

CONFERENCE AGENDA



HOSPITAL PHARMACY

RXBUYER
CONFERENCE



Orlando
AUGUST 9-10, 2026

TITLE SPONSOR



SUNDAY AUGUST 9

8:00am–7:00pm

REGISTRATION DESK OPEN

8:30am–10:30am

PROVIDER BREAKFASTS *(BY INVITATION ONLY)*

11:00am–12:30pm

BUYER LOUNGE *(FOR PHARMACY PURCHASING PROFESSIONALS ONLY)*

Before our first session, stop by the VIP Buyers Lounge. Come to relax, enjoy a chef prepared light lunch, and spend time connecting with your fellow colleagues/buyers. This is definitely the place to be before you head into the first meeting of the day!

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HOSPITAL PHARMACY
RXBUYER
CONFERENCE



Orlando
AUGUST 9-10, 2026

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SUNDAY AUGUST 9

1:00pm–2:30pm



OPENING REMARKS & KEYNOTE ADDRESS

BEYOND THE TEXTBOOK: CRITICAL LEADERSHIP LESSONS THEY DON'T TEACH YOU IN SCHOOL

JEFF WHITEHORN, MBA, LFACHE, AC

Jeff Whitehorn is a healthcare leadership speaker, executive coach, and former 25- year hospital CEO who helps leaders strengthen culture, inspire teams, and lead with greater effectiveness in today's demanding healthcare environment. Drawing from his experience leading hospitals, Jeff shares practical leadership lessons, real-world stories, and proven strategies that resonate with healthcare executives, physicians, and leadership teams.

Jeff spent more than two decades as a hospital CEO with HCA Healthcare, one of the nation's largest healthcare systems. During his career he led complex healthcare organizations, developed leadership teams, and navigated the real-world challenges healthcare leaders face every day. His presentations combine relatable storytelling, humor, and actionable leadership insights that audiences can immediately apply in their organizations.

Jeff holds a Bachelor of Science degree from Lipscomb University in Nashville, Tennessee, and an MBA from the University of Alabama. He is a certified executive coach through the International Coaching Federation (ICF) and a certified facilitator through the Association for Talent Development (ATD). He is also a Lifetime Fellow of the American College of Healthcare Executives (ACHE).

After retiring from hospital leadership in 2017, Jeff founded Whitehorn Coaching & Consulting, where he now works with healthcare leaders and organizations across the country. His passion is helping leaders grow by sharing the lessons learned from decades in the CEO seat—insights that are rarely taught in classrooms but are essential for leadership success.

Jeff is the author of Leadership Treasure: 25 Bits of Gold Discovered From 25 Years as a CEO.

LEARNING OBJECTIVES

- *Identify and prepare for ten untaught but real-life leadership challenges*
- *Discover the #1 most important responsibility of a leader*
- *Develop a toolbox of tips, strategies, and ideas to utilize when untaught leadership challenges confront you*

3:00pm–5:00pm



SESSION 1

The Leaders and GPO Executives host the exhibit booths in this very unique Reverse Expo.

5:00pm–8:00pm

HOSPITALITY SUITES, HOSTED BY SPONSORS



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MONDAY AUGUST 10

7:00am–4:00pm

REGISTRATION DESK OPEN

7:00am–8:00am

BREAKFAST

8:00am–9:00am

EDUCATION SESSION

ELEVATING THE ROLE OF THE PHARMACY BUYER THROUGH KEY PERFORMANCE MEASURES AND INVENTORY OPTIMIZATION

TODD R. WHITE, PHARM.D, MBA-HM, BCSCP

Dr. White is a pharmacy executive with over 37 years of experience in Pharmacy Practice. He is a PharmD with an MBA in Healthcare Management and is a Board-Certified Sterile Compounding Pharmacist.

At Lifepoint Health, he has served as Hospital Pharmacy Director, Clinical Coordinator and Corporate Director of Medication Informatics, Regional Director of Pharmacy Operations, and currently as an Assistant Vice President of Pharmacy Operations. In his current role, he oversees pharmacy operations for 31 acute care hospitals and pharmacy automation, sterile compounding, accreditation, and regulatory compliance across the enterprise.

Currently, Dr. White resides in Lexington, KY, with his wife and younger sons. They have six children and 12 grandchildren, and enjoy spending time with their family.



LEARNING OBJECTIVES

- *Describe the impact of the RX Buyer on Pharmacy Operations*
- *Develop best practice inventory methods to increase average inventory turns by improving physical inventory cost savings*
- *Develop tools and key performance indicators to measure inventory management outcomes to promote the importance of the RX Buyer to leadership*

9:30am–11:30am



SESSION 2

The Leaders and GPO Executives host the exhibit booths in this very unique Reverse Expo.



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MONDAY AUGUST 10

11:30am–1:00pm

LUNCH

1:00pm–2:00pm



EDUCATION SESSION

DSCSA AND THE SERIALIZED DATA STARTING LINE**DWIGHT DEVERA, ENTREPRENEUR AND SUPPLY CHAIN INNOVATOR**

Dwight deVera invented the RxTransparent platform which is currently utilized by thousands of health systems and pharmacies. He currently serves as Vice President of Healthcare Intelligence at Quva and was previously the Senior Vice President and General Manager of Healthcare at Inmar Intelligence, following the successful acquisition of his company by Inmar in 2020.

With a Bachelor of Science in Supply Chain and Information Systems from The Pennsylvania State University, Dwight brings deep expertise to the healthcare technology sector. He has received numerous awards for his contributions to healthcare and technology and is frequently featured in industry publications. Dwight is a trusted voice representing the drug dispensing community at regulatory meetings and major industry events, with a particular focus on advancing drug supply chain transparency and innovations.

LEARNING OBJECTIVES

- Identify strategies for overcoming DSCSA industry implementation challenges, including data and reconciliation (Direct & Drop shipments), supply chain practices (Scanning & Systems Integration with other systems), Returns & Quarantine, enforcement actions (State & Federal), and policies & procedures (Counterfeit, Tracing, & Verification)
- Recognize the enhanced capabilities and benefits offered by serialized data and artificial intelligence within health systems and the importance of getting access to your data
- Examine current and emerging supply chain opportunities enabled by serialized data, including practical examples and potential future innovations



TITLE SPONSOR

**MONDAY AUGUST 10****2:15pm–3:15pm****EDUCATION SESSION*****AI RISK MANAGEMENT FOR PHARMACY LEADERS, BUILDING
GUARDRAILS BEFORE YOU NEED THEM*****PAUL SWIDER, CEO & CHIEF AI OFFICER, REALACTIVITY**

Paul Swider has spent 30 years building healthcare technology solutions that improve clinical outcomes while meeting rigorous compliance standards. His work directly relevant to pharmacy includes developing an AHFS-driven medication safety program that used classification algorithms to reduce prescription overuse, and architecting CMS compliance platforms that streamline regulatory reporting.

As CEO of RealActivity, Paul helps health systems implement AI governance frameworks that balance innovation with patient safety—a critical concern as AI enters formulary management, prior authorization, and pharmacy operations. He co-founded the Wheelhouse AI Center of Excellence, where he advises hospital leadership on responsible AI adoption.

A Microsoft Strategic Partner and MVP, Paul has led HIPAA-compliant cloud migrations for 50+ healthcare workloads and consults on enterprise technology strategy for academic medical centers and health systems nationwide. He speaks globally on healthcare AI, ranking in the top 3% of conference speakers worldwide, with recent engagements at Microsoft Ignite and healthcare technology summits across Asia, Europe, and North America.

Paul is based in Boston, where he founded BOSHUG, the region's healthcare cloud and AI community.

LEARNING OBJECTIVES

- *Identify the five categories of AI risk most relevant to pharmacy operations and their potential impact on patient safety and operational integrity*
- *Implement a vendor due diligence checklist covering data governance, model transparency, and accountability mechanisms*
- *Develop internal governance protocols for AI tool adoption, including approval workflows and ongoing monitoring requirements*
- *Create staff training frameworks that build AI literacy without requiring technical expertise*
- *Establish incident response protocols for AI-related errors, near-misses, or unexpected outcomes*