

TRAVIS HEIDER

BY DENISSE DIRLAM | PHOTOS BY CHRISTOPHER "GOODKNEWS" CARDWELL

Fighting for High Quality Healthcare at the Lowest Possible Cost

If you ever want to meet someone who's passionate about his work, then you have to meet Travis Heider, President and CEO of the Rochester Regional Healthcare Association Family of Companies. RRHA Family of Companies is comprised of two not-for-profit and two for-profit organizations that have one mission: to provide the highest quality services at the lowest possible cost while maintaining the highest levels of quality care to those they serve in their communities.

Rochester Regional Healthcare Association Family of Companies includes:

- Rochester Regional Healthcare Association
- Rochester Regional Healthcare Advocates
- RRHA Joint Ventures Corporation (Regional Group Purchasing Organization)
- Seagate Alliance, LLC (National Group Purchasing Organization)

Are you impressed? I sure was. Travis is not only a President and



CEO of four companies, but he's also a devoted family man with a beautiful wife, 3 amazing kids and 2 dogs. He even coaches baseball in the midst of the craziness of day-to-day life. When I walked into his office, which was beautiful with amazing large windows; I found that Travis was very personable, easy to communicate with and eager to talk about his life.

Travis is a native of Rochester. He obtained his bachelor's degree from SUNY Geneseo and his

master's degree from Springfield College. When I asked him what he liked most about living in Rochester, he said it was the people. "People here are very down to earth and there's a great quality of life. Rochester has beautiful parks, a vibrant arts scene and several quality universities." He also said with a smile, "Everything is literally fifteen minutes away!"

Prior to joining the RRHA Family of Companies, Travis served 6 years in the Monroe County Legislature and spent 12 years with the American Diabetes Association as its Northeast Regional Director. Under his leadership, the region was number one in revenue for 9 straight years and achieved two million dollar Tour de Cure events.

Travis' passion for healthcare and his record of success brought him to the RRHA Family of Companies in March of 2016. In his new role, his goal is to lead the four companies through a strategic planning process that will position them for long-term growth.

The trade association components – Rochester Regional Healthcare Association and Rochester Regional Healthcare Advocates – represent 17 hospitals, their related healthcare systems and several non-acute affiliates across 9 counties in the Rochester-Finger Lakes region. Whether they're convening healthcare employees, serving as a regional spokesperson with a unified voice, advocating for legislation, providing data and analytics, organizing conferences or administering surveys, they are fully committed to meeting the needs of their members. The Association and the Advocates work closely with the Healthcare Association of New York State (HANYNS) and the American



Hospital Association (AHA). In addition, they partner with other associations across the U.S. through the Conference of Metropolitan Hospital Associations.

The two group purchasing organizations (GPOs) offer their members best-in-class pricing, high quality product portfolios, and unparalleled service. RRHA Joint Ventures Corporation (JVC) is owned by, and serves the needs of, several hospitals, long term care institutions and other non-profit non-acute institutions in the Rochester-Finger Lakes region. The non-patron membership is even broader, serving both acute and non-acute care partners in 28 states. JVC provides goods and services that are not available through the large national GPOs, as well as custom contracting and extensive

portfolios in sustainability and Minority and Women-owned Business Enterprises (MWBE). Seagate Alliance is owned by a diverse group of not-for-profit hospitals, health systems, long term care institutions and other healthcare-related organizations across New York State. Seagate provides access to national group purchasing and services through Premier Inc., where members can access more than 2,000 contracts with best-in-class pricing. Seagate members include acute care hospitals, surgery centers, free-standing labs, long-term care entities, veterinary hospitals, imaging centers and other health-related companies. Additionally, Seagate has non-healthcare members, including colleges, universities, school districts, hotels, businesses and various other industries.

While each of the organizations within the "Family of Companies" has a distinct and separate role, working together brings greater value to the collective membership than any one organization could bring alone. Both JVC and Seagate Alliance are "hidden gems" in Rochester. They have grown exponentially over the past two decades, reaching over \$350 million in volume.

Stepping into this position Travis wanted to make sure he positioned the company for success and working not only on the growth, but also the staff that embodies all the hard work behind the success. What I learned about Travis right away is that, he truly wants to help and work hard at bringing the best. "It is important to celebrate success as it drives your staff to push

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to do even better," Travis mentioned.

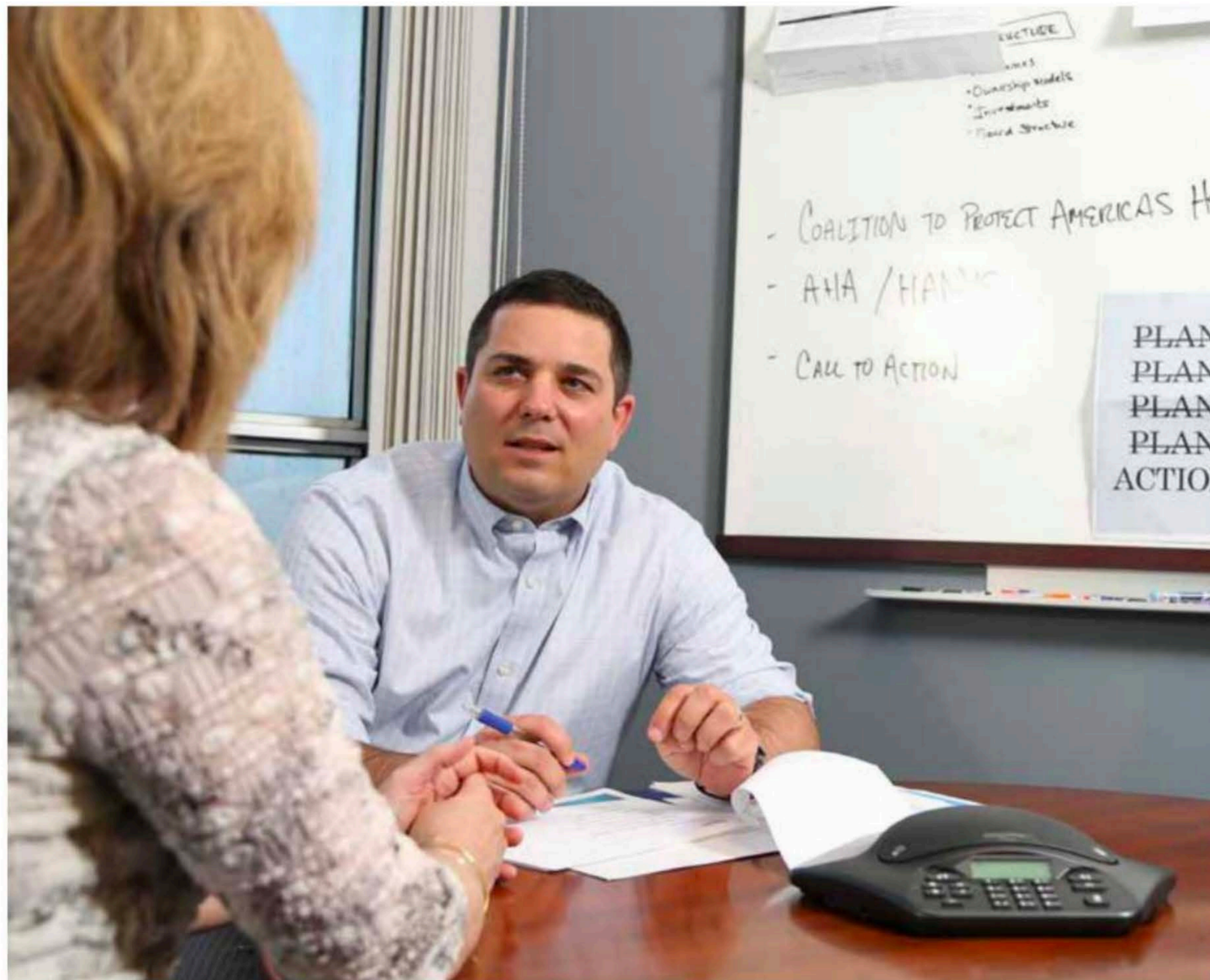
I asked Travis what has made him successful, and he said, "It's important to have people understand who you are, what you're about, and make them a part of the process." He explained that positive leadership leads to growth and success. Travis has high standards and he's competitive, but he's quick to praise others and believes that it's important to celebrate their successes.

This is a dynamic time in the healthcare industry. The future of the Affordable Care Act is uncertain, and Travis believes that if you are not embracing change and evolving with it, you are falling behind. I asked what motivates him on a day-to-day basis, and he said, "There's never a dull moment in healthcare!"

Before I left, I asked Travis to name one of his strengths and one of his weaknesses. He replied that he's very driven and passionate, but he needs to take more time to relax and

learn how to manage his stress.

Travis Heider has a positive attitude and a willingness to grow and improve. His background has prepared him to dive into his position and carry the RRHA Family of Companies to new heights. It was such a pleasure to meet someone so full of ambition and dedicated to his work and taking on the healthcare industry to a new level of success!



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