

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

Panel Discussion:

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

Moderator: Kevin Neuman



Kevin Neuman

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Kevin Neuman is completing his 48th year in the industry including time with two distributors and the original CIDA distributor group then one of the original Managing Directors of National Distribution and Contracting (NDC) and is currently completing his sixth year on the vendor side of the business with Innovative Healthcare Corporation as Vice President of Marketing and Operations. He has served on the boards of the American Surgical Trade Association (ASTA, the predecessor to HIDA) as well as the Health Industry Trade Association (HIDA) and now has the honor of serving on the HMMC Board of Governors. With industry, executive management, sales, marketing and operations background, Kevin sees the changes in the industry - provider consolidation, contracting standardization, FDA **UDI** regulations - as strategic opportunities for sales and marketing executives, not just issues for Information Technology or Regulatory Affairs.



Panel Members:

Elizabeth Hilla

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Elizabeth Hilla has 30 years' experience in the healthcare distribution industry and oversees education, communications, and industry affairs at HIDA. She spearheads HIDA's Pricing Accuracy Initiative and other industry efforts to advance the value of distribution and increase effectiveness within the healthcare supply channel.

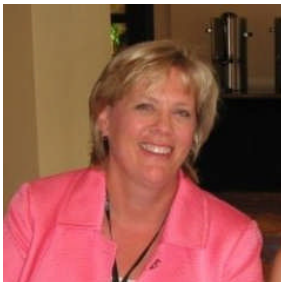


Danny Adams

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24 years of experience in sales, sales management, marketing, national accounts, and general management in health care products distribution and manufacturing with a strong focus on technical initiatives and developing electronic commerce systems. Provided outsourced e-commerce services to 82 independent medical and dental products distributors utilizing *MedConduit's* order management, sales reporting GPO reporting, contract management and rebate reconciliation and validation modules.

Danny is the owner and Principal of *Distributor Data Solutions, Inc.*, an Atlanta, Georgia based firm specializing in data solutions for medical products manufacturers. He currently serves on the Health Industry Distributor Association (HIDA) Supply Chain Advisory Council. Active member of the Healthcare Manufacturer's Management Council (HMMC).



Denise Odenkirk
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Denise's passion is to improve healthcare supply chain business processes. She is well-known within the healthcare industry for her commitment and drive to improving overall healthcare supply chain efficiency. Currently the Senior Director of Industry Solutions for the Global Healthcare Exchange (GHX), Denise has vast executive experience across leading healthcare distributors and manufacturers including executive leadership roles in Supply Chain and IT with Owens & Minor, Symmetry Surgical, Bracco Diagnostics to name a few.



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Dennis is currently Director, e-Business for BD. Dennis works within the *BD Solutions and Services* group and is focused on developing and implementing a variety of supply chain solutions and related services. Solutions include collaborating with customers to achieve the “Perfect Order,” refining business processes, and the implementation of data standards. Other responsibilities include implementing FDA’s Unique Device Identification (UDI) regulation within BD and collaborating with select customers on initiatives to reduce healthcare costs. Dennis serves on the GS1 Healthcare Global Leadership Team, and the GS1 Healthcare U.S. Leadership Team. He also participates on industry work groups within Strategic Marketplace Initiatives (SMI), Global Healthcare Exchange (GHX), AdvaMed, and the Association for Healthcare Resource & Materials Management (AHRMM) to help solve a variety of healthcare initiatives.



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Ellenmary Martin is the Chief Strategy Officer & Vice President of Marketing for DUKAL Corporation. She joined DUKAL in 2003 to manage the corporate marketing direction and expanded her role in 2005 to encompass the sales component where she was the Vice President of Sales & Marketing. In 2013 Ellenmary’s responsibilities have expanded to focus on DUKAL’s corporate positioning and overarching direction.

Ellenmary has spent 25 successful years working in the Medical Manufacturing Industry. Her early experience was in the manufacturing of specialty patient monitoring devices, where she played an active role in both product development and distribution channel management. Her position with DUKAL requires an integral working knowledge of their international manufacturing supply chain, which includes all aspects of product development, production planning and brand management; as well as a sound understanding of successful market acceptance and brand penetration for all DUKAL made products.

A graduate of Fairfield University, Ellenmary has a BS in Marketing from Fairfield’s School of Business with an additional concentration on business management.



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Joining ValueCentric in 2006, Cameron Hall’s role as Director of Product Management is to guide the evolution of the company’s cloud-based platform, ValueTrak, by introducing new, cutting-edge capabilities into the application. Cameron works closely with customers to incorporate their needs into the application, thus

steering the overall product roadmap. In addition, Cameron has spearheaded the company's track and trace initiative as it has been implemented in the Pharmaceutical market.. Prior to ValueCentric, Cameron worked as a Product Manager at BlackBerry, responsible for launching BlackBerry's handheld product line with several large carriers/customers in the U.S. and Canada.

Cameron holds a degree in Mathematics and Physics from the University of Waterloo in Waterloo, Ontario, Canada.

