

# IMDA Mid-Year Workshop

## "Technology in Medicine and Our Business"

June 1997

Oak Brook Hills Hotel & Resort  
Oak Brook, IL

### Workshop Highlights:

- "Technology: The lifeblood of U.S. health care and specialty distribution," Anthony Montagnolo, ECRI.
- "Small manufacturer's perspective on the environment for emerging technologies," John Navis, Medigroup.
- "Premier Inc.'s approach to technology assessment," David Natale, Premier Inc.
- "University HealthSystem Consortium and new-technology issues," Karl Matuszewski, University HealthSystem Consortium.
- "How can we further the discussion of technology in health care?" Small group breakouts.
- "How can we demonstrate the cost-effectiveness of the new technologies we carry?" Small group breakouts.
- "Sales force automation," Paul Selden, Sales Automation Association.
- "Telemarketing to increase sales," Paul Roasberry, Roasberry & Associates.
- "The Internet: Sales tool, communications vehicle or really neat toy?" George Homme, Electronic Solutions Inc.