IMDA spreads the word to IDN community

IMDA is the fastest, most cost-effective way to bring new technologies to market in the medical industry.

Clinical decision-makers as well as manufacturers of innovative technologies have known as much for years. Now it’s time to let supply chain executives in on the secret as well. That’s what IMDA President Don Sizemore (D&D Medical Inc., Goodlettsville, Tenn.); IMDA Chairman Duke Johns (Medical Specialties, New Orleans, La.); and Debbie Sizemore, director of sales for IMDA member Mercury Medical did at the 2015 Spring IDN Summit and Reverse Expo in April in Orlando, Fla.

With funds from the IMDA treasury, contributions from a handful of IMDA members, as well as money out of their own pockets, Sizemore and Johns hosted an Innovation Lounge, an IDN Summit feature designed to give IDN and GPO attendees a chance to learn more about innovative products and services.

“We went with one goal in mind – to educate [IDN supply chain executives] about who we are, what we do, and why we are different,” explained Don Sizemore at the IMDA Annual Conference in St. Louis. “What we found was, they really don’t know us.” That has to change, he said.

Getting supply chain executives to buy into the value of specialty distribution “will become very important if we are to stay significant as a sales and marketing channel,” he said. Hence the key talking point: IMDA members bring innovative technologies to market cost-effectively, efficiently and quickly.

Collective power

Also speaking at the IMDA Conference, Johns reminded colleagues that while each IMDA member brings value to its particular customers, that value is magnified by “the power that we collectively bring.” Through the IMDA network, innovative technology is tried and tested throughout the United States, not just in one geographic locality, he pointed out. Add to that the
power of networking. “We consult with each other about the proven efficacy and economic value of new technologies.” What’s more, IMDA members share risk with their customers. “We have invested in the technology, and we are held accountable for it; but we reduce our risk by making sure it is cost-effective and beneficial to the customer and the patient.”

Everybody wins, said Johns. Manufacturers benefit because they save money that normally would be spent to create, develop and maintain a sales force. Lower investment costs means lower costs for the provider as well. Plus, providers receive product information, product evaluations, inservice training and local services, all of which allow them to maximize the efficacy and value of the technology. And the patient benefits as well, by gaining access to innovative medical technology quickly.

“If you educate your IDN customers about IMDA and the power of the group, along with your own companies’ names, it makes each of us that much bigger,” he said.

Top decision-makers

Mercury Medical’s Debbie Sizemore spoke with IMDA Update after the IDN Summit, the fourth she has attended. “The IDN Summit always has top industry thought leaders in attendance to provide insight and analysis on the future of healthcare,” she said. “Hearing the IDN and GPO strategies being set forth for the future gives a specialty marketing organization not only an understanding of what they need to do in order to be relevant in today’s market, but also gives access for face time with the top decision-makers in your specific market.

“This year I was especially pleased to see IMDA there well represented,” she continued. “People were interested in the IMDA story and receptive to learning more about who we are and what we do. It is time for each and every one of us to step up and let our voices be heard in the C-suites, at the supply chains, value analysis and GPOs. There are opportunities all around. The time is now to make things happen.”

The IMDA board is considering ways to help IMDA member-owners help their sales reps integrate the IMDA message with that of their individual company. Watch IMDA Update and your e-mail for more.

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