

Vendor 2011 Credentialing Summit

July 18 – 19, 2011

Holiday Inn Chicago North Shore
5300 West Touhy Avenue
Chicago, IL 60077

Schedule-at-a-Glance Schedule and panelists subject to change

MONDAY, JULY 18

11:00 a.m. – 1:00 p.m.

Registration

Noon

Networking Lunch & Welcome

1:15 p.m.

Past, Present, and Future of Vendor Credentialing
Panel Discussion / Q & A

2:30 p.m.

Break

2:45 p.m.

Vendor Credentialing Organizations
Panel Discussion / Q & A

4:00 p.m.

Group Roundtable Breakout Sessions

- Hospital Best Practices
- Vendor Best Practices
- Manufacturer/Independent Representative Best Practices

5:00 p.m.

Break

6:00 p.m.

Networking Reception and Cocktails

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6:30 p.m.

Dinner & Speaker

HCIR Credentialing: A Nursing Association's Perspective
Fred Perner, Vice President of Segments & Business Development, Association of periOperative Registered Nurses (AORN)

TUESDAY, JULY 19

7:30 a.m.

Networking Breakfast

8:30 a.m.

Healthcare Reform – Challenges and Opportunities
as seen Through the Eyes of a Supply Chain Executive
Brent Johnson, Vice President of Supply Chain, Chief Purchasing Officer, Intermountain Healthcare

9:15 a.m.

Best Practices For Streamlining Vendor Credentialing
Panel Discussion / Q&A

10:45 a.m.

Regulatory Update

11:15 a.m.

Key Takeaways & Next Steps

*Matthew J. Rowan, President and CEO
Health Industry Distributors Association*

Noon – 1:00 p.m.

Lunch & Adjourn



Vendor 2011 Credentialing Summit

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Thank You to Our Summit Steering Committee



2011 Vendor Credentialing Summit Anti-Trust Policy

It is the established formal policy of the Vendor Credentialing Summit Steering Committee, its member companies and organizations, all sponsoring organizations and all participating individuals to comply fully with the antitrust laws applicable to industry activities. The Sherman Act and other applicable antitrust laws are intended to promote vigorous and productive business competition and to combat various restraints of trade.

Each person who is a Summit attendee and who participates in Summit activities has a responsibility to his employer, to himself and his family, to the Summit Steering Committee and all sponsoring organizations to avoid any improper conduct from an antitrust standpoint. The following guidelines will assist in meeting this responsibility:

1. The Vendor Credentialing Summit and discussions are, in general, to be industry promotion, industry issue, industry development or educationally oriented. Subject to the above, discussions by Summit participants may generally cover credentialing business practices and developments on a generic basis, improving stakeholders' efficiency, participants' historical market data on a general (*i.e.*, *non specific company*) basis, and federal and state legal and regulatory policies.
2. In view of antitrust considerations (*both civil and criminal*) and to avoid any possible restraints on competition, the following legally sensitive subjects as to a given company or its competitors must be avoided during any discussion between competitors:
 - a) Future marketing plans of individual competitors should not be discussed;
 - b) Any complaints or business plans relating to specific customers, specific suppliers, specific geographic markets or specific products, should not be discussed;
 - c) Purchasing plans or bidding plans should not be discussed;
 - d) Current and future specific price information and pricing plans, bidding plans, refund or rebate plans, discount plans, credit plans, specific product costs, profit margin information and terms of sale should not be discussed.

All of the above are elements of competition which must not be the subject of any discussion or agreement between competitors.

Any question regarding the legality of a discussion topic or business practice should be brought to the attention of legal counsel, the moderator, Steering Committee Chair or a company's individual legal counsel for legal advice.

Speakers



Fred Perner **Association of periOperative Registered Nurses (AORN)**

Fred Perner began his career in the medical device arena with Zimmer (then a subsidiary of Bristol Myers) in numerous roles, including vice president, marketing and business development, from 1977 to 1990.

Fred Perner has served as vice president, business development and legal counsel, at AORN since 2008. Fred previously worked at AORN as corporate director of marketing and as president of Education Design, AORN's for-profit subsidiary, from 1996 to 2000. Fred then served as senior vice president and chief compliance officer for HealthStream from 2000 to 2005. Fred joined GE Healthcare in 2005 as its Global Education Leader and became a Solutions Leader in the area of patient safety before rejoining AORN.

Since rejoining AORN in 2008, Fred has actively worked with AdvaMed and eleven other healthcare organizations in developing and promoting the Joint Best Practices Recommendation for Clinical Health Care Industry Representative Credentialing, a recommended proposal for standardized criteria. Fred has presented on HCIR credentialing at the AdvaMed 2010 MedTech Conference and at the 2011 Annual Congress, as well as the 13th Annual HCIAC Meeting.

Fred received his B.S. in general management and M.B.A from Indiana University, and his J.D. from the University of Denver College of Law. Fred served on the Board of the Center for Personalized Education for Physicians (CPEP) from 2000 to 2010 and served as President of the Board for three of those years. CPEP performs competency assessments of physicians for medical boards and hospitals systems across the U.S.



Brent Johnson **Intermountain Healthcare**

Brent Johnson has a passion for supply chain management and knows that it works. He has over 25 years of senior management experience in purchasing and materials. He has worked for three major companies to develop supply chain strategies to produce significant cost savings.

Brent currently is vice president of supply chain, and chief purchasing officer, for Intermountain Healthcare where he has already initiated major changes within the company in a very short time. His work at Intermountain began in June of 2005, as a result of a national search by the company to find an individual to lead a new supply chain strategy for the company.

Prior to his employment at Intermountain Healthcare, Brent spent three years consulting with a national supply chain consulting firm and two years as the director of supply chain for ARUP Laboratories. The majority of Brent's career, 21 years, was spent working in the electric utility industry for PacifiCorp (Utah Power) where he was the director of strategic sourcing, developing a sourcing plan for the company's \$600 million in annual corporate spending.

Brent is a Certified Purchasing Manager (CPM) and has an undergraduate degree in finance from Weber State University with a Master's in Business Administration from the University of Utah. Brent and his wife, Leila, have four children and twelve grandchildren.

Panels

The Past, Present, and Future of Vendor Credentialing

Panelists will provide an overview of vendor credentialing from their unique perspectives as a vendor, hospital provider, vendor credentialing organization, and sales representative. This panel is intended to lay the framework for the discussion for the remainder of the Summit.

- **Meredith Young**, Facilitator
Executive Director
Healthcare Industry Supply Chain Institute (HISCI)
- **Tom Sweatt**, Panelist
Executive Vice President, Health Systems
Encompass Group
- **Jeff Micklos**, Panelist
Executive Vice President
Management, Compliance, and General Counsel
Federation of American Hospitals
- **Mike Sheehan**, Panelist
CEO, IntelliCentrics, Inc., owner and operator of
Reprax, VendorClear, and Status Blue
- **Glen Bogdanovich**, Panelist
CVI Northeast Regional Sales Manager
Atrium Medical Corporation

The Vendor Credentialing Organization Perspective

This panel will provide an overview of the business model, customers, trends, opportunities, challenges, innovations and recent developments with regard to vendor credentialing.

- **Matthew J. Rowan**, Facilitator
President and CEO
Health Industry Distributors Association (HIDA)
- **Kevin Connor**, Panelist
President
VeriRep
- **Mike Sheehan**, Panelist
CEO, IntelliCentrics, Inc., owner and operator of
Reprax, VendorClear, and Status Blue
- **Troy Kyle**, Panelist
President / CEO
Vendor Credentialing Service (VCS)

Best Practices for Streamlining Vendor Credentialing

Panelists will focus on the vendor credentialing process and will discuss what works, what does not work, the challenges, and the opportunities to streamline processes. This panel is intended to propose and discuss recommendations and action items for the Summit.

- **Cari Bruner**, Facilitator
Corporate Training & Documentation Administrator
Atrium Medical Corporation
- **Doug Cones**, Panelist
Director of Sales and Operations
Cardinal Health
- **Jo Ann Autenrieb**, Panelist
Vendor Access Program Manager
Intermountain Healthcare
- **Rhett Suhre**, Panelist
Director, HCIR Credentialing
Abbott
- **Troy Kyle**, Panelist
President / CEO
Vendor Credentialing Service (VCS)

GROUP ROUNDTABLE BREAKOUT SESSIONS

The breakouts offer participants the chance to share ideas, ask questions, and compare issues regarding vendor credentialing based on their role within their organization. Members of the Summit Steering Committee will help facilitate the breakout sessions.

Vendor Credentialing Summit Onsite Program
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