

Manufacturers **EXECUTIVE CONFERENCE**

May 2-4, 2017
Francis Marion Hotel
Charleston, SC

TUESDAY, MAY 2, 2017

- 12:00 – 3:00pm** **Board Meeting**
Pinckney Room
- 3:00 – 5:00pm** **Committee Meetings**
 Program Committee – Pinckney Room
 Sponsor Committee – Rutledge Room
 Marketing Committee – Middleton Room
 Membership Committee – Middleton Foyer
Pinckney Room
- 6:00 pm – 7:00pm** **Welcome Reception**
Gold Ballroom
- 7:15 – 9:00pm** **Opening Dinner**
Cocktails, Hors d'oeuvres and Dinner
Gold Ballroom

WEDNESDAY, MAY 3, 2017

- 7:00 – 8:00am** **Breakfast**
Calhoun Room
- 8:00 – 8:30am** **Welcome to the 2017 Spring Manufacturers Executive Conference –**
Don Nymberg - President
Gold Ballroom
- 8:30 – 10:00am** **Learning UDI Community: Getting Good Data in the GUDID**
Michael Schiller, CRMP – Senior Director of Supply Chain, AHRM
Terrie Reed, MSIE – Senior Advisor for UDI Adoption, FDA

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With 3 of the 4 major UDI compliance dates behind us, the focus for the UDI is now: 'Moving beyond Compliance'. We must understand how to use the data if we expect to recognize the potential and fully realize the benefits of the UDI across the healthcare eco-system; from point of manufacture, to point of consumption, downstream to the clinical registries. The GUDID, as the source of truth for the Device Identifier, must be accurate in order for it to be useful. Five work groups of the Learning UDI Community (LUC) have come together to focus their efforts around GUDID data quality. They have developed best-recommended practices with the goal of ensuring the usefulness and accuracy of the data within the GUDID to all end-user groups.

Gold Ballroom

10:00 – 10:15am

BREAK

Gold Ballroom

10:15 – 11:45am

Post Election Political Analysis and the Future of Healthcare in America

Linda Rouse O'Neill – Vice President Government Affairs - Health Industry Distributors Association (HIDA)

Directly from Washington, DC please join HIDA's Linda Rouse O'Neill for an in-depth conversation about the 2016 election. Linda will share her deep understanding of the issues and anticipated direction of healthcare in America, under the new administration. What's next for medical products manufacturers, providers and the American people?

Gold Ballroom

12:00 – 1:00pm

Lunch

Calhoun Room

1:00 – 2:45pm

Partners in Leadership – Accountability in the Organization

Brad Burton, Senior Consultant

Craig Hickman, Partner & Practice Leader

Building a Culture of Accountability focused on results doesn't happen overnight. But it can happen as quickly as your organization embeds the required methodologies into their business processes and systems.

Culture produces results, but the right culture produces desired results. The results that organizations are getting today are produced by their current culture. For many companies these results are not the results that they had aimed to achieve. The Partners In Leadership Change Methodology helps leaders achieve their desired results by creating a transformational change in their organizational culture, resulting in a Culture of Accountability.

Craig Hickman, co-author of The Oz Principle and Partner at Partners In Leadership will share best practices to help create a culture that truly can become a competitive advantage.

Gold Ballroom

2:45 – 3:00pm

BREAK

Gold Ballroom

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3:00 – 5:00pm **Partners in Leadership – Change the Culture – Change the Game**

Brad Burton, Senior Consultant
Craig Hickman, Partner & Practice Leader
Gold Ballroom

6:30 – 9:30pm **Special Event - Charleston Distilling Company**

Gold Ballroom

THURSDAY, MAY 4, 2017

7:00 – 8:00am **Breakfast**

Calhoun Room

8:00 – 8:30am **HMMC Business Meeting**

Don Nymberg, President
Gold Ballroom

8:30 – 8:45am **BREAK**

Gold Ballroom

8:45 – 10:15am **AMAZON in the Health Supply Chain**

Jennifer Stockman – B2B e-Commerce, Supplier Management Professional
Healthcare Amazon

Amazon Business is everything you love about Amazon, for your business. If you're looking for new ways to scale digital and e-commerce, as well as new, cost-effective channels to reach incremental customers, join us for an update on Amazon Professional Healthcare. We'll discuss e-marketplace concepts, value proposition to end users and customers, and how brands can compete in a different way to grow their business and reach new customers.

Gold Ballroom

10:15 – 10:30am **BREAK**

Gold Ballroom

10:30 – 11:30am **The Complexities of Trade in Healthcare 2017**

John Pritchard, CEO Share Moving Media

Whether you are navigating the ACA, MACRA, or large RPCs the maze to reach each provider and our customer is more complicated each day. In this session Scott will explore the underlying forces of complex decision making, millennials in the workforce and as decision makers, and how effective content marketing can be. Don't miss this valuable exchange about best in class companies that create Content which best in class manufacturers can use...now!

Gold Ballroom

11:30 – 11:45am **HMMC Closing Comments and Vision/Adjournment**

Don Nymberg, President
Gold Ballroom