

# Manufacturers EXECUTIVE CONFERENCE

FALL 2014

**Managing Change  
for Competitive Advantage**

**December 9<sup>th</sup> - 11<sup>th</sup>, 2014  
in Chicago, IL**

Learn. Network. Succeed.



Healthcare Manufacturers Management Council



# Managing Change for C

## Tuesday, December 9, 2014

**7:00 - 9:00 PM - Opening Reception**

4th Floor - Picasso Ballroom

Cocktails, Hors d'oeuvres and Dinner

## Wednesday, December 10, 2014

**7:15 - 8:00 AM - Breakfast**

3rd Floor - Van Gogh Room

**8:00 - 8:15 AM**

3rd Floor - Chagall Ballroom

### Education Sessions

Gerry LoDuca - President, HMMC

Welcome to the 2014 Fall Manufacturers Executive Conference

**8:15 - 9:45 AM**

### Momma Told Me There'd Be Days Like This (Stress Management)

Mark Mayfield, Professional Speaker, Author, Comedian - known as 'The Corporate Comedian,' The Speaker Agency, Marina Del Rey, CA.

Opening Speaker: Stressed out? Lethargic? Burned out? This program will help you solve those ills by learning five behaviors that will help balance your life and by learning techniques to deal with your biggest stressor...PEOPLE! Mark's message will be balancing work and personal life and dealing with the inherent stress in doing so. Mark has shared the stage with a wide range of celebrities such as Bob Newhart, Paul Newman, Colin Powell and Robin Williams. This keynote is high on content AND hilarity.

**9:45 - 10:15 AM - Morning Break**

**10:15 - 12:00 PM**

### Resilience in the Face of Change

Randy Chittum, Ph.D., Program Co-Director at Georgetown University for the "Certificate in Transformational Leadership

It is estimated that 70% of organizational change efforts fail to achieve the desired results. Interestingly, it is not the change that

people resist so much as the internal shift in personal identity that accompanies any real adaptation to change. In this workshop we will look at how our own meaning-making systems become the real reason that we do not adapt better to changing environments. In an interactive and fun way we will discuss resilience, optimism, and the role our thinking and emotions play in creating "interference". We will take to heart Leo Tolstoy's quotation "Everyone thinks of changing the world, but no one thinks of changing himself."

Randy Chittum, Ph.D. is the founder of Still Leading, a consulting practice that works with leaders to develop greater capacity for self-reflection with the intention to use that capacity to lead in new and bigger ways. He believes that the greatest sources of interference are within us. He works with leaders at all levels and especially enjoys working with executives and executive teams. In addition to his consulting practice Randy is the co-director of the Georgetown University Certificate in Transformational Leadership program where he works with senior leaders from all industries and locations to explore the possibilities of transformation and emergent leadership for our changing world.

**12:00 - 1:30 PM - Lunch**

3rd Floor - Van Gogh Room

### HMMC General Meeting

Gerry LoDuca - President, HMMC

New Board Elections, Installation of Officers

**1:30 - 3:00 PM**

### Designing Customer-Centered Solutions in a Rapidly Changing Marketplace

Joan Ball, Ph.D., Assistant Professor of Marketing, St. John's University, New York

Healthcare is going through dramatic changes that require client-centered solutions. But how do seasoned professionals with years of experience in the industry adapt existing processes to shifting stakeholder needs? This session is custom designed to introduce executives, managers and teams to innovative methods that will help to disrupt the status quo and inspire successful approaches without breaking the bank. After an introduction to creative problem solving methods, participants will work together to apply what they've learned to an industry-wide challenge: How to design customer-centered solutions in a rapidly changing healthcare marketplace.



# Competitive Advantage

You and your team will leave the session with deeper insights into the challenges involved in providing solution-based service and new tools with which to address them. A service-dominant logic framework, which places service to multiple stakeholders and co-creation of value at the center of business exchange, will guide the discussion.

## Disruption, Design Thinking & Service Dominant Logic

Overview of disruption, design thinking and creative problem solving techniques through the lens of service dominant logic. Throughout this interactive session, participants will roll up their sleeves and engage the design thinking process individually and in small groups.

## 3:00 - 3:30 PM - Afternoon Break

## 3:30- 4:30 PM

### Identify Potential Solutions/Next Steps

*Continuation - Dr. Joan Ball*

Pressing further into the design thinking method, the facilitator will conduct a collaborative group exercise during which participants will identify multiple possible solutions to the challenges they identified in the earlier sessions. After a period of ideation (brainstorming) and prototyping possible solutions, participants will report out observations and insights—especially those that are relevant to the industry as a whole.

## 4:30 - 4:45 PM

### Announcements To Conclude the Day

*Gerry LoDuca*

## 5:15 - 10:00 PM

### Back By Popular Demand

At 5:15 PM we will meet in the lower lobby and board buses at 5:30 PM sharp to begin our evening. We will travel by motor coach to our destination. It's about a 10 minute drive. Dress casual. This is an audience participation experience, a redux of one of our more memorable events. And we will dine with some of the best chefs in Chicago! We'll have you back at the hotel at 10:00 PM.

## Thursday, December 11, 2014

**7:15 - 8:00 AM - Breakfast**

3rd Floor - Van Gogh Room

## 8:00 - 9:30 AM

3rd Floor - Chagall Ballroom

### Strategic Implications of UDI (Unique Device Identifier) and Contract Administration

**Panel Discussion - Moderator: Kevin Neuman. Panelists: Elizabeth Hilla - HIDA, Danny Adams - DDS, Cameron Hall - Value Centric, Denise Odenkirk - GHX, Ellenmary Martin - DUKAL, Dennis Black - BD**  
Kevin will introduce the topic with a slide showing strategic planning connection (GS-1) between contract standards and UDI requirements for both manufacturers and distributors. This session will include a summary history of Thought Leaders report, HIDA contracting committee recommendations and CSV Toolbox concept to align with UDI. A few panelists will explain their company's role and/or position regarding this topic. Session will include UDI timelines and business issues including need for changes to computer systems and warehouse management systems as well as personnel training. The audience will be encouraged to participate - the floor will be open for questions to any panelist.

## 9:30 - 10:00AM - Morning Break

## 10:00 - 11:30 PM

### The Future of HMMC - YOU!

*Don Nymberg, HMMC Board Member*

Don will moderate an open session on HMMC - benefits, needs, and what the members want from the organization. Future speaker topics will also be solicited from the audience. Here's your chance to speak up and "get what you want"!

## 11:30PM - Adjourn

**See You At The Hilton Nashville Downtown  
April 14 - 16, 2015**

**For The Spring Conference!**

**MARK YOUR CALENDARS NOW!**

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## HOTEL INFORMATION

Omni Hotel Chicago • 676 N. Michigan Avenue • Chicago, IL 60611  
1-800-THE-OMNI (1-800-843-6664)

Check-in time: 4:00 PM | Check-out time: 12:00 PM  
Room rate: \$199 + taxes (King or Queen Non-Smoking Suite)  
Check-in time: 3pm • Check-out time: 12pm

### *Downton Chicago All-Suite Luxury Hotel*

*Located in the heart of the Magnificent Mile, the Omni Chicago Hotel is one of the area's best-loved hotels and home to Michigan Avenue's only all-suite luxury accommodations with plasma-screen televisions. Every guest room exudes the lavish sophistication you expect from a four-diamond hotel.*

- Located on Michigan Avenue
  - The Omni Chicago Hotel is a non-smoking destination
  - 347 room all-suite guest rooms with plasma TVs
  - Indoor swimming pool
  - Two outdoor sundecks
  - High-speed wireless Internet access available
- (Must register for Omni Select Gold Level Program - no fee to register)*

Parking: Overnight Valet Rate: \$54 + tax per night

## OFFICE CONTACT INFORMATION

### HMMC

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