

# ***Your Destiny: A Matter of Choice, Not Chance***

**2003 IMDA Annual Conference**

**May 28 – May 31, 2003**

***Stein Eriksen Lodge***

***Upper Deer Valley, Utah***

**WEDNESDAY, MAY 28**

7-8:30 p.m.      *Opening Reception*

**THURSDAY, MAY 29**

8-8:30            *Welcome, by Conference Chairman Stan Tangalakis.*

8:30-9:40        *Changes in Medicine, Changes in Your Business, Dr. Peter Salgo. We are on the verge of an enormous change in medicine – a change so dramatic, that it will be to internal medicine and cardiology what fluoridation was to dentistry. So says Dr. Peter Salgo, medical correspondent for CBS and CNBC, and a practicing physician and recognized futurist. According to Dr. Salgo, we soon will experience the end of premature death due to heart disease. That will change the technology, medical and marketing landscape, says Dr. Salgo. As people live longer and heart disease is eradicated, other diseases will become more prominent. The technology needs of health care providers will change radically. *Anticipate the future and be prepared to thrive in it.**

9:40-10          *Break*

10-11            *Transforming the Business of Healthcare, Dr. Jeffrey Bauer. Successful companies greet the future with open arms, no matter how uncomfortable it might make them. A noted medical futurist and health economist, Dr. Bauer will talk about some of the major shifts in healthcare, and how IMDA members can respond to *and capitalize* on them. Trends such as e-commerce and its threat of disintermediation; the continuing migration of health care outside the hospital; and the complex and changing relationship between physicians and hospitals. Learn how you can *selectively* choose the tools of information technology to improve your business. Dr. Bauer spends a lot of time in the future, and he wants to acquaint you with it as well. *Come along for the ride!**

11-12            *Member dialogue with Drs. Salgo and Bauer.*

12-1:30          *Lunch*

1:30-2:30        *Tomorrow's IDN, Today, William Prows, Intermountain Health Care. Recently ranked the No. 1 IDN in America by *Modern Healthcare* magazine, Intermountain*



**Networking is one of the most valuable parts of IMDA conferences.**



Health Care in Salt Lake City just might have the formula for successful health care delivery in the future. William Prows, vice president of shared and affiliated services at Intermountain, will show you how Intermountain has managed to keep its prices to consumers 27 percent below the market; how it has earned the support of its 2,500 physicians for its programs; how it decides which new medical technologies to buy; and how it has melded clinical care with insurance products.

2:30-4 *Driving Sales Through Extreme Cooperation.* Kevin Mosher, president, Masimo Corp; Don Southard, executive vice president, Datascope; Tim McInerney, Kol Bio-Medical and Tony Marmo, Martab Medical. How did Masimo choose specialty sales and marketing organizations to bring its innovative pulse oximetry technology to market? Why does Datascope go direct with some products, and through specialty sales and marketing companies with others? What do both expect from their distributors? And what can IMDA members tell manufacturers about how to craft a well-oiled relationship? In this panel session, IMDA members and manufacturers show you how to break down the barriers that can block mutual success. And they invite you to share how you have done the same. Moderating the session will be Mitchell Kramer, IMDA legal counsel, who has seen first-hand the highs and the lows of relationships between manufacturers and specialty distributors/ reps; and Mark Thill, IMDA communications director.



5-7 *Manufacturers Forum.* Your chance to meet manufacturers of innovative technologies, view their products and discuss potential business relationships, all in a relaxed atmosphere. A smashing success since IMDA first introduced it four years ago, the Manufacturers Forum is unique in the industry. Don't miss it!

## FRIDAY, MAY 30

8-12 *Nail Down Your Approach to the Market,* John (Dr. Revenue) Haskell. All successful companies plan their sales and marketing strategies. But according to John Haskell – also known as Dr. Revenue – those plans don't mean much until they're written down for all to see. Dr. Revenue has helped hundreds of small and mid-sized companies like yours write down and implement detailed sales and marketing plans. Now, the doctor has agreed to share his knowledge with IMDA members. Through presentations and interactive workshops, Dr. Revenue will help you look at your own company and identify the path you want to follow into the future. *Learn – and answer – the 50 most important questions about your company's sales and marketing program!!*



**IMDA conferences allow members to interact with expert speakers. IMDA member Gilbert Valdesuso (l) chats with John (Dr. Revenue) Haskell at a recent conference.**



**IMDA conferences allow members in similar specialties to share ideas about their markets.**

Afternoon  
IMDA Annual Golf Tournament.

Business Resources Overview (*for non-golfers*). Visit with service providers who can help you improve your business through automation and other means.

**SATURDAY, MAY 31**

8-9:30 *Specialty breakouts.* A tremendous success since they were first introduced at IMDA conferences three years ago, the subspecialty breakouts allow members in similar specialties to engage in a relaxed, structured dialogue about the trends and events in their particular industries. *Build relationships with your peers.* (IMDA members only.)

9:30-9:50 Break

9:50-10:50 *Business meeting.* Speak out! Your chance to catch up on IMDA business and to offer your opinions and ideas about the direction of the association. (IMDA members only.)

11-12 *Have It Your Way,* moderated by Dave Tyson, Mercury Medical. A panoply of topics, chosen by you, the IMDA members. Come prepared to discuss such things as “Building a brand identity for your company,” “Finding affordable health insurance for your employees,” and “Passing your business on to the next generation.” *The sky’s the limit during this session.*

12 *Wrapup,* Conference Chairman Stan Tangalakis.

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**BIOGRAPHIES**

**Dr. Peter Salgo** is medical correspondent for CBS and CNBC, as well as a practicing physician and recognized futurist. In the last two years, he has published articles on drug pricing schedules in the United States vs. other Western nations; chronic fatigue syndrome; the current progress of fetal surgery; and the effect of AIDS upon its victims and the health care system in general. You’ve heard Salgo on CBS TV and radio. Most recently, he wrote, produced and anchored four broadcasts per week for CNBC’s America’s Vital Signs. For the past 10 years, as a correspondent with WCBS-TV News, Salgo has written, produced and commented on medical news and education issues, including AIDS and the homeless, infertility, radiation treatment, heart assist techniques and the future of modern medicine. Salgo practices anesthesiology and internal medicine at Presbyterian Hospital in New York City, and teaches anesthesiology and internal medicine at Columbia University.

**Dr. Jeffrey Bauer** is senior vice president of Superior Consultant Company Inc., Southfield, MI, which provides all sectors of the healthcare industry with tools and strategies to leverage the opportunities of the digital economy, serve customers better, connect to trading partners and physicians, lower transactional costs, and realize return on technology investments. In

publications and presentations, Bauer describes practical approaches to restructuring the health care delivery system with a special focus on information technology and e-commerce. His latest book is *Telemedicine and the Reinvention of Health Care: The Seventh Revolution in Medicine*, co-authored with Marc Ringel, MD. His two previous books are *Not What the Doctor Ordered: How to End the Medical Monopoly in Pursuit of Managed Care*, and *Statistical Analysis for Health Care Decision-Makers: Understanding and Evaluating Critical Information in a Competitive Market*. Dr. Bauer is a senior fellow at the Center for the New West in Denver, where he participates in studies of advances in medical science and technology and their impact on the delivery of health services.

**Bill Prows** is responsible for the management and direction of Shared Services, a division of IHC [Intermountain Health Care] Hospitals Inc., which includes laboratory services, pharmacy services, radiology, materials management and other support service areas. Additionally, he is responsible for the marketing, management and strategic development of IHC Affiliated Services Inc. (a for-profit subsidiary of not-for-profit IHC), which supports IHC's affiliated members of AmeriNet, of which IHC is a founding member. He served as associate administrator and chief operating officer of Chino Community Hospital in Chino, California, an HCA facility, before joining Intermountain Health Care Inc. in 1981.

**John (Dr. Revenue) Haskell** has delivered a unique brand of “in the trenches” consulting services to a wide variety of clients since 1974. He has created tools and programs to help mid-sized and smaller entrepreneurial companies develop solid, practical, easy-to-implement marketing and sales plans. His clients consistently see exceptional sales and profit growth as a result of the Doctor's prescriptions. You will too. Haskell has held marketing positions with a variety of companies, including Abbey Rents Furniture Division, Sara Lee Corp., Gamble Rents Division of Gamble Skogmo, and Haskell of Pittsburgh Inc. He is a columnist for the Los Angeles Business Journal and other industry publications, and an instructor for the USC Business Expansion Network.