

IMDA Annual Management Conference

"Our World-Our House: Laying the Foundation for Success in a New Marketplace"

January 1997

Sheraton Grande Torrey Pines
La Jolla, CA

Conference Highlights:

- "Understanding the integrated health systems revolution," Charlie Smith, NCI Inc.
- "Group purchasing post-Premier, and the impact on distribution partners," Ed Benecke, Medical Contract Associates.
- "What providers want from specialty distributors," James Kimmey, M.D., St. Louis Health Sciences Center.
- "How we can overcome obstacles in the healthcare environment," speaker panel.
- "How can specialty distributors better their position in GPO contracts?" Ed Benecke.
- "Differentiation from the big boys: How to sell to administration through collaborative selling – a new wave over consultative selling," Ted Fuller, Fuller Communications, and Peter Toennies, Ikon Office Solutions.
- "Effective selling in the year 2000," speaker panel.
- "EDI: Let's get it done," Alan Greenthal, Abbott Laboratories.
- "Negotiating better contracts," Roger Kolasinski, Kol Bio Medical.
- "Our House: The Year 2000," Tim McInerney, Kol Bio Medical.