



HEALTH CONNECT PARTNERS
HOSPITAL PHARMACY
CONFERENCE | FALL 15

AGENDA

MONDAY October 12

11:30 am - 7:00 pm **REGISTRATION FOR SUPPLIERS & SPONSORS**

11:30 am - 4:00 pm **PROVIDER REGISTRATION**



This special Provider Registration is for all Hospital Pharmacy Directors, Health System Executives and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00 pm.

12:00 pm - 4:00 pm **SUPPLIER SHOWCASE**

Select Suppliers will showcase their products, services and technology in a limited number of showcases. The showcases will only be open on Monday between 12:00noon and 4:00pm.

3:00 pm - 3:20 pm **SUPPLIER ORIENTATION**

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the **Reverse EXPO** and how it works.

4:15 pm - 5:30 pm **PROVIDER ORIENTATION & SPONSOR SPOTLIGHT**

All Hospital Pharmacy Directors, Health System Executives and GPO Executives are required to attend this orientation meeting.

5:30 pm - 6:30 pm **WELCOME RECEPTION & NETWORKING PARTY - ALL ATTENDEES**



6:30 pm - ... **EVENING SUITES HOSTED BY OUR SPONSORS**



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AGENDA

TUESDAY October 13

7:00 am - 6:00 pm

REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00 am - 8:00 am



BREAKFAST - ALL ATTENDEES

8:00 am - 9:30 am



OPENING REMARKS AND KEYNOTE ADDRESS

"What If...?"

Speaker: Mike Rayburn, CSP, CPAE

As a Hall of Fame international keynote speaker, author, comedian, and world-class guitarist, Mike Rayburn is an inspirational thought leader and one of the most in-demand and unconventional keynote artists in the world. The measure of any speaker is the results they produce. Mike is consistently cited as "the hit of the conference," and "what we needed and didn't even know it." More importantly, businesses regularly attribute significant, sometimes exponential increases in sales, impact and morale to the application of Mike's keynote tools and breakout session content. Always on the cutting edge, Mike is a Certified Speaking Professional (CSP), Hall of Fame speaker (CPAE), and two-time TEDx presenter who has performed more than 4,000 presentations. His comedy remains in heavy rotation on Sirius/XM radio. He has been featured in *USA Today*, *Newsweek*, *Billboard*, *American Entertainment*, *Gig*, and *Successful Meetings* magazines.



Drawing from his success as an entrepreneur as well as a Carnegie Hall headliner, Mike is a master at increasing profitability and impact by inspiring your team to become possibility thinkers and virtuoso performers... all by daring you to ask the question, "What if...?" In his hilarious, musically amazing, motivational keynote, Mike does what no other presenter can do. Not only is he a world-class guitarist and stand-up comedian, he is also an authority on personal development and human potential. In this energetic presentation, Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools which took him from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always.

Learning Objectives:

After this session, each attendee will be able to discuss:

- Three simple, powerful tools they can use immediately and forever to access the gold mine of unrealized potential inside them
- The most powerful motivational force on this planet
- The most basic human brain function and how to harness it for powerful change
- How to manage change by creating change – defining the curve rather than following it
- The power of a sense of purpose and how to draw from it as a source of strength and renewal
- How to become a virtuoso: a simple, powerful 10-minute exercise which will demonstrate how to master the things that truly matter

Title Sponsor



October 12 - 14, 2015

Los Angeles, CA

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AGENDA

TUESDAY October 13, *continued*

9:30 am - 9:45 am **COFFEE BREAK**

9:45 am - 10:45 am **EDUCATIONAL SESSION: Health Care 2020 – Part 1**
Population Health, Consumerism, and the Future of Health Care Delivery



Learning Objectives:

After attending this presentation, attendees will be able to discuss

- A clear path to population risk: How will new Medicare initiatives and state-level Medicaid experimentation accelerate the pace of transition?
- 100 million individual purchasers: What is the long-term impact of consumer choice in coverage and care on the health system business model?
- The new health system business model: What differentiators will capture growth in both population risk and retail health care?

Speaker: Ethan Brosowsky

Ethan Brosowsky is a Director and a national spokesperson for the Advisory Board Company, a for-profit, publicly-traded research firm serving more than 3,600 of America's leading hospitals and health systems. As a national spokesperson for the Advisory Board Company, Ethan Brosowsky presents the firm's research findings on frontier strategic and clinical best practices. His areas of study include general hospital administration and management, health system economics, and health policy. Ethan is a lecturer for the flagship Health Care Advisory Board program, the Health Care Industry Committee, as well as the HR Advancement Center.



Ethan has spent much of his career in health care and corporate communications. Prior to joining the Advisory Board, he served as a spokesman for Proctor & Gamble. His previous experience also includes media consulting, public policy, and film production. Ethan studied at University College London and received his bachelor of arts in politics and history of art from New York University. He is also a JEOPARDY! Champion.

11:00 am - 12:00 pm **EDUCATIONAL SESSION: Health Care 2020 – Part 2**
Population Health, Consumerism, and the Future of Health Care Delivery



Learning objectives & speaker continued from above, noted as Part 1

11:30 am - 1:00 pm **LUNCH - ALL ATTENDEES**



AGENDA

TUESDAY October 13, *continued*

1:15 pm - 2:30 pm

EDUCATIONAL SESSION: Benchmarking and Pharmacy *A 21st Century View*



Learning Objectives:

After attending this presentation, attendees will be able to discuss

- The various ways that the concept of benchmarking may be applied in a hospital or hospital pharmacy
- Various productivity measures within a pharmacy department
- How productivity measures can be used in conjunction with a benchmarking process

Speaker: Michael McDaniel, RPh, MBA, FASHP

Michael McDaniel has worked in a variety of roles in his long career and is currently the Director of Pharmacy at the 941 bed Huntsville Hospital in Huntsville, Alabama. He received his BSc. Pharm from the University of Oklahoma in 1977 and his MBA in General Business in 1990 from Amberton University in Dallas, Texas. Michael is a 1990 SKB Fellow of the Leonard Davis Institute of Healthcare Economics, University of Pennsylvania and he is also a 2000 Fellow of the American Society of Health System Pharmacists and is also a member of ACHE.



Michael has presented many times at state and national professional meetings. He has also authored several papers over the years, mainly in the realm of justifying pharmacy as an investment and is one of three co-authors of the ASHP White Paper on Benchmarking and Productivity Measurement.

3:00 pm - 5:00 pm

REVERSE EXPO SESSION I

The Hospital Pharmacy Directors, Health System Executives and GPO Executives host the exhibit booths in this very unique **Reverse EXPO**.





AGENDA

TUESDAY October 13, *continued*

6:00 pm - 10:00 pm

DINNER & ENTERTAINMENT



On Tuesday night, join us for an unforgettable Los Angeles evening at the Belasco. Built in 1926, the theater opened with the stage version of *Gentlemen Prefer Blondes* – the first of many productions to grace the stage with stars like Humphrey Bogart and Helen Hayes. Over the decades, the theater served as a film set for everything from *The Prestige* to *Memoirs of a Geisha*. After a 20 year closure and a \$10 million dollar renovation, today the theater is a popular destination for celebrity photo shoots, filming, and private Hollywood events. Come prepared for the full red carpet treatment, (including photo ops with surprise guests), wonderful food and open bars.

After dinner, dust off your bellbottoms and get ready to boogie down to all your favorite hits from the 70s, including the Bee Gees, K.C. and the Sunshine Band, Donna Summer and many more. If you can still dig it, join us as we travel back in time with *Grooveline* for an hour of disco delight.

We'll close off the evening with the *M-80's*, a rockin' 80s new wave band covering everything from "Just Like Heaven" by the Cure to "The Safety Dance" by Men Without Hats. If you were a wild child of the 80's, don't forget your Member's Only jackets and crimped hair. The M-80's won't!





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AGENDA

WEDNESDAY October 14

7:00 am - 12 noon

REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

6:45 am - 7:45 am

BREAKFAST - ALL ATTENDEES



8:00 am - 10:00 am

REVERSE EXPO SESSION II

The Hospital Pharmacy Directors and GPO Executives host the exhibit booths in this very unique *Reverse EXPO*.



10:30 am - 11:30 am

EDUCATIONAL SESSION: Drug Supply Chain Security Act *Implications for Dispensers*



Learning Objectives:

After attending this presentation, attendees will

- Discuss the Drug Supply Chain Security Act (DSCSA) and list Dispenser responsibilities under the law
- Describe how to access and maintain the required Transaction Information, Transaction History, and Transaction Statement to meet the DSCSA regulations
- Examine their pharmacy's state of readiness and how to prepare internally and in partnership with their supply chain trading partners

Speaker: Maryann Nelson

Maryann Nelson is a Regulatory Manager with Cardinal Health responsible for developing strategies to ensure supply chain integrity, preventing prescription drug diversion, and complying with state and federal legislative requirements. She has over 25 years of experience in Pharmaceutical Distribution. Ms. Nelson is a graduate of The Pennsylvania State University where she received a BS degree in Business Logistics. She is actively involved with industry organizations, including HDMA and GS1, focused on implementing the Track and Trace requirements of the Drug Supply Chain Security Act.

