

# Achieving Supply Chain Success through Physician Involvement

A HEALTH CARE SUPPLY CHAIN LEADERS PANEL DISCUSSION AT THE

## **Sixth Global Supply Chain Management Conference:**

## **Building Bridges Between Theory and Practice**

**Dearborn, Mich. • Friday, Sept. 27, 2013  
3 to 4:30 p.m.**

Co-hosted by The University of Toledo College of Business and Innovation and the Michigan State University Broad College of Business.

Hospitals are embracing supply chain management as a strategy to control health care costs and improve quality. However, health care supply chain leaders face a number of key operational issues which are heavily influenced by physician preferences. New strategies aimed at engaging physicians with an eye toward driving clinical value have emerged to deliver successful supply chain management within the health care arena. The presentations and discussions during this health care session at this Global Supply Chain Management Conference will provide advanced and useful insights for the successful supply chain professional. **The panel will feature health care leaders who will provide brief presentations on current strategies employed by their organizations, as well as an interactive question and answer session with the audience.**

**The American College of Healthcare Executives has awarded 1.5 ACEH Face-to-Face Education credit hours to this program. (To receive credit, your name must appear on the sign-in sheet.)**

*This program is presented to ACEH members by MHEGA.*

For more information on the conference, visit [utoledo.edu/business/gscm2013detroit](http://utoledo.edu/business/gscm2013detroit)



COLLEGE OF BUSINESS  
AND INNOVATION  
THE UNIVERSITY OF TOLEDO



MICHIGAN STATE  
UNIVERSITY

## PANELISTS



### **Dr. David Wood**

Dr. David Wood is Chief Medical Officer of Beaumont Health System and President of Beaumont Physician Partners. He came to Beaumont from the University of Michigan Health System where as a nationally and internationally recognized cancer surgeon, he was chief, Division of Urologic Oncology, from 2002-2011. As Chief Medical Officer, Dr. Wood is responsible for all clinical, research, and educational activities for the health system. He is responsible for managing the relationship between Beaumont Health System and Oakland University William Beaumont School of Medicine. As President of Beaumont Physician Partners, he developed and implemented a physician-hospital strategic plan for the health system's medical administrative arm. Dr. Wood is responsible for managing the Beaumont Physician Practice Plan, including recruitment and retention. He is also responsible for promoting growth in clinical services across the health system through integrated clinical programs and strong education and research programs. Dr. Wood received his medical degree from the University of Michigan. Dr. Wood serves on the Board of Directors at the Michigan State Medical Society.



### **David Myers, MBA**

David Myers has 24 years of business experience with multiple health care supply and equipment companies. Myers is Executive Vice President of Seneca Medical, Inc., an employee-owned, large regional medical-surgical distributor headquartered in Tiffin, Ohio, and serving health systems in 10 states. Prior to joining Seneca Medical, Myers worked in various sales and marketing roles with STERIS Corporation, AMSCO International and Baxter Healthcare Corporation. He also serves as Chair-elect of the Healthcare Industry Distributors Association (HIDA), headquartered in Alexandria, VA. At Seneca Medical, Myers leads customer relationship management in all market segments, helping to structure optimal distribution and supply chain relationships with health care providers to achieve lowest cost of ownership, enhance employee satisfaction, and improve patient outcomes. He also helps lead business development, strategic manufacturer relationships, and external partnerships with group purchasing organizations and other industry stakeholders. Myers presently serves on the HIDA Board of Directors, HIDA Streamlining Healthcare Conference Committee and is past chairman of the HIDA Hospital Advisory Council.



### **Mary Coutre, R.N., B.A.**

Mary Coutre has 30 years of business and clinical experience in a variety of health care settings. She draws on this experience, her LEAN training, as well as her business acumen in her role as system director, clinical value analysis for ProMedica Health System, a \$2.5 billion integrated health system based in Toledo, Ohio. Coutre developed and implemented a sustainable, multi-disciplinary Clinical Value Analysis Program for ProMedica Health System. Clinical Value Analysis is a strategic and standardized process which utilizes evidence-based clinical data and relevant financial information to facilitate product and technology decisions that allow for the highest level of quality and patient outcomes at the lowest possible cost. She received the 2006 VHA Leadership Award: Supply Chain Management Improvement and the 2012 Amerinet Healthcare Achievement Award for Supply Chain/Data Management and Supply Cost Efficiencies on behalf of her team for the results delivered through the Clinical Value Analysis process.



### **Dr. David Dobrzykowski, Moderator**

Dr. David Dobrzykowski is director for The University of Toledo (UT) School of Healthcare Business Innovation and Excellence. He serves as an assistant professor of Information Operations and Technology Management in the College of Business and Innovation at UT and holds a joint faculty appointment in the department of Public Health and Preventive Medicine in UT's College of Medicine and Life Sciences. He has served in a variety of management and leadership roles in the healthcare and manufacturing sectors, including positions with emergency department contract management, hospital tertiary acute care, managed care, diagnostic imaging, and employee benefits organizations. Dr. Dobrzykowski served as regional CEO of a national diagnostic imaging organization, where he managed all operations of an existing business while he launched three start-ups. Today, he is an active educator and scholar who has published several journal articles and book chapters. His award winning research has been presented on three continents and in six countries.