

# MEET THE BOARD

*With so many members, it's not easy to get to know every rep, manufacturer and service provider. "Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office. For this profile, meet John Patterson. He has been in the rep business for over 11 years and has been active in HIRA since 2014. He now serves as President of HIRA.*



## **John Patterson**

HIRA Board President 2020-2021

President  
John Patterson & Associates, Inc.

## **How long have you been a member of HIRA?**

I joined HIRA in 2014

## **What is it about HIRA that makes you continue your membership?**

The ability to have a platform to promote the benefits of Independent Representation to manufacturers and the change to network with other agencies

## **How long have you been in the Medical Device Manufacturing business?**

11 Years

## **Briefly describe your company?**

We use a consultative sales approach to help the medical practice find the best product for their needs. We have a significant presence in the primary care, acute and DME market spaces.

## **What Innovations, best practices and/or changes has your company made recently?**

We have expanded our use of digital communication and marketing. Building a database of end users is critical to future success. Our distribution partners are extremely important. They have tremendous demands on their time, so we can no longer depend upon them for all of our leads.

## **How has your product sector and/or marketplace changed in the last two years?**

IDN's have impacted the primary care space. The acute space has become more and more difficult to present new, innovative solutions. Working to help our principals navigate these waters has been challenging.

## **What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?**

Working with Willa Moats and other members of the board has made a tremendous impact on my firm and the changes we have implemented. There is so much knowledge and wisdom within the members of HIRA, with a very open willingness to share.

## **What is one interesting fact that people may not know about you?**

I spent the majority of my career, before opening my agency, on the manufacturing side. I ran 3 different manufacturing companies and utilized both direct sales forces and independent representation. This has given me a different perspective on how I present my agency to principals.

## **Tell us a little about yourself, outside of your work.**

I have been married for 30 years to my wonderful wife Cherie. I have 3 daughters and live in Libertyville, IL, a northern suburb of Chicago. In my spare time, I love to shoot sporting clays, Pheasant hunt and fish.