

**Alabama Society for  
Healthcare Material  
Management**

**2012 ANNUAL CONFERENCE**



**SUPPLY CHAIN IS MATERIAL TO SUCCESS**

**Perdido Beach Resort  
Orange Beach, Alabama  
October 16-19, 2012**

*6.5 Contact Hours or .65  
Continuing Education Units  
approved by the  
Continuing Education  
of the Professional  
Membership Groups of the  
American Hospital  
Association and AHRMM*

## **AGENDA**

### **Tuesday, October 16**

#### **2:30 - 5:30p - *CMRP Review Session***

Mike Neely, The Optime' Group

**5:30p** - Registration

**6:30p** - Welcome Reception

### **Wednesday, October 17**

**7 - 8:30a** - Breakfast

**8a - noon** - Exhibitor Set Up

#### **8:30a - *Welcome & Introductions***

Brian Key, ASHMM President

#### **9a - *Maximizing the Values of Your Supply Chain***

Patrick Carroll, Patrick E. Carroll & Associates

**10a** - Break

#### **10:10a - *Round Table Discussions***

#### **11a - *How to Have a Margin Discussion with your Doctors***

Nicholas Sears, M.D., MedAssets

**Noon** - Lunch

#### **1p - *Important Checkup***

John Croyle, Big Oak Ranch

#### **2 - 3p - *Vendor Showcase***

**3 - 6p** - Vendor Expo

**6:30p** - Dinner @ Hotel

### **Thursday, October 18**

**7:30a** - Breakfast

#### **8:30a - *State & Federal Legislative Update***

Danne Howard,  
Sr. VP of Government Relations & Emergency Preparedness, AlaHA

#### **10a - *Image is Everything***

Karen D. Wortmann, RN, PhD Flowers Hospital

**Box lunches will be provided**

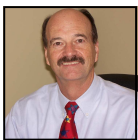
**Noon** - Golf or Fishing

**Dinner @ Hotel**

### **Friday, October 19**

**8a - *Business Meeting*** (ASHMM Members only)

## ABOUT THE SPEAKERS



**Mike Neely** Mike has extensive leadership experience in supply chain consulting and health care materials management, with a comprehensive background in supply chain management, purchasing, distribution, value analysis and implementation of best practices. He is recognized as an expert in many facets of Supply Chain and materials management and is a frequent speaker for multiple national and regional meetings. Prior to joining Optime', Mike held progressively expanded roles in senior management at a number of prestigious organizations. He served as Senior Manager, Supply Chain for KPMG, where he had responsibility for the Supply Chain and Materials Management Healthcare Advisory Practice for the Southeastern United States. He was previously Vice President of The McFaul & Lyons Group and Director, Materials Management Solutions at Johnson & Johnson where he led multiple elements of the Healthcare Supply Chain business functions for a variety of facilities located throughout the United States. He was also President and Founding Partner of Perimeter Solutions Group, an independent Supply Chain and Non-Salary Expense Reduction Consultancy. In addition to his Consulting and Leadership responsibilities, Mike has 20+ years in direct Hospital materials management encompassing a variety of positions and facilities. Mike is a former President of AHRMM. He has attained the level of Lifetime Fellow (FAHRMM) and CMRP. He is a member and past Director of National Affairs for the National Association of Purchasing Management, where he has attained the status of a Lifetime Certified Purchasing Manager (C.P.M.), the Georgia Society for Healthcare Materials Management and The Health Care Financial Management Association. Mike has recently completed the on-line Supply Chain Lexicon for AHRMM and conducted a national activity based costing study of the procurement process within hospitals for the Health Industry Distributors Association. He has co-authored a management advisory resource document on inventory management for the American Hospital Association (AHA). He is a frequent speaker on various supply chain and materials management-related topics to numerous groups, including AHRMM, Health Care Financial Management (HFMA), Group Purchasing Organizations and multiple state materials management groups.



**Patrick Carroll** is the President and co-founder of PECA, an independent healthcare-consulting firm based in Cypress, CA. Mr. Carroll has thirty-nine years experience as a healthcare professional including healthcare consulting, healthcare senior management, and clinical research and ancillary care patient delivery management. Prior to forming PECA, Mr. Carroll was directly responsible for the development and management of the healthcare consulting practice for the Costa Mesa office of a national CPA firm which provided a wide array of consulting services to acute care, sub-acute and alternative delivery healthcare providers. He also functioned as the National Service Director for Healthcare Supply Chain and a member of the National Healthcare Operations Competency team. He has also served in an administrative capacity at two acute healthcare providers. Mr. Carroll has been an adjunct professor at the University of San Francisco, the University of La Verne and University of Southern California, as well as a member of the program faculty at over one hundred twenty-five industry association conferences. He was a member of the editorial board of Hospital Materials Management from 1982 to 1994 and 1998 to 2000. He has authored over seventy-five articles, monographs, chapters, and books on materials management and general management and has been widely quoted and interviewed in trade journals. He is a past president of the Northern California Society for Hospital Materials Management and formerly a member of the Board of Directors for the Association of Healthcare Resource and Materials Management (AHRMM); he is a past president of AHRMM. He has achieved fellowship status with AHRMM. He is also a member of the Health Care Executives, and a former board member of the Healthcare Financial Management Association, Southern California chapter. He is a founder board member of the Bellwether League, Inc., and served as a member of the board of directors and treasurer of the organization. Mr. Carroll received his BS degree from California State University, San Luis Obispo, and his MPH degree from UCLA.



**Nicholas Sears, M.D.**, Chief Medical Officer, MedAssets, Inc., Executive Vice President, Aspen Healthcare Metrics is a board certified cardiovascular surgeon with over 25 years of healthcare experience. Before joining Aspen, Dr. Sears worked as a Principal for Cap Gemini Ernst & Young. In this role he was responsible for reducing supply chain expense for high-cost physician preference items, as well as clinical integration and transformation issues centered around leading practices, clinical pathways and LOS reduction, while maintaining high quality patient care. Dr. Sears worked closely with physicians and administrators to ensure smooth, effective management practices. Additionally, he has held several independent consulting positions with a variety of healthcare consulting firms throughout the nation. For 15 years prior to his work as a consultant, Dr. Sears maintained a clinical practice of cardiothoracic surgery in both private and academic settings in Tampa, Florida.

## *ABOUT THE SPEAKER'S CONTINUED*

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**John Croyle** and his wife, Tee, have seen their dream of building the best children's home in America grow into three separate facilities in Northeast Alabama: Big Oak Boys' Ranch in Gadsden, Big Oak Girls' Ranch in Springville, and Westbrook Christian School, Inc. in Rainbow City. The Big Oak ministry grew out of John's desire to give hurting children a chance. John successfully played football at the University of Alabama under the legendary coach Paul "Bear" Bryant. Faced with one of the most important decisions of his life — whether to play professional football or to start a children's home — John followed the Lord's leadership and established Big Oak Boys' Ranch in 1974. Big Oak Ranch, Inc. was incorporated in the State of Alabama as a 501(c)(3) Corporation in that same year. John's vision to start the Girls' Ranch evolved from a court case involving "Shelley," a 12-year old girl who had been physically and sexually abused by her father. John pleaded with the judge to let Shelley live at the Boys' Ranch, but the judge refused and placed Shelley back with her parents. Shelley was beaten to death by her parents three months later. The Girls' Ranch was built in 1988 after John felt the Lord's calling to start a girls' home in Shelley's memory. Westbrook Christian School was acquired in 1990, and exists to provide a quality education in a Christian environment for the children of Big Oak Ranch, as well as children from the community. Westbrook Christian is a privately funded 501(c)(3) educational institution depending solely on tuition, fundraising events, and the generosity of concerned individuals and groups for support. Since 1974, John and Tee, along with the Big Oak Ranch staff, have been called to meet the needs of hundreds of children by giving them a solid, Christian home and a chance to fulfill God's plan for their lives. Like every family, we've enjoyed great success stories and heartbreaking failures.



**Danne Howard** is the Senior Vice President of Government Relations and Emergency Preparedness for the Alabama Hospital Association. She works with Alabama's legislative and regulatory leaders in representing the interests of the Hospital Association's membership. Danne became part of the AlaHA team in July, 1996 and had been an active lobbyist dealing with healthcare issues since 1991. Before entering the political arena, Danne had 10 years of medical experience through her role as clinical coordinator and surgical scrub nurse for a Montgomery physician.



**Karen D. Wortmann, RN, PhD** is the Director of Professional Development at Flowers Hospital in Dothan, Alabama. She served as the Director of Surgical Services there for 20 years. Karen has over 30 years of healthcare experience, a Bachelor's Degree in Nursing, a Masters Degree in Counseling and Psychology and a Doctorate in Health Service Management.

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**REGISTRATION FORM**

\$60 ASHMM Member

\$100 Non-member (\$40 will be applied to your ASHMM membership fee/send enclosed, completed application with check)

Please make check payable to ASHMM and return the registration form and fee to:

Debbie Stuckey  
Alabama Hospital Association  
500 North East Boulevard  
Montgomery, AL 36117

Name \_\_\_\_\_

Title \_\_\_\_\_

Hospital \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

If you are bringing a guest, please complete the following:

Guest Name: \_\_\_\_\_

(for name badge)

A block of rooms is reserved at the **Perdido Beach Resort** and will be held until **September 17**. In order to insure a room and/or the group rate, you must make your reservation before this date by calling (800) 634-8001 or if using the Internet to go directly to [www.perdidobeachresort.com](http://www.perdidobeachresort.com) when making reservations. Attendees must identify themselves as participants of **2012 ASHMM Annual Conference, Booking ID # 8811** in order to receive the special group rate.

The rates for sleeping rooms are as follows:

|                      |          |
|----------------------|----------|
| Standard             | \$101.00 |
| Pool View Rate       | \$111.00 |
| Gulf Front Rate      | \$121.00 |
| Courtyard Suite Rate | \$189.00 |

(1) Bedroom Executive Suite w/Parlor (\$212.00) \*Consists of 2 rooms

(2) Bedroom Executive Suite w/Parlor (\$349.00) \*Consists of 3 rooms

If there are any questions, you may contact Brian Key at (205) 205-783-8468/  
bkey@nolandhealth.com or Debbie at (800) 489-2542/dstuckey@alaha.org.