

# Midwest Healthcare Supply Chain Conference

May 13, 2009

University Place Conference Center, IUPUI  
Indianapolis, Indiana

Presented by:



and



## Agenda

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| 8:30 – 9:00 am   | Registration  |
| 9:00 – 9:30 am   | Welcome   |
| 9:30 – 10:30 am  | <b>Session 1 – Overcoming Vulnerability for Competitive Advantage</b><br>Moderator: Jon Sundstrom, Jonova, Inc.<br>Presenter: Dr. Yossi Sheffi, MIT   |
| 10:30 – 10:45 am | Break   |
| 10:45 – 11:45 am | <b>Session 2a – MIT Efficient Healthcare Delivery Research Report</b><br>Moderator: Michael Eckstut, Life Sciences Practice Leader, Archstone Consulting<br>Presenter: Dr. Mahender Singh, Executive Director, MIT Efficient Healthcare Delivery Research Group               |
|                  | <b>Session 2b – Demand Driven Supply Networks in Healthcare</b><br>Moderator: Ken Thomas, President, The Taith Group<br>Presenter: Dr. Hussain Mooraj, VP of Healthcare Research, AMR Research  |
| 12:00 – 1:30 pm  | <b>Keynote Luncheon – The Healthcare Distribution Channel Security and Patient Safety</b><br>Moderator: Donna Wall, Manager of Drug Use Policy, Quality Improvement and Compliance, Clarian Health Partners<br>Presenter: Dr. Adam Fein, President, Pembroke Consulting, Inc. |
| 1:30 – 2:00 pm   | Break to exhibit hall   |

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For conference information and to register please see: [www.ihif.org](http://www.ihif.org)

2:00 – 3:15 pm

Concurrent Sessions

- **Session 3 – Global Trade and Logistics** – A panel of experts in the storage and movement of healthcare products will discuss the critical elements and practices involved in designing and operating US and Global distribution channels. Areas of discussion will include: security, customs, cold-chain, cost efficiency, distribution models (distributor, direct to provider, direct to patient), partner selection and other critical element related to getting healthcare product from manufacturers to patients.
  - Moderator: Cathy Langham, Langham Logistics
  - Christofer Matney, Indianapolis International Airport
  - Tan Miller, The Harper Professor of Global Supply Chain Management, Rider University
  - George O'Sullivan, Director, Distribution, EDM Serono
  - Mary McCain, Roche Diagnostics
  
- **Session 4 – New Product Launch** – A panel of experts in the introduction of new healthcare products into the marketplace will discuss the strategies, tactics and operational realities of preparing for and executing new product introduction in healthcare. Area of discussion will include: sourcing decision making, forecasting, scenario planning, risk management, the role of supply chain professionals in the larger product launch, S&OP for new products.
  - Moderator: Denise Odenkirk, Vice President, OM Healthcare Solutions
  - David Reed, Cook Medical
  - Ken Thomas, President, The Taith Group
  - Dan Thornton, Director, Market Access, Targanta Therapeutics
  - Hussain Mooraj, VP of Healthcare Research, AMR Research
  - Jon Sundstrom, VP Sales, Jonova, Inc.

3:15 – 3:30 pm

Break

3:30 – 4:45 pm

Concurrent Sessions

- **Session 5 – Managing Integrated Supply Chains** - No single company can own the space from manufacturing to the patient, and so integrating the activities of multiple corporate entities is a fundamental challenge in healthcare supply chain management. The panel of experts will discuss practical tools and approaches that result in seamless supply chain management including: strategic sourcing and contracting, performance metrics, S&OP, performance improvement and relationship management.
  - Moderator: Jon Sundstrom, VP Sales, Jonova, Inc.
  - Rob Brown, VP Sales & Marketing, Cardinal Health Mfr. Services
  - Jack Vandeventer, President, Kontor International
  - Michael Eckstut, Life Sciences Practice Leader, Archstone Consulting
  - Mark Seitz, Eli Lilly and Co.
  
- **Session 6 – Supply Chain Management in the Hospital** – Supply chain professionals from the customer-facing end of the supply chain in the hospital will give insight into the changes being brought to one clinical setting (hospitals) that impact supply chain performance. This panel will provide upstream players important information about how the integration of this “final mile” of the supply chain is effecting the current situation, and the changes that might be expected over the next few years.
  - Moderator: Nick Basta, Pharmaceutical Commerce
  - George King, VHA Central
  - Jim Jorgenson, Clarian Health Partners
  - Denise Odenkirk, OM Healthcare Solutions
  - Ken Tift, Kettering Hospital

4:45 pm

Conference Conclusion