



HEALTH CONNECT PARTNERS

RADIOLOGY & IMAGING

CONFERENCE | FALL 15

October 5 - 7 • Los Angeles, CA

AGENDA

MONDAY October 5

11:30 am - 7:00 pm **REGISTRATION FOR SUPPLIERS & SPONSORS**

11:30 am - 4:00 pm **PROVIDER REGISTRATION**

This special Provider Registration is for all Hospital Radiology Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00 pm.

12:00 pm - 4:00 pm **SUPPLIER SHOWCASE**

Select Suppliers will showcase their products, services and technology in a limited number of showcases. The showcases will only be open on Monday between 12:00noon and 4:00pm.

3:00 pm - 3:20 pm **SUPPLIER ORIENTATION**

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the the **Reverse EXPO** and how it works.

4:15 pm - 5:30 pm **PROVIDER ORIENTATION & SPONSOR SPOTLIGHT**



All Hospital Radiology Directors and GPO Executives are required to attend this orientation meeting , which will provide important information pertaining to the conference and introduce

5:30 pm - 6:30 pm

WELCOME RECEPTION & NETWORKING PARTY - ALL ATTENDEES



6:30 pm - ...

EVENING SUITES HOSTED BY OUR SPONSORS



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TUESDAY October 6

7:00 am - 6:00 pm

REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00 am - 8:00 am

BREAKFAST - ALL ATTENDEES



8:00 am - 9:30 am

OPENING REMARKS AND KEYNOTE ADDRESS

“What If...?”



Speaker: Mike Rayburn, CSP, CPAE

As a Hall of Fame international keynote speaker, author, comedian, and world-class guitarist, Mike Rayburn is an inspirational thought leader and one of the most in-demand and unconventional keynote artists in the world. The measure of any speaker is the results they produce. Mike is consistently cited as “the hit of the conference,” and “what we needed and didn’t even know it.” More importantly, businesses regularly attribute significant, sometimes exponential increases in sales, impact and morale to the application of Mike’s keynote tools and breakout session content. Always on the cutting edge, Mike is a Certified Speaking Professional (CSP), Hall of Fame speaker (CPAE), and two-time TEDx presenter who has performed more than 4,000 presentations. His comedy remains in heavy rotation on Sirius/XM radio. He has been featured in *USA Today*, *Newsweek*, *Billboard*, *American Entertainment*, *Gig*, and *Successful Meetings* magazines.



Drawing from his success as an entrepreneur as well as a Carnegie Hall headliner, Mike is a master at increasing profitability and impact by inspiring your team to become possibility thinkers and virtuoso performers... all by daring you to ask the question, “What if...?” In his hilarious, musically amazing, motivational keynote, Mike does what no other presenter can do. Not only is he a world-class guitarist and stand-up comedian, he is also an authority on personal development and human potential. In this energetic presentation, Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools which took he from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always.

Learning Objectives:

During this session, each attendee will learn:

- Three simple, powerful tools they can use immediately and forever to access the gold mine of unrealized potential inside them
- The most powerful motivational force on this planet
- The most basic human brain function and how to harness it for powerful change
- How to manage change by creating change – defining the curve rather than following it
- The power of a sense of purpose and how to draw from it as a source of strength and renewal
- How to become a virtuoso: a simple, powerful 10-minute exercise which will demonstrate how to master the things that truly matter

9:30 am - 9:45 am



COFFEE BREAK

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TUESDAY October 6, *continued*

10:00 am - 12:00 pm



REVERSE EXPO SESSION I

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

12:00 pm - 1:15 pm



LUNCH - ALL ATTENDEES

1:30 pm - 2:30 pm



EDUCATIONAL SESSION: New 2015 Joint Commission Standards for Imaging & XR-29 Requirements – How to Ensure Your Facility is Prepared

This session will discuss the 2015 Joint Commission (JC) and NEMA XR- 29 changes that impact accredited and non-accredited Hospitals, Critical Access Hospitals, and Ambulatory Care Organizations that provide diagnostic imaging services. The presenter will outline how radiology healthcare professionals will have to prepare for, and respond to, the NEMA standards and JC surveyors as they complete on-site surveys in 2015 and beyond.

Learning Objectives:

- Recognize the significant changes incorporated into the 2015 JC Diagnostic Imaging Standards and understand the challenges for accredited facilities.
- Recognize the significant changes incorporated into the NEMA XR – 29 standards for CT and understand the challenges for imaging facilities to support the changes.
- Discuss what the roles of the Director of Radiology, Technologists, Medical Physicists and Radiologists will be to implement the revised standards in their applicable areas.
- Recognize the JC elements of performance now required for patient and staff safety, as well as quality control testing, for CT, MRI and NM/PET.
- Discuss the how the Medical Physicist is expected to support the implementation of the new JC and NEMA XR-29 elements of performance and standards.

Speaker: W. Geoffrey West, PhD, DABR, CHP

Dr. Geoffrey West is the President & Chief Medical Physicist of West Physics, the country's leading provider of outsourced diagnostic medical physics and radiation safety services. Prior to founding West Physics in 2002, Dr. West had accumulated an extensive amount of experience in a broad range of medical and health physics areas, and had served in both technical and regulatory roles at the U.S. Nuclear Regulatory Commission and the U.S. Department of Energy as well as with private consulting firms. Dr. West now manages West Physics, helping clients with their physics needs throughout the United States. Dr. West received his doctorate from the University of Michigan in Nuclear Engineering and Radiological Sciences, specializing in the area of radiation detection. Among his many activities and accomplishments, Dr. West has been the recipient of the NRC's Special Act Award; has participated in U.S. nuclear diplomatic negotiations at the International Atomic Energy Agency in Vienna, Austria; has delivered the keynote address to the National Conference of Radiation Control Program Directors; has presented numerous seminars on diagnostic imaging quality assurance and radiation dose reduction; and is the holder of a United States Patent. In addition to his many other responsibilities, Dr. West serves as an advisor to the Joint Commission on diagnostic imaging and radiation safety issues.





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TUESDAY October 6, *continued*

2:45 pm - 3:45 pm

HITACHI
nspire the Next

EDUCATIONAL SESSION: Strange But True Imaging in the O.R.

Learning Objectives:

- Provide each attendee with an inside look at the path Orthopedic Oncologists take when performing extreme surgical exams
- Demonstrate the Radiology techniques used when performing exams on tumor affected patients
- Review some of the innovative implants and prosthetics used in limb sparing procedures
- Examine the techniques of using cadaver bones and unusual implant techniques

Speaker: Anthony C. Anderson, RT(R)

Anthony Anderson is the Radiologic Technologist for the Seattle Seahawks of the NFL and a nationally known speaker and trainer. He is also the Regional Sales Director for CMS Imaging. He has written numerous papers and articles on Surgical Radiology, Trauma, and Sports Imaging and also is the author of the book, The Radiologic Technologist Handbook of Surgical Procedures.

Anthony is a certified registered Radiologist Technologist with over 20 years' experience performing Surgical Procedures, Trauma, as well as Research and Product Development. He is a member of the ASRT (American Society of Radiologic Technologist) and the ARRT (American Registry of Radiologic Technologist). He graduated from the Academy of Health Sciences at Fort Sam Houston TX.



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**For information on
supplier registration &
sponsorships, please contact:**

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Market Sales Manager
(727) 816-9700
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please contact:**

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4:00 pm - 5:00 pm

EDUCATIONAL SESSION: The Coming Health Tech Disruption



Learning Objectives:

During this session, attendees will review

- Explore current healthcare trends that intersect both the radiology and I.T. worlds
- Gain an understanding of how consumerism, patient-generated data and virtual health technologies are changing care delivery
- Learn how evolutions in 3D printing, artificial intelligence and genomics are advancing the fields of radiology and healthcare I.T.

Speaker: Allison Heddon

As co-lead of Sg2's Center for Clinical Technology, Allison's work focuses on emerging medical technologies, specifically virtual health, and the impact of these innovations on care delivery. Allison shapes corporate messaging and develops strategic guidance relating to enterprise-wide technology acquisition strategies and virtual health implementation for both US and international organizations. Within this role, she has led development of Sg2's proprietary STEPTM (Sg2 Technology Evaluation and Prioritization) tool and managed projects for large international technology vendors and pharmaceutical companies focused on global technology assessments.



Allison has been named a "20 In Their 20s" by Crain's Chicago Business and her work has been published in the *Journal of Medical Ethics*. She has spoken across the nation on various health care technology topics and has served as an innovation workshop lead at Singularity University's Exponential Medicine Conference. Allison also serves as a mentor to biotech start-ups in MATTER, a Chicago-based accelerator aiming to grow next-generation diagnostics, biopharma, health IT and medical device businesses. Allison is also the cofounder and chief informatics officer of Resonance Medical, LLC, a neuroinformatics company that is developing novel brain-machine interfaces and drug delivery technologies.

Allison earned her master's degree in bioethics and health policy from Loyola University Chicago and her bachelor of arts degree in biology from Illinois Wesleyan University. Allison and her husband, Chris, live in Evanston, IL, with their two chinchillas, Lucy and Oliver.

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TUESDAY October 6, *continued*

6:00 pm - 10:00 pm



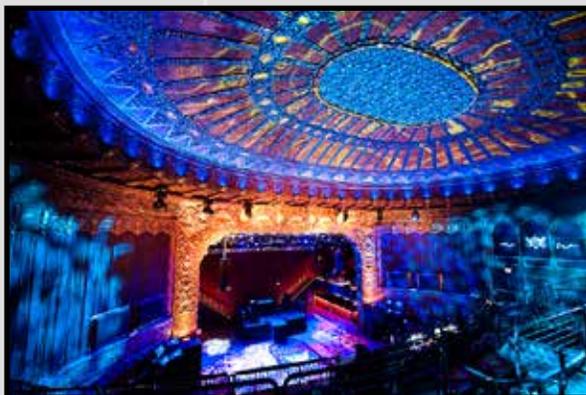
NEC Display Solutions

DINNER & ENTERTAINMENT

On Tuesday night, join us for an unforgettable Los Angeles evening at the Belasco. Built in 1926, the theater opened with the stage version of *Gentlemen Prefer Blondes* – the first of many productions to grace the stage with stars like Humphrey Bogart and Helen Hayes. Over the decades, the theater served as a film set for everything from *The Prestige* to *Memoirs of a Geisha*. After a 20 year closure and a \$10 million dollar renovation, today the theater is a popular destination for celebrity photo shoots, filming, and private Hollywood events. Come prepared for the full red carpet treatment, (including photo ops with surprise guests), wonderful food and open bars.

After dinner, dust off your bellbottoms and get ready to boogie down to all your favorite hits from the 70s, including the Bee Gees, K.C. and the Sunshine Band, Donna Summer and many more. If you can still dig it, join us as we travel back in time with *Grooveline* for an hour of disco delight.

We'll close off the evening with the *M-80's*, a rockin' 80s new wave band covering everything from "Just Like Heaven" by the Cure to "The Safety Dance" by Men Without Hats. If you were a wild child of the 80's, don't forget your Member's Only jackets and crimped hair. The M-80's won't!





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Wednesday October 7

7:00 am - 12 noon

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7:00 am - 8:00 am

BREAKFAST - ALL ATTENDEES



8:00 am - 9:30 am

EDUCATIONAL SESSION: Multigenerational Healthcare *Finding Common Ground*



Learning Objectives:

- Review generational classifications
- Summarize each generations values/beliefs
- Discuss generational considerations for respectful collegial/patient interactions

Speaker: Andrea Platt, RN

Andrea Platt is an Education Consultant at St. Vincent Hospital Indianapolis, Indiana. She received her Bachelor's Degree in Nursing from Ball State University and recently celebrated her 29th year as a RN. Andrea began her nursing career at St. Vincent Hospital working as a staff nurse in orthopedics and surgical progressive units, but found her true passion in teaching. Andrea spent 16 years providing education to nurses working in long-term care at both the local and national levels. For the past nine years, Andrea has been coordinating and facilitating the nursing orientation program at St. Vincent Indianapolis, a 500+ bed acute care hospital. Andrea believes that the most important aspect in learning is to have fun!



10:00 am - 12:00 pm

REVERSE EXPO SESSION II

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