

HIDA 2017 **STREAMLINING** HEALTHCARE CONFERENCESM

Sept. 26–28, 2017 | Hyatt Regency O'Hare, Chicago, IL



**INNOVATION
EXPO**
**REVERSE
EXPO**
**INDEPENDENT
DISTRIBUTORS
SUMMIT**
ShareGROUPS



**The #1 Event for Business Meetings
and Networking**

Register by July 21, 2017
to save up to \$400.

Register at www.HIDASHC.org.

**WHERE THE
INDUSTRY
MEETS**

HIDA 2017 STREAMLINING HEALTHCARE CONFERENCESM

Register today at www.HIDASHC.org

This is your opportunity to connect with the medical product supply chain. See product manufacturers and solutions providers at the Innovation Expo. Meet with distributors and GPOs at the Reverse Expo. Plus, you'll have the chance to meet with like-minded individuals to share ideas at the all-new ShareGroups.

Who Will Be There

Distributors

- Nationals, independents and specialty
- Executives
- Category and Product Managers
- Vendor Relations
- Sales Management
- Diversity Distributors: Minority-owned, woman-owned, and veteran-owned distributors

Manufacturers

- Executives
- Category and Product Managers
- Vendor Relations
- Sales Management

Group Purchasing Organizations

- Top 10 national GPOs as well as regional purchasing coalitions

Solution Providers

- IT, Software, Consulting and more

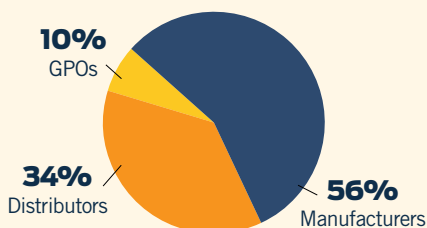
HIDA
INNOVATION
EXPO *(see page 3)*

HIDA
REVERSE EXPO
Must attend! (see page 4)

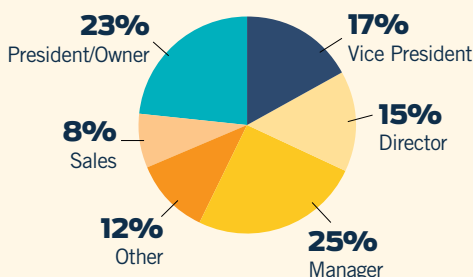
NEW!
INDEPENDENT
DISTRIBUTORS
SUMMIT *(see page 8)*

NEW!
ShareGROUPS
(see page 8)

Type of Companies Attending



Attendees by Title





The #1 Event for Business Meetings and Networking

Strategic Business Discussions

Pre-schedule your meetings

Participate in the Executive Business Exchange and HIDA will pre-schedule up to 10 business meetings for you. The EBE offers 20- or 40-minute meetings in a 3½ hour event.

Reserve a private space for your meetings

Reserve private executive meeting rooms to meet with your business partners on your schedule. Space is limited.

Tactical Planning and Coordination

Book a conference room on the show floor

The Gold Key Club is the perfect place to meet your business partners to discuss trade relationships. The Gold Key Club is located on the Expo floor and offers beverages and snacks throughout the Expo hours.

Opportunities

Connect with new vendors and customers at the Expos

Network with manufacturers and service providers at the Innovation Expo. Attend the Reverse Expo to connect with distributors and GPOs at this year's conference.



Conference Schedule

Tuesday, September 26

8:00am – Noon	Extended Care Advisory Council Meeting (Council members)
8:00am – 1:00pm	HIDA Board Meeting (Board members)
1:00 – 4:00pm	 Independent Distributors Summit
4:15 – 5:45pm	 Emerging Leaders ShareGroup <i>(space is limited)</i>
4:15 – 5:45pm	 Medical Sales Leader ShareGroup <i>(space is limited)</i>
6:00pm – 7:30pm	Welcome Reception (all attendees)
7:00pm	Chairman's Dinner (by invitation)

Wednesday, September 27

8:00am – 5:00pm	Suites Meetings
7:00am – 8:00am	Executive Business Exchange Networking Breakfast
8:00am – 11:30am	Executive Business Exchange
8:00am – 8:30am	Networking Breakfast
8:30am – 11:00am	Education Session: Changing Patient and Provider Priorities—Insights for Sales and Marketing Leaders
11:30am – 1:00pm	Opening General Session: Manufacturer-Distributor Partnerships in the Era of E-Commerce, Outcomes, and More
1:00pm – 5:00pm	Innovation Expo: Meet with Manufacturers
1:00pm – 2:00pm	Networking Lunch at the Innovation Expo
5:00pm – 9:00pm	Free Evening for Networking Dinners
9:00pm	PWH/HIDA Premier Networking Reception

Thursday, September 28

8:00am – 5:00pm	Suites Meetings
8:00am – 8:30am	Networking Breakfast at the Reverse Expo
8:30am – 11:00am	Reverse Expo: Meet with Distributors and GPOs
11:30am – 1:00pm	 Vendor Relations ShareGroup <i>(space is limited)</i>
11:30am – 1:00pm	 Diversity Supplier ShareGroup <i>(space is limited)</i>
11:30am – 2:00pm	Contract Administration Workgroup Meeting & GPO Panel Discussion

**Schedule is subject to change.*

Connect with Manufacturers and Service Providers on the Show Floor

Wednesday, September 27 | 1:00pm - 5:00pm
Networking Lunch | 1:00pm

For distributors and GPOs, the Innovation Expo offers the opportunity to walk the aisles to see the newest manufacturers in healthcare product development. You'll see service providers offering solutions specifically for your business. Plus, the Innovation Expo is the perfect opportunity for open discussions with your current business partners.

For manufacturers, the Innovation Expo provides a productive setting for tactical planning with your current partners. The Expo also provides maximum visibility for opportunities with new business partners. The Innovation Expo is part of the networking and meeting package available to manufacturers.

Innovation Expo Exhibitors in 2016

3M Health Care	Health o meter®	Nurse Assist, Inc.
Abbott Nutrition	Healthcare Manufacturers	PDI
Acelity	Management Council (HMMC)	Presto Absorbent Products, Inc.
ACON LABORATORIES, Inc.	HEINE USA Ltd.	Professional Women In
ALCOR Scientific	HemoCue America	Healthcare (PWH)
AmeriCares	Heritage Bag Company	Puracyn Plus by Innovacyn
Ansell Healthcare	HORIBA Medical	SCA
ARKRAY	Independent Medical Co-op, Inc	Sempermed USA, Inc.
BD	InSource, Inc.	Sklar Instruments
Beckman Coulter, Inc.	International Enviroguard Inc.	Sloan Medical
Bovie Medical Corporation	Keneric Healthcare	Smartheart USA
Brownmed	Kinesio Taping	Smith & Nephew
Burdick/Mortara Instrument, Inc.	Medical Action Industries, an	Stereo Optical Company
Cladded, LLC	Owens & Minor Company	STERIS Corporation
Coloplast Corp	Medtronic	Sterling Medical Products
Cypress Medical Products	Métier Medical Limited	Superior Felt & Filtration
Dial Professional, A Henkel	Micro-Scientific	TIDI Products, LLC
Company	Midmark Corporation	UltiMed, Inc.
Drive DeVilbiss Healthcare	Mindray North America	Valumax International, Inc.
Dukal Corporation	NDC, Inc.	W.A. Baum Company, Inc.
Elmed, Inc.	Nova Biomedical Corporation	ZOLL Medical Corporation
Epicor Software Corporation		
Fine Surgical Instruments, Inc.		
Fisher & Paykel Healthcare		
Gebauer Company		
Globe Scientific, Inc.		
Graham-Field Health Products		

Learn more about the Innovation Expo
or sponsorship opportunities.

Contact Julie Berry at 703-838-6103 or berry@hida.org.



Distributor Reverse Expo Participants in 2016

All Med Medical Supply LLC
 American Medical Depot
 Buffalo Hospital Supply
 Cardinal Health
 Claflin Company
 Clint Pharmaceuticals
 Clock Medical Supply, Inc.
 CME
 Concordance Healthcare Solutions, LLC—Sales
 Concordance Healthcare Solutions, LLC—Equipment
 Sales/Redistribution Services
 Cornell Surgical Co.
 DealMed Medical Supplies
 Definitive Healthcare
 Eco Sound Medical Services
 Gericare Medical Supply
 Grogan's Healthcare Supply
 Grove Medical Inc.
 HD Supply
 Healthcare Manufacturers Management
 Council (HMMC)
 Healthcare Supply Solutions
 Henry Schein, Inc.
 Hopkins Medical Products
 IMCO
 Krasity's Medical Supply
 Lake Erie Wholesale Medical Supply
 Lynn Medical
 McKesson
 MDPro
 Medical Supplies Depot
 Medical Purchasing Solutions, LLC
 Medline Industries, Inc.
 Midland Medical Supply Company
 Model N
 Moore Medical
 NDC, Inc.
 Owens & Minor

Optimal, Inc
 Patterson Medical
 Preferred Medical
 Professional Women in Healthcare (PWH)
 Turenne PharMedCo, Inc
 VaxServe
 Veritiv Corp.
 Veteran's Health Medical Supply

2017 GPO Reverse Expo Participants

AdvantageTrust
 Alliant Purchasing
 Capstone Health Alliance
 CHAMPS
 CNECT
 Cremer & Associates
 Essensa Ventures, LLC
 Health Enterprises Cooperative
 HealthTrust
 HPS, Inc.
 HPSI
 Innovatix, LLC
 Intalere
 MediGroup/GPO4Biz
 MMCAP – Minnesota Multistate Contracting Alliance
 Premier Continuum of Care
 Premier Inc.
 Provista
 Purchase Clinic
 Purchasing-Connections
 ROi
 Sinai Health System
 The Rural Health Alliance
 Vizient

For a complete list, visit www.HIDASHC.org.

Partners



Pre-Scheduled, Efficient One-On-One Meetings

Wednesday, September 27 | 8:00am - 11:30am

Central to the Streamlining Healthcare Conference, the Executive Business Exchange (EBE) provides an excellent setting for pre-scheduled private meetings between manufacturers and distributors in a variety of markets. These targeted meetings allow for more direct discussions around common business goals and strategies for business growth.

How Does It Work?

Our appointment-setting software matches manufacturers and distributors up based on mutual interest and provides detailed company information to both parties prior to the event. You can schedule up to 10 meetings in the 3½ hour event.

At last year's EBE more than 400 meetings took place in 3½ hours. You must be registered for the Streamlining Healthcare Conference to be eligible to participate. Separate registration is required.



How To Get The Most Out Of The EBE

- **Get specific.** The more details you provide in your profile about what you're looking to get out of these meetings the better focused your meetings will be. You are less likely to get meetings you don't want if you describe what kind of meetings you are open to.
- **Bring the right people.** The end goal is to find ways to build business together, and bringing the right people maximizes results. Be sure to not only bring senior leadership but also account staff who will manage the relationship going forward.
- **Be open.** Matchings are based on mutual interest. Your schedule may include some companies you didn't select in the ranking process. We ask you commit to those meetings because, on the flip side, we're asking the same of your top selections.

Five-Step Process

1



Register

When you register for the Streamlining Healthcare Conference, be sure to check the box for attending the Executive Business Exchange. You'll receive an email from HIDA shortly afterward with directions for completing company information needed for your EBE participation.

Distributors contact Kelley Taft at 703-838-6127 or taft@hida.org.

Manufacturers contact Cindy Chen at 703-838-6114 or chen@hida.org.

2



Rank

In early July, you will receive an email explaining how to select your preferred meeting partners.

3



View

In early August, you will receive your final schedule and meeting times.

4



Prep

Contact your meeting partners directly to set meeting agendas.

5



Onsite

Manufacturers rotate to distributor meeting space in a series of back-to-back, brief but effective private appointments.

Program

Independent Distributors Summit

Tuesday, September 26 | 1:00pm-4:00pm

Network with independent distributor leaders and discuss how to work *on* your business rather than *in* your business. Open to independent distributors only.

ShareGROUPS

Tuesday, September 26 | 4:15pm-5:45pm

Emerging Leaders ShareGROUP

Join a network of early to mid-career professionals to learn, share insights and discuss the issues that matter most to you and your leadership position.

Medical Sales Leader ShareGROUP

Connect with others who understand the challenges of leading and managing sales teams and discuss opportunities and best practices.

Thursday, September 28 | 11:30am-1:00pm

Vendor Relations ShareGROUP

Exchange ideas and problem solve around the efficient management of the manufacturer-distributor relationship.

Diversity Supplier ShareGROUP

Network with business leaders from minority-owned, woman-owned, and veteran-owned companies, and share ideas on common challenges.





Opening General Session

Manufacturer-Distributor Partnerships in the Era of E-Commerce, Outcomes, and More

Wednesday, September 27 | 11:30am-1:00pm

How are manufacturer-distributor relationships evolving amid rapid changes in business technologies, reimbursement structures, and much more? In this session, hear perspectives from C-suite leaders and diverse healthcare distributors. In a free-flowing conversation, they'll address:

- Factors impacting manufacturer-distributor sales strategies: value-based payments to customers, advances in e-commerce, industry consolidation, and more
- The changing role of face-to-face sales and personal relationships in today's healthcare market
- The impact of quality and outcome metrics on manufacturer-distributor sales approaches
- Keys to successful partnerships that benefit manufacturers, distributors, and healthcare providers

Education

Changing Patient and Provider Priorities: Insights for Sales and Marketing Leaders

Wednesday, September 27 | 8:30am-11:00am

Your healthcare customers are evolving rapidly, and sales and marketing professionals must quickly adapt as well. In this session, gain important insights about the shifting healthcare environment and learn how you and your company can adapt your strategies to succeed amid the changes. In this session, HIDA experts who work in government affairs, business intelligence, and education, will present up-to-date insights on:

- Healthcare's shift towards consumerism
- Evolving healthcare payment models
- Patient satisfaction trends
- Marketing strategies for healthcare suppliers



Elizabeth Hilla



Linda Rouse
O'Neill

**HIDA
AMS**
SALES TRAINING

*AMS-accredited sales reps can earn all 6 of their
AMS points for the year at the HIDA show!
For details, contact Naomi Cheung, cheung@hida.org.*



Business Meetings

Reserve a private space for your meetings

Reserve private executive meeting rooms to meet with your business partners on your schedule.

Book a meeting room on the show floor

The Gold Key Club is the perfect place to meet your business partners to discuss trade relationships. The Gold Key Club is located on the Expo floor and offers beverages and snacks throughout the Expo hours.

Reserve your space.

Distributors contact

Kelley Taft at 703-838-6127
or taft@hida.org.

Manufacturers contact

Julie Berry at 703-838-6103
or berry@hida.org.

Networking Opportunities

Welcome Reception

Kick-off the conference at the Welcome Reception on September 26 at 6:00pm.

Networking Breakfasts

Start your day at a conference networking breakfast. Breakfasts are offered September 27 and September 28.

PWH/HIDA Premier Networking Reception

Connect with your contacts and meet new partners at the evening networking reception on September 27.

Conference Sponsors



Why You Need To Be There

Independent Distributors:

- Attend the NEW Independent Distributors Summit
- Join a ShareGroup
- Network with vendors
- Build visibility for your company at the Reverse Expo

National Distributors

- See all your key vendors in one place
- Efficiently use your time with both scheduled and impromptu meetings
- Connect with 24 national and regional GPOs
- Join a ShareGroup to exchange ideas with others in your role

Manufacturers

- Meet with local, regional, and national distributors across healthcare market segments
- Talk with representatives from national GPOs and regional cooperatives
- Identify potential diversity supplier partners
- Grow relationships and build your brand



Sign Up Today!

1



Register www.HIDASHC.org

Complete your registration by July 21, 2017 to save up to \$400. See page 13 for details.

2



Reserve Your Room www.HIDASHC.org/housing

Book your hotel by August 29, 2017.

3



Plan Your Meetings

Strategic Business Discussions

Pre-scheduled Meetings at the Executive Business Exchange (EBE).

Register for the EBE:

Distributors contact Kelley Taft at 703-838-6127 or taft@hida.org.

Manufacturers contact Cindy Chen at 703-838-6114 or chen@hida.org.

Reserve a private space for your meetings.

Distributors contact Kelley Taft at 703-838-6127 or taft@hida.org.

Manufacturers contact Julie Berry at 703-838-6103 or berry@hida.org.

Tactical Planning and Coordination

Book a meeting room in the Gold Key Club on the show floor.

Distributors contact Kelley Taft at 703-838-6127 or taft@hida.org.

Manufacturers contact Julie Berry at 703-838-6103 or berry@hida.org.

Opportunities

Reserve your booth space at the Reverse Expo or Innovation Expo.

Distributors interested in participating in the Reverse Expo contact Kelley Taft at 703-838-6127 or taft@hida.org.

Manufacturers interested in participating in the Innovation Expo contact Julie Berry at 703-838-6103 or berry@hida.org.

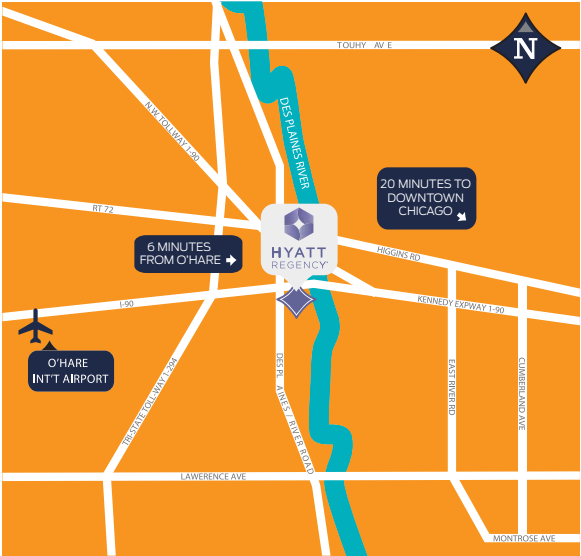
Hotel Information

To reserve your room please visit www.HIDASHC.org/housing. The hotel reservation deadline is August 29, 2017. All conference events take place at the Hyatt Regency O'Hare.

Hyatt Regency O'Hare
9300 Bryn Mawr Avenue
Rosemont, IL 60018
Single/Double rate: \$259

Price does not include the 14% occupancy tax (subject to change).

HIDA Hotel Reservation Office
Toll-Free: 1-800-860-5399
E-mail: hidahotels@expovision.com



Registration Fees

Early Bird
Register now
and save up
to \$400.*

3-DAY FULL CONFERENCE AND SHOW FLOOR			
Registration Options and Rates	Early Bird (Ends July 21, 2017)	Advance (Ends September 22, 2017)	Onsite
HIDA Member Distributor	\$599	\$799	\$899
HIDA Non-Member Distributor	\$699	\$899	\$999
Group Purchasing Organization	\$699	\$899	\$999
HEF Associate (Non-Exhibiting)	\$2,399	\$2,799	\$3,799
Non-Member Manufacturers and Service Providers (Non-Exhibiting)	\$3,199	\$3,799	\$4,799
Healthcare Provider	\$699	\$899	\$999

*Offer ends July 21, 2017.

HID 2017 **STREAMLINING** HEALTHCARE CONFERENCESM

310 Montgomery Street
Alexandria, VA 22314-1516

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Early Bird
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