

AGENDA

WEDNESDAY, APRIL 13

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. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate.

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 a few of our sponsors.

5:30 pm – 6:30 pm

WELCOME RECEPTION & NETWORKING EVENT - ALL ATTENDEES

6:30 pm – Late

EVENING SUITES HOSTED BY OUR SPONSORS

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AGENDA

THURSDAY, APRIL 14

SPRING
2016 SRAD | RADIOLOGY
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CONFERENCE

April 13-15 • Atlanta, GA

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

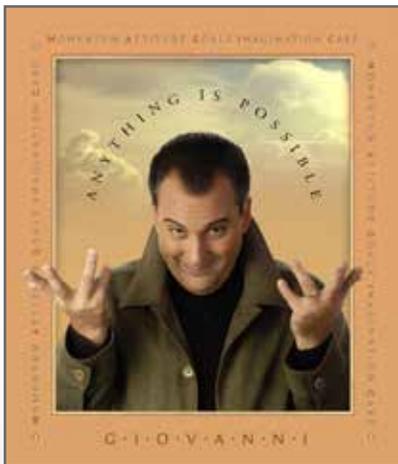
BREAKFAST - ALL ATTENDEES

8:00 am – 9:30 am

OPENING REMARKS AND KEYNOTE ADDRESS

Anything is Possible

Speaker: Giovanni Livera



For anyone who has ever said, "It can't be done," Giovanni challenges you to think again: "Not only can it be done, but there is more than one right answer!" Thus begins the journey from the limitations of conventional thinking into a world where thinking like a magician makes anything possible.

When you think like a magician, Giovanni says, you open up your mind to limitless possibilities that conventional thinking blithely dismisses as impractical or even impossible. But to succeed in today's competitive business environment, you need to embrace the idea that *Anything is Possible*.

During this hour-long performance, Giovanni brings together his singular blend of mind-bending showmanship, contagious enthusiasm, high-voltage delivery and outside-the-box thinking to encourage listeners to break through self-imposed barriers and achieve their very best.

Combining his M.A.G.I.C. formula (Momentum, Attitude, Goals, Imagination, Care) with unique messaging, proven business tactics and select magic routines, *Anything is Possible* will inspire you to push past the sky and reach for new heights, solve problems creatively, and build long-lasting personal and professional relationships.

Learning Objectives:

As a result of this powerful session, attendees will learn to:

- Motivate the groups they lead
- Foster teamwork
- Build loyalty between their team members
- Create an atmosphere of "outside the box" thinking



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THURSDAY, APRIL 14 *CONTINUED*

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9:30 am – 9:45 am

COFFEE BREAK

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

Imaging Market Update

Speaker: Solomon Banjo



Solomon Banjo has been a researcher at the Advisory Board Company since 2013. During his tenure with the Imaging Performance Partnership, Solomon has contributed to research on lung cancer screening program creation, outpatient imaging access, technologist productivity, and the impacts of regulatory and reimbursement changes on radiology.

Solomon received his Masters of Public Policy from the University of Virginia.

Learning Objectives:

After attending this presentation, attendees will be able to:

- Key pressures confronting health care providers.
- Outlook for inpatient, outpatient, and ED volumes.
- Impact of reimbursement and regulatory changes for 2016.

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2:45 pm – 3:45 pm

EDUCATIONAL SESSION

What Really Matters to Your Imaging Patients

Speaker: Manasi Kapoor



Manasi Kapoor is a consultant with the Research and Insights division at The Advisory Board Company. Since joining the firm in 2010, Manasi has worked with the Physician Executive Council, the Oncology Roundtable, and the Imaging Performance Partnership research teams.

During this time, Manasi has worked on numerous research studies focused on physician performance improvement, patient experience, oncology quality strategy, palliative care, and end-of-life care. In most recent work, Manasi led research on developing and optimizing imaging screening programs.

Manasi currently leads the research efforts for the Imaging Performance Partnership and is working on research studies on pricing strategy, access, and consumer-driven health care. Manasi graduated from Macalester College with degrees in economics and political science.

Learning Objectives:

After attending this presentation, attendees will be able to:

As patients take more ownership of their care decisions, imaging leaders need data to understand what factors drive a patient to choose one imaging provider over another. What attributes matters most, and to which segments of the population? This presentation will help to learn our key takeaways from the Imaging Patient Preference Survey of over 2,000 health care consumers.

- What factors drive patients to choose imaging provider over another.
- How patients rank various imaging facility factors.
- How consumer imaging preferences vary by region.

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4:00 pm – 5:00 pm



EDUCATIONAL SESSION - Radiology and I.T. Attendees
Astonishing Patient Experience

Speaker: Giovanni Livera

Giovanni found his “passion path” in life when he was seven years old and performed his first paid magic experience at the age of 10. While in his early twenties, he produced and performed an entertainment concept for the Orlando Magic NBA franchise that filled the stands with fans and established him as both a superior showman and innovative entrepreneur.

Today, Giovanni’s unparalleled ability to motivate and transform people and organizations has made him one of the most sought-after corporate entertainers in America, and his spectacular message has electrified over half of the country’s Fortune 500 companies. In addition to his latest printed experience, Live A Thousand Years, Giovanni has authored three books and was recently inducted to the prestigious National Speaker’s Hall Of Fame. He is also only one of five people in history to have received the coveted Gold Cups Award by the International Brotherhood of Magicians. Giovanni has been creating meaningful experiences for audiences of all sizes for more than two decades. He invites you now to join the experience.

Learning Objectives:

After this special session you will:

- *Motivate the groups they lead*
- *Foster teamwork*
- *Build loyalty between their team members*
- *Create an atmosphere of “outside the box” thinking*

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THURSDAY, APRIL 14 *CONTINUED*

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6:00 pm – 10:00 pm



GEORGIA AQUARIUM



DINNER & ENTERTAINMENT

On Thursday night, join us for an unforgettable evening in the **Ocean's Ballroom** at the **Georgia Aquarium**, one of the world's most magical aquariums. You'll enjoy a spectacular view of the Ocean Voyager gallery, as well as the playful antics of beluga whales with a view of their habitat. Ocean Voyager is the world's largest indoor aquatic exhibit at 6.3 million gallons of water which houses four whale sharks – the largest fish in the world – and four manta rays – the only manta rays in a U.S. aquarium – in addition to hundreds of other animals. Come prepared for a spectacular evening of wonderful food, open bars, live music and dancing in this enchanting setting.

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7:00 am – 12:00 pm

REGISTRATION DESK OPEN

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7:00 am – 8:00 am

BREAKFAST - ALL ATTENDEES

8:00 am – 9:30 am

EDUCATIONAL SESSION

Clinical Decision Support (CDS)

Speaker: V. Katherine Gray, PhD, PMP



V. Katherine Gray is a recognized leader in health care quality and efficiency improvements, in 1997, V. Katherine Gray, PhD founded Sage Health Management Solutions, Inc., a Minnesota-based health care information technology company. Her vision led to the development of a patented business method and application for diagnostic processes and treatment options. Dr. Gray's healthcare background includes research, as well as management, product development, and marketing and sales. Prior to founding Sage HMS, she held executive management positions in many segments of the health care industry, including HMOs and managed care, health care management for self-insured employers, long-term care, hospital systems, Medicaid and Medicare risk contracting, and specialty care clinic systems.

Dr. Gray is recognized as a health care pioneer and innovator. She has served on several non-profit boards, as well as private and public sector committees including Medical Alley Board of Directors. She was the recipient of the 1994 "Women of Distinction Award," the 1999 Mansfield, Tanick & Cohen "Women's Entrepreneurship Award," and the Women's Health Leadership Trust's "Outstanding Achievement Award." In July 2001, she was recognized by City Business as one of the 25 Most Innovative Women in the Twin Cities for technology developed and patented by Sage HMS. Recently, she has been named one of four finalists for the Women's Health Leadership Trust's "Innovation" Award with the winner to be announced on April 25, 2016 at the WHLT annual Forum. Dr. Gray holds a BBA in Marketing from Marshall University, Huntington WV, and MA, PhD, and Post-Doctoral Year from the University of Minnesota.

Learning Objectives:

After attending this presentation, attendees will be able to:

- Clarify the near- and long-term requirements of imaging CDS including to meet the Medicare mandates and deadlines, and prepare for the various stages under the Meaningful Use program.

Continued on next page

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Continued from previous Educational Session

- Understand the important background, history and efficacy of clinical decision support from the Medicare Imaging Demonstration evaluated by the Rand Corporation and other critical studies.
- Recognize the major influences on the future of imaging CDS including outcomes analysis, improved health care quality and business processes.
- Create a punch-list for your organization of the most important questions and issues to consider when evaluating imaging CDS tools.

10:00 am – 12:00 pm

REVERSE EXPO SESSION II

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

FOR INFORMATION ON
**SUPPLIER REGISTRATION
AND SPONSORSHIPS**
PLEASE CONTACT:

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