Health Law Group in Washington, D.C. He has also been Washington Counsel to the American Medical Association (AMA) in the Division of Legislative Counsel and Counsel to the Association of Private Pension and Welfare Plans (APPWP). Mr. Rooney has written and spoken extensively on politics, Medicare, telemedicine, ERISA, and healthcare reform. He sits on a number of Boards including Center for Telehealth and E-Health Law (CTeL) and the Healthcare Industry Supply Chain Institute (HISCI). He received a Bachelor of Arts from The George Washington University and Juris Doctor from The Catholic University, JD.



Patrick T. Ryan, has been in the healthcare field since 1980, with specific experience in finance, operations, direct to consumer marketing, strategic development, service, and sales. Mr. Ryan is currently Managing Director of Clark Street Ventures LLC. In his role at Clark Street Mr. Ryan works with SV Life Sciences as a Venture Partner,

serves as Chairman of the Board of Broadlane, a leading provider of cost management solutions to the acute, post-acute and the outpatient service markets. Additionally, Mr. Ryan serves on the Advisory Board of Ferrer, Freeman and Company. Prior to forming Clark Street Ventures, Mr. Ryan served as Chief Executive Officer and a Director of PolyMedica Corporation, up to its sale to Medco Health Solutions in October of 2007. PolyMedica, was the nation's largest direct-to-consumer provider of blood glucose testing supplies and related services to people with diabetes. The Company served over 1,000,000 active patients throughout the United States. The Company's portfolio of products and services included patient education, prescription drugs and diabetic testing supplies. PolyMedica, under the well known Liberty brand, made it simple for patients to obtain their supplies and medications, while encouraging compliance with their physician orders. Mr. Ryan is also active in the non-profit community, serving on the Beth Israel Deaconess Medical Center board of directors.



Eugene S. Schneller earned his PhD at New York University. He holds an honorary physician assistant (PA) degree from Duke University.

Schneller's consulting efforts at Health Care Sector Advances bring the most recent strategic thinking into practice for hospitals, GPOs, and other supply chain organizations. He is Professor and former

Director, School of Health Administration and Policy, College of Business, Arizona State University, and former Director of the Division of Health Administration and Policy in the Arizona College of Public Health. He was formerly Counselor to the President of Arizona State University for Health Professions Education, Associate Dean for Research and Administration at the College of Business, and Director of the L. William Seidman Research Institute. Schneller has served as a fellow of the Accrediting Commission of Education for Health Services Administration and on the Strategic Planning Committee for the American College of Health Care Executives. He has been a trustee of the Barrow Neurological Foundation. He served two terms on the state Medicaid advisory committee (AHCCCS) and the Health Care Group. In 2007 he was named one of the most influential individuals in the area of health sector supply chain management.

Speaker Bios



David G. Schulke, serves as Executive Vice President of The American Health Quality Association (AHQA), representing the national network of private healthcare Quality Improvement Organizations (QIOs). QIOs work with a wide variety of stakeholders and support health professionals in using effective approaches to reduce costs and improve healthcare quality. During the 1980s and 1990s, David worked for senior Democratic and Republican members of the U.S. Senate and House of Representatives. He researched, drafted, and helped secure enactment of several pieces of healthcare legislation, including the Medicare hospital quality oversight reforms and beneficiary complaint provisions enacted in 1985 and 1986, OBRA 87 nursing home reforms, the outpatient drug benefit enacted in the Medicare Catastrophic Coverage Act of 1988, the OBRA 90 Medicaid drug rebate and drug use review legislation, and the first risk-adjusted Federal quality “report card” evaluating healthcare services, enacted in 1993. He served on the White House Health Reform Task Force in 1993-4.

Melissa A. Schulman, is recognized as one of the most prominent Democratic lobbyists in Washington. Melissa Schulman joined The Bockorny Group in 1998, after almost 14 years of service as one of the top Democratic leadership staffers in Congress and as a senior aide to current House Majority Leader Steny Hoyer (D-MD). She continues to serve as a key outside advisor to both the House and Senate Democratic leadership on policy issues and has often been hailed as one of Washington’s go-to lobbyists by Capitol Hill media. While working on the Hill, Schulman was cited among Roll Call’s list of Top Fifty Congressional staff. As a consultant, Schulman is cited as a leading Democratic lobbyist in publications such as *The Hill* and *National Journal Magazine*. A principal at the firm, Schulman is the senior Democratic lobbyist and manages the Bockorny Group’s Democratic team. Before joining The Bockorny Group, Schulman served as Executive Director of the Democratic Caucus and Policy Director to Representative Hoyer. Prior to her tenure in Rep. Hoyer’s office, Schulman worked with Representatives Thomas Manton (D-NY) and Geraldine Ferraro (D-NY).



Robin Strongin, President & CEO, Amplify Public Affairs, is an accomplished public affairs expert with more than 25 years of experience working in Washington, DC. Her areas of specialization include healthcare, science, technology, and innovation. Robin has worked with and for Federal and state governments, regulatory agencies, Congress, think tanks, nonprofit organizations, corporations, coalitions, and trade associations. Before becoming President of Amplify, Robin was a Managing Partner at the public affairs firm Polidais, LLC. Before joining Polidais, Robin served as a Senior Research Associate with the National Health Policy Forum at George Washington University. While at the Forum, she organized seminars for congressional and executive staff, authored numerous publications, and worked closely with a range of state and federal agencies, professional societies, advocacy groups, and consumer organizations.



Lara Sutherland is the Director of Business Membership at Practice Greenhealth, the nation's leading membership and networking organization providing a full range of tools and resources on sustainability to the healthcare sector. Ms. Sutherland oversees a program assisting Group Purchasing Organizations with sustainability and environmental purchasing, and helps suppliers understand and meet the environmental needs of the healthcare market. She has over 10 years experience helping organizations find, evaluate, and use environmentally preferable products.



Bob Van Heuvelen launched Van Heuvelen Strategies in 2007 where he advises clients on a wide variety of legislative and political issues, primarily health care, energy and tax. Van Heuvelen left Capitol Hill in 2007, where he served for nearly ten years as Chief of Staff to Senator Kent Conrad (D-ND). While there, he managed Conrad's policy and political offices and advised the Senator in his capacity as Chairman and Ranking Member of the Senate Budget Committee and as Ranking member of the Finance Committee. Prior to working for Senator Conrad, Van Heuvelen was a federal prosecutor at the U.S. Environmental Protection Agency.



W. Darrel Weatherford, President & Chief Executive Officer, Consorta, Inc., Schaumburg, IL, has more than 20 years of experience in the group purchasing industry and oversees the financial and operational aspects of Consorta. He is also responsible for carrying out the strategic plans and policies of the Consorta Board of Directors. Prior to joining Consorta in 1998, Darrel served as Vice President for Concepts in Healthcare, Inc., an Ashland, Maryland consulting firm. He also served as Vice President of Contracting at Premier, Inc. Darrel's distinguished career also includes group purchasing positions with the University Hospital Consortium, Oak Brook, Illinois and Humana, Inc., Louisville, Kentucky. A 1983 graduate of the University of Tennessee with a bachelor of science degree in Mechanical Engineering, Darrel received a Masters Degree in Business Administration from his alma mater in 1985. Darrel is the Immediate Past Chair of the Health Industry Group Purchasing Association (HIGPA).

Speaker Bios



Myrl Weinberg is president of the National Health Council, the only organization of its kind that brings together all segments of the healthcare community to provide a united voice for the more than 133 million people with chronic diseases and disabilities and their family caregivers. Made up of more than 100 national health-related organizations, its core membership includes 50 of the nation's leading patient advocacy groups, along with professional and membership associations, nonprofit organizations with an interest in health, and major pharmaceutical, medical device, and biotechnology companies. Ms. Weinberg's career has focused on health, medical research, long-term care, social security, and related issues that affect persons with chronic diseases and disabilities and their family caregivers. Before joining the Council, Ms. Weinberg held numerous managerial positions at the American Diabetes Association, including serving as Vice President for Corporate Relations and Public Affairs. Ms. Weinberg pursued advanced graduate study at Purdue University. She holds an MA in Special Education from George Peabody College and a BA in Psychology from the University of Arkansas.



Rick Weinberg has more than 33 years of experience in the healthcare product supply industry ranging from Distribution, Sales Management, and National Accounts. Rick joined Covidien with the acquisition of Sherwood Davis and Geck in 1998. As Vice president of National Accounts for Covidien, Rick has responsibility for GPO contracting for all major Covidien business platforms. Prior experience includes Vice President of Sales for several Sherwood divisions as well as other key management positions. Rick has served on several industry committees over the course of his career.



Deborah Williams joined the Premier healthcare alliance as Senior Director of Supplier Diversity in early 2008 based in Charlotte, N.C. She is a seasoned contracting professional with a strong background in supplier negotiations and has 20 years experience in Strategic Sourcing. Earlier in her career, Williams served as the Supplier Diversity Manager at the Detroit Medical Center where she played an integral role in the procurement process and development of contractual relationships with diverse suppliers. Deborah also knows Premier from a member perspective. While working at the Detroit Medical Center, she was a member of Premier's Supplier Diversity Committee and served on the Michigan Minority Business Development council. She is a graduate of Walsh College of Michigan and holds a Master's Degree in Management.



Dale Wright is Senior Vice President, Corporate Contracting-

Amerinet, Inc. and President, Amerinet Choice, L.L.C., the private label company of Amerinet. For over three decades he has been an innovator in healthcare manufacturing, distribution, group purchasing, and the provider settings. Prior to his time at Amerinet he was an

owner of Ni-Med, Inc., a medical device manufacturer, which achieved many milestones including “Top Ten” Best Value Product status at Allegiance Health Care Corporation, now Cardinal Healthcare, as well as consecutive records in sales and revenues. Prior to HSCA he was the area vice president at Fox-Meyer Hospital Supply, now Owens & Minor, which followed his time at American Hospital Supply, now Cardinal Healthcare Corporation, where he began his career in sales as a territory manager and earned numerous awards including the “Rising Star Award”. He was instrumental in the creation of the Missouri Hospital Purchasing Council, part of the Missouri Hospital Association, and was a founding board member. Mr. Wright has a degree in business management from Mineral Area College.

HIGPA *Mission & Vision*

Defining our Purpose

The Health Industry Group Purchasing Association's mission is comprised of:

Advocacy:

We work collaboratively with all legislative and regulatory authorities to insure fair and efficient procurement practices in an open and competitive market within the health industry.

Education:

We provide educational opportunities designed to improve efficiencies in the purchase, sale, and utilization of all goods and services within the health industry.

Ethics:

We uphold the ethical conduct of business practices within the industry through standards adopted in a Code of Conduct intended to strengthen the integrity of healthcare delivery.

Information:

We enhance the awareness of our members' efforts to support the delivery of high quality, cost-effective healthcare.

Liaison:

We promote meaningful dialogue between health industry organizations engaged in group purchasing and other industry entities on issues of mutual interest.

Our Vision:

Preparing for the Future

As one of the nation's leading healthcare trade associations, HIGPA strives to have a long-term, positive impact. All of our efforts are focused on realizing our vision for tomorrow. We envision a world in which:

An open forum exists for the exchange and promotion of best practices in the non-labor cost side of healthcare and for the exploration of complex issues in healthcare cost control. Cost-efficient, high-quality health care is more widely available. Innovative approaches flourish while standards of practice and excellence are maintained in the healthcare products market. Free market dynamics for healthcare products are maintained. Beneficial and legally allowable cooperation is not disrupted by the proprietary interests of industry competitors. HIGPA is

an acknowledged national leader in speaking for and shaping the field of healthcare purchasing. HIGPA is a leader in providing educational and networking opportunities to our members.

Our Values

Identifying our guiding principles to accomplish our mission and realize our vision, we adhere to these values:

Responsibility:

Our activities focus ultimately on benefiting the patient.

Responsiveness:

We actively communicate with our members.

Quality:

We provide high-quality products and services to members and other customers that represent a powerful return on their investment of membership dues and fees.

The Power of Information:

We take the lead in information collection, analysis, and dissemination and in education aimed at enhancing members' competitiveness.

Neutrality:

We provide a neutral forum for the exploration of healthcare cost issues and of legally acceptable buyer-seller cooperation, integrity, honesty, and credibility.

Advocacy:

We take a leadership role in shaping national policy on behalf of its members.

Fair Competition:

We contribute to the maintenance of an open, competitive market.

Innovation:

We look for product and service development, improvement, and delivery.

Courage:

We take positions on sensitive and potentially controversial issues.

Institutional Leadership:

We strive to be a model of exemplary practice for other trade.

HIGPA *Anti-Trust Policy*

The Health Industry Group Purchasing Association (HIGPA) has throughout its existence followed a rigorous program of compliance with the Sherman Act and other antitrust statutes. This Policy statement provides a reference for members of HIGPA and others who attend Association functions. All who attend HIGPA meetings should read and understand this statement.

Adherence to the guidelines below will avoid potential violations by individuals, member firms, and HIGPA itself. Violations of the antitrust laws are serious criminal violations, punishable by jail terms and substantial monetary fines, as well as treble damage civil penalties. HIGPA is committed to full compliance with the antitrust laws. The guidelines set forth below have been established by the Board of Directors to prevent any possibility of violation.

I. Subjects Which May Not Be Discussed

Any agreement as to price among competitors is a violation of the Sherman Act, regardless of the reasonableness of the price set or whether the agreement is to raise, lower, peg, or stabilize price levels. It follows that any discussion of price or price levels at Association meetings is not permitted. An Association meeting is any meeting of the Board of Directors or any other group of members convened by the Association to conduct Association business. It does not include trade or vendor exhibits or shows that may be arranged in conjunction with an Association meeting. This includes any discussion of prices of products, supplies, or service. Similarly, there must be no discussion of any elements of company operations, which might influence price, such as:

- a) Company costs of operations, supplies, or services;
- b) Allowances or discounts;
- c) Terms of sale;
- d) Margins;
- e) Plans of individual companies concerning production, distribution, or marketing of particular products; and
- f) Changes in industry production, capacity or inventories, except historical data.

Any agreement not to compete among business firms also violates the antitrust laws. Accordingly, no discussion of

division of territories or customers, or limitation on nature of business, may be held at any HIGPA function. Joint refusals to deal (boycotts) are likewise unlawful, and no discussions related to this practice are permitted. Included within this prohibition are any discussions of black lists and any unfavorable reports involving particular suppliers.

II. Meetings

These standards apply to all Board, Executive Committee, committee, and all other meetings sponsored by HIGPA and all meetings attended by HIGPA members in that capacity. The agenda should be strictly followed; there must be no deviations, particularly in so far as subjects described in Item 1, above, might be discussed. During meetings, participants should conduct themselves as though the meeting were open to the public. Minutes of each meeting should be prepared by a designated secretary or staff member, and made available to all in attendance following the meeting.

In the case of HIGPA-sponsored meetings, HIGPA staff or a member of the Executive Committee will be in attendance at all times. HIGPA's Chairman and/or President may direct that legal counsel shall attend certain meetings. Informal meetings between or among competitors can be dangerous from a legal standpoint. HIGPA urges its members to conduct any such meetings in strict adherence to these guidelines. If counsel announces that a particular question, statement or discussion at a meeting borders on an area of antitrust sensitivity, the discussion will end immediately. If anyone in attendance at a HIGPA meeting has a question about whether a discussion is proper or not, the question should be raised immediately and counsel will determine whether the discussion should be terminated. If counsel is not present, the attendee should request the HIGPA Chairman and/or President to end the discussion until legal advice can be obtained; if the discussion is not ended, the participant should leave the meeting. While it is impossible to cover every contingency that might arise, it is essential that all HIGPA members and staff have at least a basic understanding of the Federal Antitrust Laws. These guidelines are offered as part of HIGPA's commitment of maintaining healthy competition necessary to a strong business community.

**Save
the
Date**

2010 National Pharmacy Forum

February 10-12, 2010
Broadmoor Colorado Springs, CO
www.higpa.org // www.hisci-net.org.

2010 HIGPA International Expo co-hosted by HISCI

October 25-27, 2010
JW Marriott Grande Lakes
Orlando, FL