The Mermaid Entertainment & Event Center
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, Minnesota
763-786-2000
Upper Midwest Health Expo
Presents

14th Annual Fall Conference

Thursday, October 6, 2011
&
Friday, October 7, 2011

Registration Fees:
- Fees include all breaks, Thursday lunch, and the Vendor Fair
- Early Bird Registration & payment due by Friday, September 15, 2011

<table>
<thead>
<tr>
<th>Both Days</th>
<th>One Day Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>$80.00</td>
<td>$60.00</td>
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</tbody>
</table>

Accommodations:

The Mermaid Entertainment & Event Center
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, MN 55112
Phone: 763-786-2000

- Registrants are required to make their own overnight accommodations.
- Hotel Reservations should be made by September 19, 2011 to ensure the group rate of $84.00 per night.
- Be sure to identify yourself with the “Upper Midwest Health Expo” Conference when making reservations.
14th Annual Upper Midwest Health Expo
Registration Form

(Complete this form and return with remittance. You may copy this form if more are needed.)

**Name:**
**Title:**
**Employer:**
**Phone:**
**Address:**
**City:**
**State:**
**Zip:**
**E-Mail:**

Indicate Discipline: ☐ Supply Chain Management or ☐ Central Service

**Early Bird Registration - Both Days**
☐ $ 80.00
Both Days after September 15, 2010 ☐ $100.00
Thursday Only ☐ $ 60.00
Friday Only ☐ $ 60.00
Vendor Fair Only (or Guest/Spouse) ☐ $ 30.00

**Thursday, October 6, 2011**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am - 10:30 am</td>
<td>Opening</td>
<td>Health and Humor</td>
</tr>
<tr>
<td>10:45 am - 11:45 am</td>
<td>Session A</td>
<td>Think Sterile Processing Organizationally, Act Sterile Processing Organizationally</td>
</tr>
<tr>
<td>10:45 am - 11:45 am</td>
<td>Session B</td>
<td>The Evolution of Supply Chain Analytics to Performance Consulting</td>
</tr>
<tr>
<td>11:45 am - 12:45 pm</td>
<td>Lunch Break</td>
<td></td>
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<tr>
<td>12:45 pm - 1:45 pm</td>
<td>Session C</td>
<td>Novel Technologies and Capabilities</td>
</tr>
<tr>
<td>2:00 pm - 3:00 pm</td>
<td>Session D</td>
<td>The Importance of Quality control Tracking in a Central Processing Environment</td>
</tr>
<tr>
<td>2:00 pm - 3:00 pm</td>
<td>Session E</td>
<td>Incorporating Value Analysis in the Physician Preference Contracting Process</td>
</tr>
<tr>
<td>3:15 pm - 4:15 pm</td>
<td>Session F</td>
<td>Haiti Experience</td>
</tr>
<tr>
<td>4:30 pm - 6:30 pm</td>
<td>Vendor Fair</td>
<td></td>
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**Friday, October 7, 2011**

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<tbody>
<tr>
<td>8:30 am - 9:30 am</td>
<td>Session G</td>
<td>Top 10 Risks in Sterile Processing</td>
</tr>
<tr>
<td>8:30 am - 9:30 am</td>
<td>Session H</td>
<td>Sustainability Roadmap for Hospitals</td>
</tr>
<tr>
<td>9:45 am - 11:45 am</td>
<td>Closing</td>
<td>Increasing Potential</td>
</tr>
</tbody>
</table>

Please check if you are a first time attendee: ☐

Make Checks Payable to: Upper Midwest Health Expo
Mail To: Judy Gubbins, North Memorial
3300 Oakdale Avenue North
Robbinsdale, MN 55422

Address Questions To: Judy Gubbins @ 763-520-5496
Tracy Poncin @ 651-232-1059

(Note: If you are waiting for a check to be processed, please email Judy Gubbins at judy.gubbins@northmemorial.com or fax to 763-520-1436 with registration information as soon as possible. Mail a copy of your registration with the check.)
# Upper Midwest Health Expo
## 2011 Fall Conference Schedule

### Thursday, October 6, 2011

<table>
<thead>
<tr>
<th>Time</th>
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<td>7:30 am - 8:30 am</td>
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</table>
| 8:30 am - 10:30 am | Welcome & Opening Session   | **Health and Humor**  
*Presented by: Scott Burke* |
| 10:30 am – 10:45 am | Break                       |                                                                             |
| 10:45 am – 11:45 am | Session A                   | **Think Sterile Processing Organizationally, Act Sterile Processing Organizationally**  
*Presented by: Mike Festa*  
**Objectives:**  
- Learn about how reusable medical device cleaning, high-level disinfection and sterilization was standardized and successfully implemented organizationally at the HealthEast Care System  
- Learn about the financial and non-financial benefits realized to the HealthEast Care System  
- Discuss the accreditation, regulatory and professional best practice reasons for an institutional program  
- Learn how to implement an institutional program throughout an organization or a stand-alone facility. |
| 10:45 am – 11:45 am | Session B                   | **The Evolution of Supply Chain Analytics to Performance Consulting**  
*Presented by: Tom Stewart and Kevin Hovde*  
**Objectives:**  
- Discuss how Mayo Clinic has developed a Supply Chain Performance Consulting Team to respond to industry reform that has expanded supply chain cost pressures.  
- Discuss the evolution of the Performance Consulting Team into diverse backgrounds of Finance and Supply Chain expertise providing consultative support to high spend departments.  
- Provide examples of dashboards, opportunity analyses and share future goals. |
| 11:45 am – 12:45 pm | Lunch                       |                                                                             |
| 12:45 pm – 1:45 pm | Session C (Combined Session)| **Novel Technologies and Capabilities**  
*Presented by: Jonathan B. Arthur*  
**Objective:**  
Identify current and future broad trends in novel technology and application to infection prevention and control activities. |
| 1:45 pm – 2:00 pm | Break                       |                                                                             |
| 2:00 pm – 3:00 pm | Session D                   | **The Importance of Quality Control Tracking in a Central Processing Environment**  
*Presented by: Tony Vestal*  
**Objectives:**  
- How are you storing your sterilizer (and washer) cycle printouts? Have you considered electronic documentation?  
- Do you know whether your OR is tracking your trays and instruments to the patient as recommended by AAMI?  
- How do you track your staff productivity?  
- How do you track department production (number of trays and instruments processed)?  
- Do you have many challenges with instruments not being present or are incorrect when trays are opened in the OR? |
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<tr>
<td>Have you experienced any biological recalls? If so, do you have a mechanism for locating trays?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How do you track and document loaner tray requirements?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With all these special manufacturer-recommended sterilization cycles, how are you able to keep track?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How are you keeping track of your repairs?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With so many instructions on processing, disassembly, re-assembly, how do you keep up?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 2:00 pm – 3:00 pm | Session E | **Incorporating Value Analysis in the Physician Preference Contracting Process – Processes that can be used for largest to the smallest organizations**  
*Presented by: Deborah Brown and Susan Widhalm*  
**Objectives:**  
- Development and implementation of a Clinical Feedback Form  
- Implementation of a structured face to face Request for Information supplier meeting  
- Implementation of a Quiet Period Process with suppliers and physicians  
- Discuss lessons learned |

| 3:00pm – 3:15 pm | Break | |

| 3:15 pm – 4:15 pm | Session F (Combined Session) | **Haiti Experience**  
*Presented by: Dr. Christopher Schubert* |

| 4:30 pm – 6:30 pm | Vendor Fair & Social Hour | Keep up with the latest products and services available. Be sure to thank our vendors for their support with this conference! Meet and network with colleagues. Hors d'oeuvres will be served and door prizes will be awarded. |

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**Friday, October 7, 2011**

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| 8:30 am - 9:30 am   | Session G | **Top 10 Risks in Sterile Processing**  
*Presented by: Martha Young*  
**Objectives:**  
- Discuss the effect of not following the medical device manufacturer’s instructions for use for cleaning, packaging, and sterilization.  
- Discuss biological indicator process challenge devices (BI PCD) for immediate-use steam sterilization (flash).  
- Discuss the recommendation for verifying the effectiveness of mechanical cleaning equipment.  
- Discuss the IAHCSMM Position Paper on the Management of Loaner Instrumentation and the Sample Policy and procedure for Loaner Instrumentation. |

| 8:30 am - 9:30 am   | Session H | **Sustainability Roadmap for Hospitals – A guide to achieving your sustainability goals**  
*Presented by: Annette Pummel*  
**Objectives:**  
- Understand where to access the Sustainability Roadmap  
- Understanding of what Environmentally Preferred Purchasing means  
- Know where to access assessment tools  
- Have 3 ideas to take back to facility that will reduce negative environmental impact |

| 9:30 am – 9:45 am   | Break | |

| 9:45 am – 11:45 am  | Closing Session | **Increasing Potential**  
*Presented by: Lori Bestler* |

| 12:00 – 1:00pm      | Business Meeting | **MHCSMA Members Only**  
Business meeting will be held at the end of the conference. |
## Upper Midwest Health Expo

**2011 Fall Conference Presenters**

### Jonathan B. Arthur

Jon Arthur is a Software Systems Architect with the SEMS 3M Corporate Research Laboratory in St. Paul. Jon has worked with technology for over 20 years in a variety of industries including: Legal, Insurance and Healthcare. Most of the last 7 years has been working with analytic application design and construction of applications that provide analytics or data for research studies, clinical trials or consumer healthcare information. He has designed and provided training for Senior Medical Analysts and provided the expertise behind new analytic studies. Jon is a certified PMP, Six Sigma Blackbelt Certified as well as trained using a number of analytic tools.

### Lori Bestler

With 26 years of success in the personal development field, Lori Bestler has been influencing positive change empowering others to breakthrough barriers for unlimited success and wellbeing.

Lori is a Strategic Mind Coach and runs MindScapes UnLimited Hypnosis and Coaching Center in Stillwater, MN. She specializes in working with entrepreneurs and ambitious professionals with busy minds who struggle with barriers like anxiety, procrastination, negative thinking, and focus and follow through. She also helps with weight and stress reduction, smoking cessation, and personal and professional goal achievement. Ms. Bestler is the founder and president of “4 Dynamic Women”; 4 Keynote Speakers and Seminar Presenters in 1 Dynamic Package that helps men and women excel in life and career.

Today Lori’s mission is to empower the human spirit to soar and she passionately believes that, “You really can take charge of your life and health and achieve any goal you wish when you learn how to use the natural power of your mind.”

Learn more about Lori’s products, program or speaking presentations by going to [www.mindscapesunlimited.com](http://www.mindscapesunlimited.com).

### Scott Burton

Scott Burton brings humor and humanity to healthcare. A stand-up comic and world class juggler, Scott tells the tale of his year-long cancer battle with a refreshing honesty and engaging sense of humor. His audience soon sees that his is not a story about cancer. It is the story of life. “I felt, and still do, that each moment laughing is a moment you are—if only for a second—in love with life.” When Scott Burton tells his story, nobody cries. They laugh like they never thought they would.

[www.sburton.com](http://www.sburton.com)

### Deborah Brown

**RN, BSN, MBA – VHA, Inc.**

Deb Brown has a strong background in health care, with more than 25 years of clinical experience in various roles involving direct patient care, executive leadership and supply chain positions. For the past 5 years, Brown has had responsibility for implementation and development of innovative processes and programs for Mayo Clinic Supply Chain Management Upper Midwest Consolidated Services Center (UMCSC) as a VHA shared resource. More specifically, Brown has engaged in supply chain roles. The first role was in clinical quality value analysis in leading an initiative to create a medical surgical commodity and clinical commodity formulary for the Mayo Clinic enterprise. The second and current roles as a Contract Portfolio Manager for Physician Preference Products with primary focus on Cardiology, Imaging and Gastroenterology. Brown has a solid background in both clinical and business environments, with extensive experience in program development, process improvement, group facilitation and operations and strategic leadership. Brown’s healthcare experience has been valuable in negotiating successful contracts for individual HCO, IDN and Supply Networks that has contributed to positive outcomes of Mayo Clinic and the UMCSC members. Brown uses her strategic skills to manage supplier and physician relationship that provides high valuable contracts both clinically and financially.

### Mike Festa

**Director of Sterile Processing - HealthEast Care System, St. Paul, MN**

Mike has responsibility for all aspects of reusable medical devices cleaning, high-level disinfection and sterilization throughout the HealthEast Care System organization to include the hospitals, surgery center and physician clinics. Mike is also the Accreditation Coordinator for St. John’s Hospital, a member of the HealthEast Care System. Mike has held President and President-Elect positions for the Minnesota Healthcare Central Services Members Association (MHCSMA). Mike has held numerous leadership positions in the sterile processing field for the past 30 years. Articles written by Mike have been published in national publications.

### Kevin Hovde

**Performance Consultant, Mayo Clinic Supply Chain Management**

Kevin is a Performance Consultant with Supply Chain Management at Mayo Clinic. Kevin directly supports Surgical Services at Mayo Clinic’s three group practices in Rochester, Arizona, and Florida. He holds a B.A. degree in Organizational Management from Concordia University and is a Certified Purchasing Manager (C.P.M.) through the Institute of Supply Management. Prior to becoming a performance consultant within Mayo Clinic, Kevin was a Senior Finance Analyst at Mayo with experience supporting Radiology and Surgery for the past 6 years. Before joining Mayo Clinic, Kevin held both Materials Management and...
Strategic Supplier Management positions in manufacturing. Kevin has over 15 years of Supply Chain experiences across healthcare, manufacturing, and distribution.

Annette Pummel  
**RN, CMRP – Chief Operating Officer, ACS**  
In her current role, Annette serves as COO for ACS, with oversight responsibility for production, sourcing, construction, plan management and regulatory. Annette also provides clinical support to healthcare systems both through implementation and in the ongoing management of their custom procedure trays. In her work with physicians and clinicians, she assists them in choosing the right products at the lowest possible cost to the organization. Annette also assists in targeting procedures in need of standardization to improve outcomes. At ACS, Annette is responsible for sustainability documentation and ongoing promotion of green standards within the company.

Previous roles include multiple supply chain and clinical roles across the health care continuum.  
- Vice President, Clinical Operations, ACS  
- Served as a pioneer in the development and oversight of the Sourcing Collaborative (SC) Program and Purchasing Coalitions (PC). In the eleven years Annette led this program, she expanded this service from one group of 13 hospitals to 19 groups covering over 450 hospitals.  
- Supply Chain Leader  
- Clinical roles in OR, Orthopedics, Oncology, and Life Flight  
- AHRMM’s Board of Directors, 2009-2011

Dr. Christopher Schubert  
**Winona Health**

Tom Stewart  
**Manager, Performance Consulting - Mayo Clinic Supply Chain Management**  
Tom manages 12 Performance Consultants supporting supply chain operations in Arizona, Florida, Rochester, and the Mayo Clinic Health System. Prior to joining Supply Chain Management, Tom was a Finance Manager in the Revenue Cycle over Hospital and Clinic Admissions. He was also a financial analyst at Mayo Clinic. Tom has been at the Mayo Clinic for over 11 years and also has 13 years of experience in various management and analytical roles at IBM.

Tony Vestel  
**T-DOC Application Specialist**  
Tony Vestel has over ten years experience in surgical instrument traceability and management systems. Six of those years were spent as a Getinge customer and four years as a Getinge employee. Prior to joining the Getinge team, Tony worked as a Systems Specialist for Perioperative Services at Children’s Medical Center Dallas, one of the country’s largest and most notable pediatric hospitals. Tony brings to Getinge his knowledge of instrument traceability systems from a “customer’s point of view”, understanding what it takes to make Sterile Processing Departments run smoothly with the help of technology. Tony is originally from central Illinois where he graduated from Illinois College with a Bachelor of Science degree in Management Information Systems. He, his wife and daughter now live in the Dallas/Ft. Worth, TX area.

Susan Widhalm  
**Manager of Physician Preference Contracting – Sourcing and Contracting Supply Chain Management, Mayo Clinic, Rochester, MN**  
Susan joined Mayo Clinic, February 2009. Mayo Clinic is the sourcing and contracting service provider for the Upper Midwest Consolidated Services Center, Edina, MN. Susan and the Physician Preference Contracting team negotiate and manage integrated contracting initiatives in the areas of cardiology, radiology, gastroenterology, and all disciplines in the surgical services.

Prior to Susan’s employment at Mayo Clinic, she spent 20 years in sales and marketing with Abbott Laboratories and Johnson & Johnson. Susan is a professional registered nurse concentrating in Operating room Nursing leadership and management. She spent 15 years in the Chicago-land provider setting holding positions including O.R. Staff Nurse, O.R. Educator, and Director of Surgical Services.

Ms. Widhalm graduated from Loyola University of Chicago, Chicago, IL with a MBA; College of St. Francis, Joliet, IL with a BS Health Science Administration; and St. Catherine's School of Nursing, Omaha, NB with a RN diploma. She resides in Rochester, MN.

Martha Young  
**BS, MS, CSPDT – President, Martha L. Young, LLC**  
Martha Young is President of Martha L. Young, LLC, providing SAVVY sterilization solutions to healthcare manufacturers and facilities and a consultant for 3M. She recently retired from the 3M Infection Prevention Division, St. Paul, MN after 31 years and has over thirty years of experience in the specialty area of sterilization and disinfection. Ms. Young has lectured around the world, has numerous publications on infection prevention with an emphasis on how to improve the performance of the sterilization process, and is a technical advisor for healthVIE.com (formerly Managing Infection Control) and writes a quarterly column for OR Manager. She is a member of IAHCSMM, AORN (Past Professional/Practice Issues Chair for AORN Specialty Assembly for Sterilization Processing and Materials Management from 2006-2010), APIC and a certified Central Sterile
Processing and Distribution Technician. Additionally, Ms. Young is a voting member of several AAMI working groups developing recommended practices. In 207 HPN acknowledged her as one of the “30 Pros Worth Knowing” who are the Most Influential in Healthcare Sterile Processing.

Marthalyoung1@aol.com
The Mermaid Entertainment & Event Center
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, MN  55112
763-786-2000

Located 1 mile North of Highway 694, just off Interstate 35W at County Road H
**DRIVING DIRECTIONS**

From the Airport (South):

494 West to 35W North; follow all the way north to County Rd. H, which merges onto County Road 10. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the left at the stoplight.

From the East or West:

Follow Interstate 94 to I-694 (which meets in either Oakdale or Maple Grove). Follow 694 to 35W North to County Rd. H, which merges onto County Road 10. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the left; turn left at the first stoplight.

From the North:

Follow 35W South to the County Highway 10 exit. When you arrive at the first stoplight, go straight, through the intersection. You will now be on County Rd H. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the upper right corner of the intersection.

**Event parking is located on the far/west side of the building. While on County Road H, go past the Mermaid and AmericInn Hotel and Suites; turn right at sign that says “Event Parking”. This is in the back of the Mermaid.**