



Specialty Sales and Marketing: Coming of Age in Accountable Care

Sunday, June 9

7:00 am – 12:00 pm Golf Tournament, Windermere Country Club

Situated between Lake Roberts and Lake Crescent, the prestigious Windermere Country Club offers 160 acres of one of the area's finest golf courses, only recently opened to the public. Designed by architect Ward Northrup, this course offers you access to a demanding, pleasurable and superbly maintained championship course. Our recently renovated greens and greenside bunkers matched with unparalleled first-class service, make Windermere Country Club a premier golf choice in Orlando.

3:00 pm – 4:00 pm Opening Session: Making the Most of the Conference

Come to this session to meet the attendees, manufacturers and IMDA board. Learn tricks of the trade from other IMDA members. This session will help you make the most of your IMDA membership and conference. Get this conference started off on the right foot!

4:00 pm – 6:30 pm Manufacturers Forum Opening Reception (Exhibit area open)

Join this social event to kick-off the Manufacturers Forum. The Forum provides specialty sales and marketing representatives the opportunity to meet manufacturers of innovative technologies, view their products and discuss potential business relationships. Attendees, sponsors, manufacturers, spouses and guests are welcome. The evening's planned activities will end at 7:00 p.m. in order to give you plenty of time to enjoy dinner out on the town.

Monday, June 10

7:00 am – 8:00 am Registration & Continental Breakfast (Exhibit Area Open)

8:00 am – 9:30 am Healthcare Reform: The Physicians Perspective - [Peter Carmel, MD](#)
[American Medical Association](#)

Healthcare reform has already brought about fundamental changes for medical device makers, distributors and hospital executives. Doctors are struggling with its implications as well. Learn firsthand the challenges doctors are facing, and how specialty sales and marketing organizations can respond. Peter W. Carmel, M.D., a pediatric neurosurgeon who practices in Newark, N.J., served as the 166th president of the American Medical Association from June 2011 to June 2012. Dr. Carmel has been a member of the AMA Board of Trustees since 2002 and a member of the AMA House of Delegates since 1985.

9:30 am – Noon Communicating With Certainty in a Time of Ambiguity - [Barry Banther, Banther Consulting Corp.](#)

Are you listening to what your supply chain partners, customers and associates are telling you? Are your messages to them clear and concise? Today, as all sectors of healthcare strive to improve

care and lower costs, clear communication is a must. In an entertaining but challenging presentation, business strategist and speaker Barry Banther will point out the risks of poor communication, the payoff of good communication, and the tools you'll need to be an effective communicator. Barry Banther CMC, CSP, is president and CEO of Banther Consulting and Banther Family Advisors. He served in the administration of three Florida governors as their appointee overseeing private higher education. His clients include Fortune 100 companies such as Pfizer, Eli Lilly and Rockwell International, as well as midsize to large regional businesses throughout America. He has written over 50 leadership-training programs in which he combines three decades of experience as a business leader, corporate executive and public servant to help you become a "Lasting Leader," as you develop your team and grow your business.

12:00 pm – 2:00 pm Lunch, Annual Business Meeting & Manufacturers Forum (Exhibit Area Open)

2:00 pm – 3:00 pm Vendor Credentialing - [Shawn Walker, CEO-Bay State Anesthesia](#)

Since vendor credentialing appeared six or seven years ago, the attitudes of supply chain executives and their suppliers, including IMDA members, have been, well, divergent. But recent work by several state hospital associations, The Joint Commission and Mayo Clinic, point to what looks like a new day. IMDA Past President Shawn Walker has been intimately involved with the issue since Day 1, and she will brief members on the latest, including the formation of the Coalition for Best Practices in Healthcare Industry Representative Requirements. Stay one step ahead of your customers by attending this session.

3:00 pm – 4:00 pm State Distribution Licensing Requirements
[Frank Fazio - VP, Distribution and Licensing Services Porzio Life Sciences, LLC](#)

Most IMDA members are well-prepared to answer this question from their customers: "Have you signed up with our vendor credentialing firm?" But increasingly, they're being asked another question: "Are you licensed to sell medical devices in our state?" Don't get caught by surprise. Learn why 20 states now require medical distributors to be licensed, and how you can comply. Frank Fazio is a pharmacist and attorney with Porzio, Bromberg & Newman P.C., Morristown, N.J., and vice president of distribution and licensing for a subsidiary company, Porzio Life Sciences LLC, which focuses on helping companies remain compliant with federal and state regulations.

4:00 pm – 4:15 pm Break (Exhibit Area Open)

Monday's agenda continued on next page.

IMDA Conference & Manufacturers Forum

June 9-11, 2013 • Loews Royal Pacific Resort, Orlando, FL



Specialty Sales and Marketing: Coming of Age in Accountable Care

Monday, June 10

4:15 pm – 5:15 pm Healthcare Reform and Your Business
Mitchell Kramer and Barbara Kramer
Kramer & Kramer, LLP

Medical device tax. Sunshine Act. Accountable care organizations. Value-based purchasing. Health insurance exchanges. Mitchell and Barbara Kramer, IMDA legal counsel, have been working with IMDA and its members since the association was founded in 1978. They know the implications of recent legislation on your business, and they'll share it with you in this must-attend session.

6:00 pm – 7:30 pm Manufacturers Forum Reception
(Exhibit Area Open)

7:30 pm – 10:00 pm IMDA Annual Dinner

Join your colleagues for an evening of camaraderie and recognition. IMDA will present the Ernie Douglass Award and the fourth annual Manufacturers Partnership Award to an outstanding manufacturer. Dress in sport coat for gentleman and similar attire for ladies.

Tuesday, June 11th

8:00 am – 8:30 am Continental Breakfast

8:30 am – 9:45 am Technology Tools: They're The Next Best
Thing to Being There - Don Sizemore,
President, D&D Medical, Inc.

Absent strong personal relationships, the IMDA member's mission is severely tested. Technology can help you be "face to face" with key accounts and prospects even when you're miles away.

Learn how you can apply tools such as social media, webinars, teleconferences and videoconferencing to maintain and build your mindshare among those people who are important to your business. IMDA member Don Sizemore has tried them all, and he will moderate a panel discussion on the topic. Bring your questions with you.

9:45 am – 10:00 am Break

10:00 am – 11:00 am Disaster Strikes - Anthony Marmo, CEO
Martab Medical

If disaster strikes, as it seems to with increasing regularity these days, can you weather the storm? Can you continue to service your customers if your power's out or your warehouse is flooded? How quickly can you get back up and running should fire strike? President Tony Marmo of Martab Medical leads a discussion among specialty distributors who have been tested by the best Mother Nature can give them. In Martab's case, it was Superstorm Sandy. Don't think it can't happen to you. Attend this session and learn.

11:00 am – 11:15 am Closing Remarks - Hal Freehling,
VP Support Services, O.E. Meyer
Company

Don't pack your bags and leave too soon, Hal will summarize the highlights of the conference!

Additional Conference Offerings

IMDA Legal Counsel: Mitchell A. Kramer, Esq.,

IMDA's general counsel will be available throughout the conference to hold 30-minute sessions with members to discuss legal, business or other issues as a membership benefit. These conferences are attorney-client privileged and confidential. Appointments can be made at the conference, first-come first-served basis. To assure time, call Association headquarters at 866-463-2937, or the offices of Kramer & Kramer, LLP at 800-451-7466.

Manufacturer Meetings

Manufacturers exhibiting at the conference can access a private meeting room to set up time to meet one on one with distributors at no extra cost. Meetings space and times are available on a first-come first-served basis.

Don't
miss these
important
dates!

Early Bird Registration Deadline - May 17th • Hotel Reservation Cut-Off - May 17th

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General Information

Complete each section of the registration form and return it to IMDA with the appropriate payment. Confirmations will be sent to all who register before May 31, 2013. The initial and additional registrant(s) (same company) will receive all registration and conference materials, admittance to all general and break-out sessions, breakfasts, breaks, lunches, receptions, the Awards Dinner, and the Manufacturers Forum. Spouse/Guest registration includes breakfasts, receptions, and the Awards Dinner.

Early-Bird Registration Discount: All registrations postmarked and paid before May 17, 2013 will receive the early-bird discount. Registrations postmarked after May 17th will be assessed an additional \$100.

Spouse/Guest Registration: Includes breakfasts, receptions, Awards Dinner and invite to a special breakfast on Monday, June 10th at 9:00 am at the hotel.

Accommodations: The IMDA Annual Conference and Manufacturers Forum will be held at the Loews Royal Pacific Resort in Orlando. The IMDA room rate is \$199 per night. To make a reservation, call 1-866-360-7395. The conference rate will be offered three days prior to and three days after the IMDA conference. To receive the discounted rate, let the reservation representative you are with IMDA. The cutoff date for making reservations is Friday, May 17, 2013.

Travel: Loews Royal Pacific Resort is located just 15 minutes from the Orlando International Airport. There are taxis and shuttle services available for hire at the Orlando International Airport 24 hours a day. An airport shuttle service is also available for hotel guests arriving and departing Orlando International Airport. Driving directions can be found by visiting the Loews Royal Pacific Resort website. Follow this link, <http://www.loewshotels.com/en/Royal-Pacific-Resort/index/map> for details on all travel.

Weather: The weather in June in Orlando is sunny and warm! The average high temperature is 91 degrees with evening lows in the 70s.

Policy: IMDA supports a non-smoking policy throughout the conference. The views and opinions expressed by speakers are their own and do not necessarily represent those of IMDA. IMDA disclaims any responsibility for the use and application of information presented at this meeting.

Attire: All activities are business casual unless otherwise noted.

Non-Member Registration: Non-members may attend the IMDA conference at the member rate – ONE TIME ONLY. Or if a non-member decides to join IMDA by June 1, 2013, they will receive a credit of the difference between the member and non-member registration fees applied toward their first year of membership dues (one credit per company.) Membership applications that accompany conference registration forms must first receive Board approval. Conference registrations will then be processed at the member rate. Please allow an additional two weeks for processing.

Cancellations: Cancellations must be submitted in writing by May 24, 2013 in order to receive a refund less a \$75 processing fee. No refunds will be given after this date; however, if you wish to send someone from your organization in your place, we will be happy to make this substitution upon written notice in advance or onsite.

If IMDA cannot hold the 2013 Annual Conference and Manufacturers Forum due to acts of God, war, government regulations, disaster, strikes, civil disorder or curtailment of transportation facilitating other emergencies making it advisable, illegal or impossible to hold the meeting, each prepaid attendee will receive a copy of the conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants. IMDA is not responsible for any other costs incurred by pre-registrants in connection with the conference.

Questions: IMDA
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Questions? Contact Nichole Glenn at 866.463.2937 or imda@imda.org.