

MEET THE BOARD



Laing Heidt

Manufacturer Chair

HIRA Board 2018 - 2019

National Sales Manager
Adroit Medical Systems

“Independent Sales Representatives are the lifeblood of our company”

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 Laing Heidt. He has been in the business for over 30 years and has been active in HIRA since 2011. He currently serves as Manufacturer Chair of the HIRA Board.

Board Secretary – Bailey Cobbs asked Laing a few questions, here's what he had to say.

How long have you been a member of HIRA?

I have been a member since July 2011 and served on the board for the past 7 years.

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

Networking with other Manufacturer and Independent Manufacturer Representative members has proven to be invaluable. Attendance at the annual conference gives me the opportunity to compare notes on the trends (both positive and negative) in the Health Care Industry. Each member's perspective is viewed through a different kaleidoscope, whether similar or different from my particular segment of our industry. This helps me to make decisions with my “eyes wide open, not shut”.

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

Started work in the healthcare industry in 1986 with Delmar Avionics in Irvine, CA. Subsequent positions with Puritan Bennett, Gaymar/Clinicare, and Cincinnati Sub-Zero led me to my current position at Adroit Medical Systems.

Briefly describe your company?

Adroit Medical Systems was founded in 1994 by Gene Gammons and his son Scott. Gene holds the original patent for water circulating pads/blankets. Adroit manufactures their product in Loudon, TN.

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

Both the Adroit brand and several OEM products such as the Owens & Minor Medi-Choice line are made in the Volunteer state. ISO 9001 Certification and all the Best Manufacturing Practices for the health care industry are followed by Adroit.

How has your product sector and/or market place changed in the last two years?

Consolidation has been the hallmark of our industry in the past decade. Competitors have been bought by larger companies, which allowed more nimble companies to change their business direction in order to mirror the needs of their customers.

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

The chance to interact with other manufacturers is always an opportunity to learn something new. The annual conference gives me that opportunity and also the opportunity to interact with the independent sales representative and find out what is affecting them. That is important to Adroit as the sales representatives are the lifeblood of our company.

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

A native of Albany, Georgia, Laing is often mistaken for the actor who played the central character in the TV series “House M.D”. Hugh Laurie played an unconventional, misanthropic genius and is often asked if he is “Laing Heidt”.

Tell us a little about yourself, outside of your work as a rep.

My wife and I recently celebrated 29 years of marriage. We have 2 daughters; Kaitlin is pursuing a master's degree in social work and Mattie is a freshman at Georgia Tech. Running and yard work are enjoyable passions along with annual family vacations to large iconic American cities.