

## **IPG President and Chief Executive Officer, Jay Ethridge, to Speak at Spring Managed Care Forum**

The Associated Press

ATLANTA--(BUSINESS WIRE)--Apr 16, 2012-- Implantable Provider Group (IPG), a leading nationwide provider of Implantable Device Benefit Management (DBM) solutions, is pleased to announce their President and Chief Executive Officer, Jay Ethridge, will speak at the Spring Managed Care Forum in Orlando, FL. Ethridge will speak on "Medical Device Management - Managed Care Organizations Preparing for the Future" during the Emerging Medical Technologies Series on Friday, April 27.

The Spring Forum brings together members and other healthcare executives from the American Association of Integrated Healthcare Delivery Systems (AAIHDS), the American Association of Managed Care Nurses (AAMCN) and the National Association of Managed Care Physicians (NAMCP). Mr. Ethridge's presentation is targeted towards executives in the contracting, compliance and utilization management space, and is intended to help them understand the challenges and issues faced by Health Plans and Providers in the medical device management space, successfully prepare for the future and implement best practices. To learn more about the Spring Forum, please visit [www.namcp.org/conferences/smcf/12/index.htm](http://www.namcp.org/conferences/smcf/12/index.htm).

"In today's market, it is imperative we initiate and drive immediate solutions that address the problem of high markups, growing utilization, price variability and trend increases related to implantable device spend," Ethridge said. "The Spring Forum is a great avenue to share best practices in delivering transparency; management and predictability to device spend." As part of the original team at Eli Lilly & Co. that spun off to create Guidant Corporation in 1994, Jay was an integral part of the success that created one of the three leading manufacturers in the medical device industry, which was ultimately purchased by Boston Scientific in 2006 for more than \$24 billion. Jay has a proven track record as a results-oriented senior level operating executive with a keen understanding of the implantable medical device industry. Jay joined IPG in May 2006 and has successfully lead IPG's transition into a professionally managed and capitalized organization with more than a 218% revenue growth rate over the past three years and well positioned for future growth.

About IPG IPG works with large commercial and workers' compensation Health Plans to develop market-based solutions that deliver tangible value in the Implantable Device Benefit Management (DBM) space. The IPG model delivers increased transparency and reduced costs through sustainable partnerships with Health Plans, manufacturers, providers, physicians and patients. We offer solutions that influence quality, utilization, product enhancements and site of care, providing patient access to better, more affordable care and outcomes while effectively driving

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Published on Medical Design Technology (<http://www.mdtmag.com>)

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operational/administrative accuracies and efficiencies and lowering implant device spend. For more information about IPG, call us at 1-866-753-0046, or visit us on the web at [www.ipgsurgical.com](http://www.ipgsurgical.com).

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### **Source URL (retrieved on 04/26/2015 - 5:34am):**

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