



# 2010 HCP RADIOLOGY & IMAGING CONFERENCE

## AGENDA

Wednesday April 14

**1:00 PM - 7:00 PM**  
Marriott Hall  
Registration Desk

**1:00 PM - 4:00 PM**  
Marriott Hall  
Salon 2

**4:00 PM - 5:15 PM**  
Marriott Hall  
Salon 3

**5:15 PM - 5:30 PM**  
Marriott Hall  
Salon 3

**5:30 PM - 7:00 PM**  
Marina Terrace

### REGISTRATION FOR VENDORS AND SPONSORS

#### SPECIAL VIP REGISTRATION FOR GPO EXECUTIVES, RADIOLOGY & IMAGING CENTER DIRECTORS

Relax and enjoy some food and networking with your peers as you register for the Conference. Lunch will be served from 1:00 pm to 3:00 pm.



**BLOCK IMAGING**  
INTERNATIONAL, INC.

#### RADIOLOGY DIRECTORS, IMAGING CENTER DIRECTORS & GPO EXECUTIVES MEETING

All Hospital Radiology Directors, Imaging Center Directors, and GPO Executives are required to attend this orientation meeting.

#### PRESENTERS MEETING

All Conference presenters and speakers meet at this time for orientation.

#### WELCOME RECEPTION & NETWORKING PARTY ALL ATTENDEES

In the event of rain, San Diego Ballroom

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Inspire the Next

7:00 PM TILL...

### HOSPITALITY EVENING HOSTED BY OUR SPONSORS

SUITE	SPONSOR NAME
Marriott Suite 2540	BC Technical, Inc.
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Torrey 3	DOTmed.com
Torrey 1	Sourcecorp Radiology Inc.
Columbia 2	Mosby's Imaging Suite
Manchester 2	Monarch Medical
Columbia 1	Cardinal Health
Torrey 2	Atlantis Worldwide, LLC

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to our Title Sponsor:*

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## Thursday April 15

7:00 AM - 6:00 PM  
Marriott Hall  
Registration Desk

7:00 AM - 8:00 AM  
Marriott Hall  
Salon 1-3

REGISTRATION DESK OPEN

BREAKFAST FOR ALL ATTENDEES



8:00 AM - 9:30 AM  
Marriott Hall  
Salon 1-3



OPENING REMARKS AND KEYNOTE SPEECH

*The Acorn Principle™ — Helping People Grow*

**SPEAKER:** *Jim Cathcart*

To live the life of your dreams you do not need to be somebody else. You do not need to be smarter than you are or have a different personality. All you need to do to achieve your greatest goals is use what you've got exceptionally well. If you sincerely want something, the potential to bring it into reality already exists within you and in those with whom you can connect. The more you explore your nature, your relationships and the patterns in your life the more you will be able to readily tap that potential.



Show your team how to develop Self-Leadership and learn to motivate themselves. Let Jim Cathcart help to show you how to get them excited about embracing new technologies and business practices. Teach them how to identify the highest and best use of their talents and how to know when to reach out to others. The best leaders use "All their strengths" including the resources others can provide. Generate innovation, inspire creativity, foster commitment to results, and build optimism.

**LEARNING OBJECTIVES:**

- To help Radiology Directors generate initiative and build self-reliance
- Self Awareness: help people understand why they are as they are and how to motivate themselves to be their best
- All leadership begins with self leadership
- Mastering Change in a constantly changing Radiology Department
- Bringing out the Best in People in Healthcare
- Empowerment

9:30 AM - 9:45 AM  
Marriott Hall  
Salon 1-3

COFFEE BREAK



## Thursday April 15 *CONTINUED*

9:45 AM - 11:45 AM  
Marriott Hall  
Salon 1-3

 West Physics Consulting  
The Accreditation Experts



### EDUCATIONAL SESSION:

#### *Joint Ventures / Marketing / Accreditation*

#### LEARNING OBJECTIVES:

- Review key drivers in imaging market that are causing imaging centers and hospitals to (re)consider joint ventures.
- Explore current regulatory environment related to collaborative initiatives and joint ventures in outpatient imaging.
- Consider the impact of joint venture arrangements on billing structures and reimbursement rates (Provider-based, IDTF, Radiology practice).
- Review the new models of “joint venturing” with physicians.
- Discuss the trend toward consolidation of independent imaging centers into focused market competitors.
- Outline an action plan for evaluating & pursuing an outpatient imaging joint venture.
- Understand how to develop an effective fully integrated marketing campaign for imaging services
- Understand the value of determining metrics for success, collaboratively and in advance of marketing
- Know several different methods for determining ROI

#### SPEAKERS:

Kevin Locke

*Partner*

*Charis Healthcare; Hudson, OH*

Kevin leads strategic planning, market analysis and physician alignment components of client engagements. He guides hospitals and physicians through the design and implementation of alignment scenarios including joint ventures, co-management agreements and employment models. Kevin has served as an executive in healthcare operations, strategic planning, new business development, and hospital-physician alignment for over 20 years. Prior to founding Charis, he served as SVP of a nationwide provider of outpatient diagnostic imaging and therapy services. Kevin earned his BA from Denison University where was a Presidential Scholar, Academic All-American, and graduated magna cum laude. He is currently a member of the Advisory Board for Community Hospital 100.

Beth Wright

*Director of Marketing Services*

*LifePoint Hospitals; Brentwood, TN*

As Corporate Director of Marketing Services for LifePoint Hospitals® in Brentwood, TN, Beth B. Wright works with the company's 47 affiliated hospitals throughout the country. Focused on “Making Communities Healthier,” LifePoint is the sole community hospital provider in 44 of the markets it serves. Before joining LifePoint's corporate office in 2007, Beth worked in hospitals affiliated with HCA for 27 years. She began her career in public relations at Redmond Regional Medical Center in Rome where she worked for 16 years before moving to Chattanooga's Parkridge Health System in 1996, then to Nashville's Skyline Medical Center in 2002. Professionally, she maintains memberships in the American Marketing Association's Nashville Chapter and the Society for Healthcare Strategy and Market Development.



## Thursday April 15 *CONTINUED*

11:45 AM - 1:00 PM  
Marina Terrace

1:00 PM - 3:00 PM  
Marriott Ballroom  
Salons 4 - 6

3:15 PM - 5:15 PM  
Marriott Hall  
Salon 1-3



### LUNCH FOR ALL ATTENDEES

In the event of rain, San Diego Ballroom



### REVERSE EXPO SESSION I

The Directors of Radiology and GPO Executives will host the exhibit booths in this very unique *Reverse EXPO*.



### EDUCATIONAL SESSION:

**Motivation - Intelligent Motivation for a Challenging World**  
**SPEAKER:** *Jim Cathcart*

Knowledge and Skill will not win the day, but Confident Action can change your world. Learn how to increase your drive, strengthen your discipline, and sustain the action that is needed to succeed. Intelligent Motivation (tm) is determining what is important, identifying what action is needed, and doing what is necessary to generate and sustain that action until your desired outcome is achieved.



### LEARNING OBJECTIVES:

The attendee will gain tools to assist them in determining what is important in the Radiology business, identifying what action is needed and doing what is necessary to generate and sustain that action. In addition, showing how Radiology employees can be taught to become and stay motivated. The more self-motivated your people become the easier it will be to lead them

6:00 PM - 10:00 PM  
San Diego  
Air & Space Museum



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### DINNER AND ENTERTAINMENT: TOP GUN NIGHT

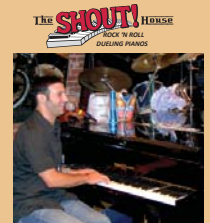
Join us at the San Diego Air & Space Museum for an evening of flight, fancy and fun! As you journey through the history of flight, you will see such sights as a model of the Montgolfier brothers' hot air balloon of 1783, rare specimens of aircraft in the World War I Gallery and barnstormers of the 1920s in the Golden Age of Flight Gallery. Don't miss this fun evening with food, live music and an open bar!



**TOP GUN FUN:** Test drive your pilot and bomber skills in the MaxFlight Interactive Ride. This Dual-Seater is ready to duel! The 360-degree pitch, roll, spin and spiral action is real while riders fly any one of the combat and flight training programs on a huge 58" screen in the cockpit. The Flight Training Experience is a fun attraction for all skill levels. You are sitting in the cockpit with realistic flight instruments and controls enjoying the thrills and satisfaction of flying an airplane over San Diego.



**The Shout! House** will rouse the crowd and entertain with dueling pianos while you sing along to all your favorites. It's the great music hits of all time combined with great showmanship, energy and comedy. Two piano players/singers performing at two, face to face grand pianos playing the classic rock 'n roll hits from the 1950s to the present.



## Friday April 16

6:30 AM - 10:30 AM  
Registration Desk

6:30 AM - 7:30 AM  
Marriott Hall  
Salon 3

REGISTRATION DESK OPEN

BREAKFAST FOR ALL ATTENDEES



7:30 AM - 8:30 AM  
Marriott Hall  
Salon 3

EDUCATIONAL SESSION:  
*Disaster Recovery*

LEARNING OBJECTIVES:

- Compare and contrast a hospital being a support in a disaster to being the victim of a disaster
- Discuss the effects and consequences of a hospital being suddenly closed
- Identify all of the complications of restoring temporary operations
- Identify all of the complications of restoring and reopening the facility
- Explain the short and long term difficulties your organization will face in the months and years ahead
- Identify the went well an do differently lessons of a disaster recovery

SPEAKER:

Kent Johnson  
*Director of Imaging*  
*Columbus Regional Healthcare System; Columbus, IN*



Kent Johnson began his Radiology career 30 years ago. Initially he was a Staff Technologist for 5 years, then as Radiology Manager for 13 years, and he has been the Director for the past 12 years. Kent was a 2003 recipient of the AHRA Award for Excellence. Kent served on the Novation Diagnostic Imaging Council for 4 years and was Chair of the VHA Central Diagnostic Imaging Council for 4 years.

COFFEE BREAK



REVERSE EXPO SESSION II

The Directors of Radiology and GPO Executives will host the exhibit booths in this very unique *Reverse EXPO*.



8:30 AM - 8:45 AM  
Marriott Hall  
Salon 3

8:45 AM - 10:30 AM  
Marriott Hall  
Salons 4 - 6

*Please mark your Calendars for May 4th -6th , 2011  
for our next Conference  
The 2011 Radiology & Imaging Conference  
San Antonio Hyatt Regency  
San Antonio, TX*

