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## About the *HDMA Weekly Digest*

The *HDMA Weekly Digest* is an electronic publication geared to educate HDMA active distributor, associate manufacturer and allied service provider members with the most current information, services and products HDMA has to offer. This includes news and activities in the healthcare supply chain, upcoming conferences and seminars and research reports and guidelines. Ads will be included in the Digest publication, which gives your company visibility among our subscribers. Your ad is seen each time our more than 5,000 subscribers open the *HDMA Weekly Digest* — maximizing your return on investment.

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# HDMA Weekly Digest

A Newsletter for HDMA Members

April 13, 2010

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HDMA EDUCATION SEMINAR May 10-11, 2010 • Alexandria, Va.

## Supply Chain Security Seminar

presented by  
CENTER FOR HEALTHCARE  
SUPPLY CHAIN RESEARCH  
HDMA KNOWLEDGE PARTNER

### Supply Chain Security Seminar to Spotlight a New National Database to Help Optimize Data Sharing of Cargo Theft

In the event of a cargo theft, what steps does one take to recover stolen cargo? One of the first steps is to share vital information quickly with key players in the supply chain. A new tool that will help optimize your company's information sharing capabilities will be spotlighted in a workshop at the Center for Healthcare Supply Chain Research's *Supply Chain Security Seminar* to be held May 10-11, 2010 in Alexandria, Va.

*A National Information-Sharing System to Combat Cargo Theft* — a workshop presented by CargoNet President David Shillingford and Managing Director Maurizio Scrofani — will provide an overview of their company's new national cargo theft database launched earlier this year. Developed by global risk analytics firm ISO and the National Insurance Crime Bureau, CargoNet facilitates data sharing among distributors, manufacturers, law enforcement agencies and insurance companies.

Shillingford and Scrofani will describe this new tool and discuss the unique collaboration between law enforcement, the insurance industry and supply chain experts that led to its development. Attendees will learn how the system's security features enable data sharing on a "need to know" basis to protect brand owners while at the same time assisting in product recovery.

Take advantage of the opportunity to hear about this new resource, as well as proven tactics to improve your company's supply chain security on all levels.

For more information, visit the [Center's Web site](#) or contact [Kathleen](#).

### Attention Manufacturer Business & Leadership Conference Coordinators: Register Your Company by Wednesday to Participate in One-on-One Business Appointments

If your company has not yet registered for HDMA's Business & Leadership Conference — Sunday, June 6–Wednesday, June 9, 2010 in Orlando — and plans to participate in the conference's One-on-One Business Appointments, your company's conference coordinator — your organization's primary contact for the conference — must register your company by tomorrow, Wednesday, April 14.

Manufacturer conference coordinators can register for the event in one of two ways:

- Through [PartnerLinx](#), HDMA's scheduling system, or
- Through a [registration form](#) available online.

Registering your company guarantees your listing in PartnerLinx and ensures your conference coordinator's ability to schedule appointments with your trading partners. See a list of attending companies [here](#).

Individuals that do not plan to participate in the One-on-One Appointments should [register](#) before Wednesday, May 5 to be included in the conference registration list.

For more information, contact [Lisa Gallagher](#).

### DIANA Nominations Due This Friday, April 16

Make your company or a trading partner the first to be honored before hundreds of supply chain executives and influential managers when The 2010 Distribution Industry Awards for Notable Achievements in Healthcare (DIANA) are awarded before the largest audience in recent memory at HDMA's inaugural Business & Leadership Conference on Monday, June 7!

[Manufacturer-submitted entries](#) for Best New Product Introduction or Promotion and [distributor-submitted entries](#) for Best Overall Consumer or Pharmaceutical Product Manufacturers are due this Friday, April 16.

For more information, visit [HDMA's Web site](#) or contact [Lisa Gallagher](#).

HDMA EDUCATION SEMINAR July 13-14, 2010 • Washington, D.C.

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**Refunds:** If not completely satisfied with the advertisement, you may request a refund within ten business days of ad start date. After this date, no refunds are available. Advertisers may be eligible for a refund if an error by HDMA prohibited successful publication of the advertisement. Refunds will not be issued for advertiser error, including if the ad is not to specifications. For more details or to request a refund, contact Lisa Auslander at lauslander@hdmanet.org or (703) 885-0270.

**Questions?** Contact **Lisa Auslander**, Director, Membership Development at (703) 885-0270 or lauslander@hdmanet.org