HEALTHTRUST
UNIVERSITY CONFERENCE

2027 Call For Proposals
Preferred Topics

Rev. Oct. 28, 2026

Seeking Multidisciplinary Content Proposals for an HTU audience mix of Supply Chain, Healthcare Executives & Clinicians on the following topics

(see pg. 2 for Pharmacy topics)

Preferred topics focus on performance improvement & bridge the gap between clinical quality, financial sustainability & operational efficiency.

Clinical & Supply Chain Integration

- **Clinical Value Analysis** – Best practices for evaluating products based on quality, safety, clinical outcomes and cost
- **Physician & Clinician Engagement** – Strategies for involving physician and clinicians in trials and vetting new tech
- **Evidence-based Procurement** – Utilizing real-world data and clinical studies to drive purchasing decisions
- **Clinical Standardization with Massive Financial Impact** – Sourcing for products such as Physician Preference Items, Wound Care, Infection Prevention
- **Aligning C-suite Metrics with Physician Preference Items** – Strategies for building clinical consensus around high-cost PPI such as orthopedic and cardiology implants, leveraging clinical data and cost per procedure transparency to aligning clinical efficacy and surgeon choices with an org's standardization and cost containment goals
- **Impact of Value-based Care on Procurement** – VBC fundamentally transforms healthcare procurement by shifting purchasing decisions from lowest upfront unit price to total value, patient outcomes and lifecycle cost-effectiveness

Supply Chain Resilience & Operations

- **Risk Management & Redundancy** – Building bulletproof supply chains through dual-sourcing, domestic manufacturing, and predictive analytics
- **Logistics & Inventory Optimization** – Innovative approaches to "just-in-time" inventory, warehouse automation and fulfillment
- **Rick Assessment & Emergency Preparedness** – Healthcare supply chains must identify vulnerabilities before a crisis occurs to ensure that life-saving resources remain available when disaster strikes

Sustainable Sourcing Practices & Building Resiliency

- **Green Purchasing** – Sourcing eco-friendly products from vendors committed to net-zero manufacturing, reducing single-use plastics, and evaluating supplier carbon footprints
- **Circular Economy** – Implementing medical device reprocessing and waste reduction programs
- **Building Resiliency** – Supplier diversification, local sourcing opportunities, preparing for weather-related and environmental impacts

Leadership & Financial Strategy

- **Maximizing GPO Contracts** – Are you fully utilizing HealthTrust's contract portfolios? Explore initiatives such as standardization, formulary development, custom contracting and/or purchased services opportunities

- **Sourcing for Success Under Advanced Alternative Payment Models** – Under bundled payments and capitated risk models, supply costs directly dictate profitability. Discuss how to structure procurement to support multi-disciplinary care pathways that satisfy both commercial and CMS quality thresholds
- **Change Management & Workforce Retention** – Leading clinical and administrative teams through change such as technology adoption, working at "top of license" and strategies for addressing burnout

Innovation, Technology, AI & Analytics

- **New Technology Assessment** – Comparative clinical evidence, safety, patient selection, reimbursement, total cost of ownership and operational readiness before adoption
- **Innovation Across Care Settings** – Determining whether new technologies fit acute, ambulatory, ASC, home and other non-acute environments, including staffing and infrastructure implications
- **Analytics That Drive Decisions** – Turning utilization, cost, quality and performance data into priorities and operational action rather than more dashboards
- **AI Beyond the Hype** – Clinical and operational AI use cases with evidence of effectiveness, governance, bias/safety considerations, workflow adoption and ROI
- **Surgical Robotics: Scaling Value, Adoption & ROI** – Move beyond the hype to build a scalable robotics program and successfully integrate people, data and technology to drive physician adoption, optimize utilization and deliver measurable clinical and financial returns
- **Cybersecurity in the Supply Chain** – Protecting hospital infrastructure and connected medical devices from vendor-related data breaches and ransomware

Seeking CE-based Pharmacy Content Proposals aligned with two tracks:

Clinical Pressures | *Issues that directly impact direct patient care, medication safety & clinical decision-making:*

- **AI Governance & Clinical Safety** – Validating that automated clinical decision support tools & AI algorithms do not introduce clinical bias or medication errors into patient care. Real-world use of AI in clinical decision support
- **Clinical Guideline Updates** – Current hot topics in critical care, cardiology or infectious diseases necessitating practice changes
- **GLP-1s** – Pharmacist-led titration, adherence, PA support, outcomes monitoring
- **Non-Flu Vaccine Standardization** – Inpatient & outpatient strategies, barriers & solutions, legislation updates (could also fit in operational)
- **Pharmacogenomics** – PGx-guided medication selection, especially behavioral health & cardiology
- **Specialty Drug Complexity** – Providing clinical oversight for highly sensitive, advanced biologics & cell gene therapies that require strict administration & monitoring protocols
- **Specialty Pharmacy Capture** – Managing specialty medications within health systems & aligning clinical pharmacy services to improve patient outcomes & minimize costs

Operational & Financial Pressures | *Issues impacting system capacity, regulatory compliance & bottom line:*

- **340B Hot Topics** – Operating under tight hospital budgets while navigating manufacturer restrictions on the 340B Drug Pricing Program; 340B impacts around rebates, eligibility & ASP; manufacturer pushback, bipartisan legislation
- **Drug Shortage Mitigation** – Strategies to rapidly substitute medications, alter order sets & manage the therapeutic risks of alternative drugs
- **Leading Organizational Change With Pharmacy Impact** – Expanding into non-acute space; revenue generation vs. supply expense, etc.
- **Pharmacy Revenue Cycle Optimization** – Best practices & solutions (tech & automation), KPIs, ensuring compliance, 340B complexity, specialty pharma, biosimilars

- **Prior Authorization & Administrative Burdens** – Managing extensive paperwork, payer restrictions & administrative barriers to get complex specialty medications approved
- **Regulatory/Drug Diversion** – Controlled substance monitoring best practices & use of technology
- **Supply Chain Vulnerability** – Dealing with manual purchasing workarounds, non-contract buying & direct physical shortages of fluids or medications
- **Technology, Cybersecurity Infrastructure & AI Integration** – Weighing potential new efficiencies amid rising cybersecurity threats; burden of integrating fragmented automation tools & securing internal networks against ransomware attacks with potential to shut down dispensing technology & EHR; impact of significant training & workflow redesign requirements in the integration of automated dispensing systems
- **Workforce Burnout & Staffing Deficits** – Navigating severe shortages of certified pharmacy technicians & clinical pharmacists alongside declining pharmacy school enrollments