



FOR IMMEDIATE RELEASE
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****MEDIA ADVISORY****

HIGPA TO HOST MEDIA CONFERENCE CALL WITH AUTHOR OF NEW, INDEPENDENT ACADEMIC ANALYSIS OF IMPACT OF GPOS ON HEALTH CARE SUPPLY CHAIN

New Game-Theory Analysis Finds GPOs Lower Hospital Purchasing Costs for Medical Goods and Services; Administrative Fees Have No Impact on Hospital Costs

WASHINGTON (May 26, 2011) — The Health Industry Group Purchasing Association (HIGPA) will host a **media conference call on Tuesday, May 31st, 2011 at 12:30pm** to discuss a new independent study of group purchasing organizations which concludes that GPOs deliver cost savings to hospitals and the health care supply chain – particularly to small providers – and that GPO contract administrative fees do not have an impact on the prices paid by hospitals for medical goods and services. The call will feature **study co-author and Purdue University Professor Leroy Schwarz, Amerinet, Inc. President and HIGPA Board Chair Todd Ebert, and HIGPA President Curtis Rooney.**

The study, *“The Impact of Group Purchasing Organizations on Healthcare-Product Supply Chains,”* was conducted by Professor Schwarz and Professor Joice Hu, also of Purdue University, and used economic game-theory to analyze the value of group purchasing organizations to the health care supply chain.

Members of the media are invited to join the call to learn more about the study findings and to submit questions directly to Professor Schwarz and other panelists.

- WHO** **Curtis Rooney**, (Moderator), President, Health Industry Group Purchasing Association (HIGPA)
Dr. Leroy Schwarz, Professor of Management, Purdue University
Todd Ebert, President & CEO, Amerinet, Inc. and Chairman of HIGPA Board of Directors
- WHAT** Discussion of Academic Analysis: *“The Impact of Group Purchasing Organizations on Healthcare-Product Supply Chains”*
- WHEN** **Tuesday, May 31, 2011**
12:30 PM – 1:30 PM EDT
- HOW** Conference Line Information: **1-866-773-8416**
Access Code: **700605#**

The study will be available publicly on May 31st. For more information on the study and on the media conference call, please contact Lauren Smith, laurensmith@rational360.com

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About HIGPA

The Health Industry Group Purchasing Association (HIGPA) is a broad-based trade association that represents 16 group purchasing organizations, including for-profit and not-for-profit corporations, purchasing groups, associations, multi-hospital systems and healthcare provider alliances. HIGPA's mission is to advocate on behalf of healthcare group purchasing associations, to provide educational opportunities designed to improve efficiencies in the purchase, sale and utilization of all goods and services within the health industry and to promote meaningful dialogue between GPOs. www.higpa.org.