



# agenda

**Hospital Supply Chain**  
**fall VIRTUAL conference**  
September 28–October 22, 2020



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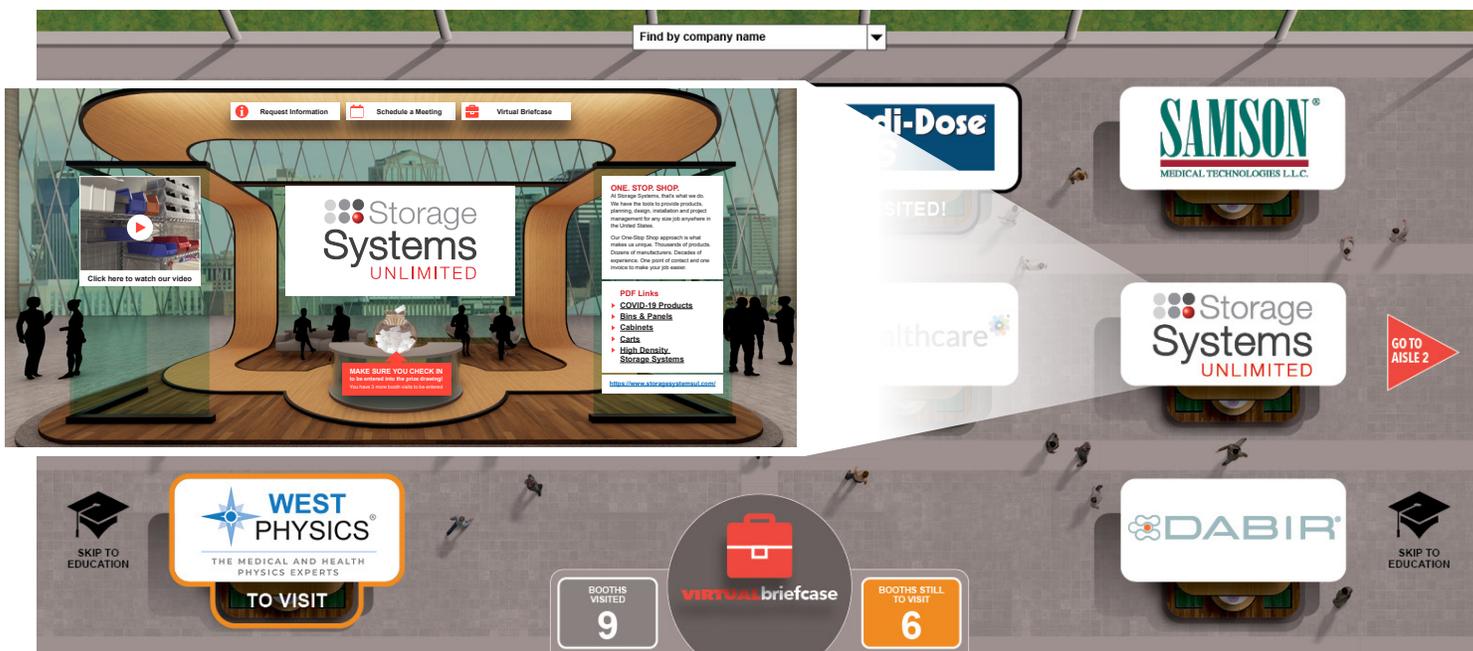
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# VIRTUAL suppliershowcase



**OPEN DURING THE ENTIRE CONFERENCE**

Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This new platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase. The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the Virtual Reverse Expo or selecting a specific date and time for an on-demand meeting outside of the Virtual Reverse Expo times.

*To maximize this experience for everyone, only Providers and Supplier attendees from companies with a Virtual Showcase will be able to access the showcase area.*

## Building a Culture of Engaged Employees



### Susan Reilly Salgado, Ph.D.

Susan Reilly Salgado is a consultant, speaker, and thought leader whose expertise lies at the intersection of organizational culture and customer experience. Susan leverages 20+ years of academic and professional experience to help clients build remarkable teams who can deliver remarkable customer experiences.

Susan's work in this field began in the mid-1990s, when she was a regular guest of Danny Meyer's acclaimed restaurants in the Union Square Hospitality Group (USHG). Susan was inspired by the consistently exceptional customer experiences she had across Danny's many businesses, and set out to understand the secret of his success by studying the USHG restaurants for her doctoral dissertation. The result of her analysis was a model that explained the impact of effective leadership on organizational culture.

Upon completing her dissertation in 2003, Susan was invited to join USHG as its first-ever Director of Culture and Learning. In this role, she created and implemented the company's leadership training programs, which were a fundamental component of the company's success in growing its culture throughout significant growth, including the creation and scaling of the Shake Shack brand. In 2010, she partnered with Danny Meyer to open a consultancy, Hospitality Quotient, and in 2017 founded her own firm, Grason Consulting, to provide consulting and training services.

Susan's consulting work and speaking engagements have allowed her to work with companies across more than 20 different industries, such as Delta Airlines, Hyatt Hotels, Goldman Sachs, Chanel, Cedars Sinai Hospital System, Chick-Fil-A, Sotheby's, Condé Nast, and Coca Cola. In addition to her PhD from NYU-Stern School of Business, Susan holds a BS and an MBA from Lehigh University and has been an invited speaker at numerous universities. Susan has been a contributor for Inc. Magazine, has recorded a TEDx talk, co-founded the NYC chapter of Conscious Capitalism, and was named one of Fast Company's 100 Most Creative People in Business.

Susan lives in NYC with her husband and daughter.

### Learning objectives:

#### After attending this presentation, attendees will learn to:

- Keep employees connected to the 'why' behind their jobs to give their work meaning and help sustain motivation through trying times. In the medical field, there may be a greater sense of purpose now than workers previously experienced.
- Identify gratitude as a driving factor in keeping employees engaged and making them want to do their jobs. This becomes even more important in times when employees have to make so many more sacrifices at home to make work 'work.'
- Make employees feel seen and having their voices heard is a critical element of engagement. Inclusive decision-making and transparency around the rationale behind changes are particularly important in these trying times when so much is in flux.



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## **The Value of Value Analysis, Now More than Ever**



### **Barbara (Barb) Braun Zinser, RN**

Barb has been a Registered nurse since 1993. She has worked in the Medical/Surgical Intensive Care Unit for seven years at Mayo Clinic Health System- Albert Lea, MN then transferred to the Mayo Clinic - Rochester Campus in the Cath Lab for two years and then Liver, Kidney and Pancreas Transplant Coordinator for 13 years.

Barb completed the MBA with HealthCare Administration focus from St. Mary's University in 2018.

Since early 2016, she has been a Clinical Quality Value Analyst for Mayo Clinic. This role includes facilitation of Mayo Enterprise-Wide Practice Standardization and conversion opportunities, Participation in key Enterprise Practice Committees in Nursing, Surgery and Radiology/Procedural areas. Barb facilitates the Surgical Product Review Team for Mayo Clinic- Enterprise and provide financial and non-financial analytical information to aid in decision-making for major surgical commodity and Medical Device categories.

### **Learning objectives:**

#### **After attending this presentation, attendees will learn to:**

- Describe profiling Value Analysis Program include, tangible and intangible benefits and costs
- Discuss requirements to maintain an effective Value Analysis Program including relationships with clinicians and suppliers and ongoing management - all within a virtual format or hybrid format
- Improve partnerships during supply disruptions in a rapidly changing environment



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## The New Health System Supply Chain Mandate



### **Brandi Greenberg** *Vice President of Life Sciences and Health Care Ecosystem Research*

Brandi is currently Advisory Board's Vice President of Life Sciences and Health Care Ecosystem Research. In this capacity, she oversees all of Advisory Board's research, training, and interactive experiences for life sciences and digital health companies' medical, commercial, and L&D teams. She assumed this position in early 2019, after devoting 14+ years to building out Advisory Board's "customer insight" research subscription for commercial leaders of life sciences, digital health, and health care services firms.

Most recently, Brandi has led the team's research on Covid-19 vaccine development and the increased role of transparency in a post-Covid supply chain. Prior to that work, she launched the firm's Sales Transformation Support Initiative to help suppliers' strategic accounts teams engage with health system leaders more effectively. Brandi remains a sought-after speaker on medical value frameworks, provider-supplier partnerships, IDN purchasing trends, and outcomes-based contracts.

While leading Advisory Board's research for life sciences, Brandi also helped to launch constituency-based research subscriptions for health services firms, independent physician groups, and post-acute care providers. Across all these research memberships, Brandi's goal has been the same: to share the insights and best practices that make it easier for health care organizations across the ecosystem to understand each other's perspectives, find common ground, and work more effectively together.

Prior to work at Advisory Board, Brandi was a Practice Manager with the Los Angeles office of the Boston Consulting Group. While at BCG, she supported clients in the biopharmaceutical, medical device, and health care delivery sectors. She has led major organizational redesign efforts to improve drug commercialization, clinical trials management, and operating room efficiency.

Brandi received her MBA from the Stanford Graduate School of Business, where she graduated as an Arjay Miller scholar. She also holds an MA in Rhetoric from Duke University and an AB with honors in English and American Studies from Stanford University.

#### **Learning objectives:**

##### **After attending this presentation, attendees will learn to:**

- Appreciate how lack of upstream and downstream visibility hinder the development of a more resilient supply chain
- Weigh tradeoffs between investments that can expand resiliency and initiatives that can unlock greater efficiency
- Diagnose the opportunities and barriers to cultivating a more strategic role for supply chain leadership within their own organizations
- Identify the kinds of data, platforms, and trust-building practices required to cultivate cross-sector transparency and collaboration



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## Healthy Minds: Habits for Resilience and Joy



### **Lara Patriquin, M.D.**

Lara is a physician, speaker, and teacher of mindfulness meditation and of Transformative Inquiry in Albuquerque, New Mexico. Her personal quest for well being is informed by her medical studies on the brain and on the nature of thought.

She lectures extensively in the medical and business communities about the value of clear and reliable practices that optimize key functions of the mind.

Inspired by her scientific knowledge and extensive contemplative practice, Lara's clients are able to access a more creative, successful, and inspired version of themselves.

### **Learning objectives:**

#### **After attending this presentation, attendees will learn to:**

- Understand how the mind reacts to stress
- Move from flight or flight reactivity to centered response
- Implement daily practices that will improve their resilience and joy



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## **System Preparedness in the Wake of COVID, Hurricanes, and Fires**



### **Chaun Powell**

Chaun Powell is the Group Vice President of Strategic Supplier Engagement with 15 years of experience in sales, marketing, national accounts, business and corporate development, and GPO negotiation.

As the Group Vice President of Strategic Supplier Engagement at Premier, Powell is responsible for providing leadership, strategy and execution to supply chain services consisting of product planning, contract management, negotiation, field liaison and member engagement; leading strategic engagements and developing of business plans for all suppliers of the surgical services and med/surg distribution service lines; and positioning Premier, supply chain services and strategic supplier engagement with strategic suppliers, their expanded organizations, leadership and the overall healthcare industry.

Powell received his Bachelor of Science in business management from the Leeds School of Business at University of Colorado and his MBA from the Daniels College of Business at Denver University. In addition, Powell serves on the Philanthropy Committee for Children's Hospital Colorado Foundation.

### **Learning objectives:**

#### **After attending this presentation, attendees will learn to:**

- Identify the factors leading to the multifactorial increase in product disruptions
- Analyze the effect of product disruptions on their own supply chain processes
- Outline steps to help mitigate supply disruptions and contribute to a sustainable solution



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## Pandemic Success Stories from Supply Chain



*Moderator*

**Gary Rakes** *Vice President-Chief Supply Chain Officer at Aspirus, Inc.*

Gary Rakes is the Vice President – Chief Supply Chain Officer for Aspirus, Inc. Gary has been with Aspirus since November of 2015. Prior to joining Aspirus, Gary worked for Providence Health & Services serving as the Region Director of Supply Chain Management for the Western Montana Region, the System Director of Supply Chain Operations and Logistics and ultimately as the Associate Vice President of Supply Chain Operations for the health system during his eight years of employment with Providence.

Gary has been in the healthcare supply chain management profession for more than 38 years and has a Master of Science degree in Material Logistics Management from the Naval Postgraduate School and a Bachelor's Degree in Business Administration from Lynchburg College.



*Panelist*

**Cecile Hozouri** *Assistant Vice President, Supply Chain at Scripps Health*

Cecile Hozouri is the Executive leader for Supply Chain at Scripps Health. Her areas of responsibilities are: Sourcing, Supply Chain Systems, Procurement, Accounts Payable, Clinical Value Analysis and all hospital and clinic supply chain distribution and operations across the Scripps health system.

Scripps Health has leveraged her talents and now involved with leading significant change for the organization. Supporting and leading Scripps Health's strategic objectives has been the most rewarding aspect in her career.



*Panelist*

**Rosa Costanzo** *CPO/VP of Supply Chain Management at Jackson Health*

Mrs. Rosa Costanzo serves as the Vice President of Strategic Sourcing and Supply Chain Management and Chief Procurement Officer for Jackson Health System (JHS), the third largest public hospital system in the nation.

Mrs. Costanzo oversees the materials management, procurement, value analysis, print shop, mailroom, logistics, receiving, real estate, procurement construction, supply automation and inventory management operations for the system. This includes six hospitals, twelve specialty-care centers, two long term care centers and health clinics.

Prior to her employment with JHS, she served as the Administrative Director of Support Services and Materials Management at Putnam Hospital Center in Carmel, NY.

Mrs. Costanzo holds a Master of Health Care Administration from Saint Joseph's College and a Bachelor of Business Administration from Western Connecticut State University, as well a number of certifications, including Certified Professional in Supply Management (CPSM) from the Institute for Supply Management.

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## Pandemic Success Stories from Supply Chain

*Continued from previous page*

*Panelist*

**John Barnes** *Supply Chain Director of Analytics & Systems at St Luke's Health System*

John Barnes, MBA, is the supply chain director of systems support, performance, risk, and analytics at St. Luke's Health System, where he has led the supply chain analytics and systems team for the past four years.

Barnes earned a bachelor's degree from UC Santa Barbara and an MBA with a marketing concentration from the University of California, Davis - Graduate School of Management. Six Sigma Black Belt certified, Barnes also serves as a member of the HealthTrust Analytics Advisory Board.



*Panelist*

**Tom White** *Director, Supply Chain at Froedtert Health*

Tom has been with Froedtert Health since 2014, where he helped design, build and manage the organizations 100,000 sq./ft. Integrated Service Center, which opened in 2016. In his current role, Tom is working to expand the scope of Supply Chain throughout all of Froedtert Health, with a focus on implementing best-in-class supply chain models.



**Learning objectives:**

**After attending this presentation, attendees will learn to:**

- Understand how each Supply Chain leader and their respective organization responded to the COVID-19 global pandemic
- Gain insight from industry supply chain experts and be better prepared for pandemic events
- Share industry leading best practices regarding pandemic preparedness and execution
- Put in place lessons of how to be better prepared for current and future pandemics of other global supply chain disruption events

## **Best Practices and Lessons Learned on Managing Staff Remotely through a Pandemic**



### **Thaiz Chanman, MBA**

Thaiz is currently the Associate Vice President of Culture Change and Organizational Effectiveness. She brings a wealth of experience to Vizient including change management, marketing and executive development. Thaiz's primary role is leading organizational effectiveness for individuals, teams and leaders to support and enhance an inclusive culture. Her team's main objective is enhancing the employee experience through a variety of strategies and programs that yield positive results and support Vizient's focus of positively impact the member experience.

She brings 20 years of experience in various roles ranging from marketing, corporate communications and talent/organizational development across a number of industries and organizations like Mattel, PG&E, Thermo-Fisher (formerly Life Technologies) and Baylor Scott & White.

Thaiz received a Bachelor's degree from UC Berkeley and a Masters of Business Administration from Pepperdine University. She also had the opportunity to complete an International Global Business certificate program from Oxford University.

### **Learning objectives:**

#### **After attending this presentation, attendees will learn to:**

- Lead through uncertainty
- Identify the framework you need transition to working remotely
- Leverage best practices to manage a remote workforce successfully

## Navigating Manual to Ma(n)chine



### **Randy Bradley, Ph.D., CPHIMS, FHIMSS**

Dr. Randy V. Bradley is an Associate Professor of Information Systems and Supply Chain Management in the Haslam College of Business at The University of Tennessee. He is also EVP, Digital Transformation in Life Sciences for Bio Supply Management Alliance (BSMA). He holds a Ph.D. in Management of Information Technology (IT) and Innovation, an M.S. in Management Information Systems, and a B.S. in Computer Engineering, all from Auburn University. As a healthcare supply chain and IT strategist and researcher, Dr. Bradley's expertise includes digital business transformation, supply chain digitalization, and the strategic application of business analytics and IT in the supply chain, with an emphasis on the healthcare sector. He has 20+ years of industry experience and his business background includes IT consulting, IT, supply chain, and analytics strategy design, digital supply chain roadmap development, supply chain transformation initiatives, IT outsourcing transitions, and large-scale systems evaluation, selection, and integration projects. He has consulted for and advised federal, state, and multinational organizations and companies both domestically and abroad.

Dr. Bradley is a preeminent thought leader and highly sought-after speaker for professional and corporate conferences and events. As a prolific researcher, his research and insights are chronicled in more than 100 articles, book chapters, columns, and proceedings of national and international practitioner and academic meetings and conferences. His research has appeared or is forthcoming in the Production and Operations Management Journal, Journal of Business Logistics, Decision Sciences Journal, Journal of Management Information Systems, MIS Quarterly Executive, Information Systems Journal, Journal of Information Technology, Translational Andrology and Urology, and Journal of Pediatric Pharmacology and Therapeutics, among others. His insights have also been chronicled in Bloomberg Law, Healthcare Purchasing News, MHI Solutions, Business Wire, MarketWatch, SupplyChain247, DC Velocity, Supply Chain Dive, Logistics Management, HealthPRO News, Thrive Global, and Modern Material Handling, among others.

### **Learning objectives:**

#### **After attending this presentation, attendees will learn to:**

- Explain the efficiency leaps possible through supply chain automation
- Describe the data areas in high demand for supply chain excellence
- Leverage the technology adoption pyramid to guide supply chain modernization efforts
- Assess their organization's level of digital consciousness



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8:00am–5:00pm CT **daily**

# **VIRTUAL** reverseexpo

**Session ONE**  
Tuesday October 13th

**Session TWO**  
Wednesday October 14th

**Session THREE**  
Thursday October 15th

**Session FOUR**  
Tuesday October 20th

**Session FIVE**  
Wednesday October 21st

**Session SIX**  
Thursday October 22nd

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