

Title Sponsor



KONICA MINOLTA



HCP17 FALL

Radiology & Imaging Conference

October 18 – 20, 2017 Chicago IL

agenda



11:30am–7:00pm

Registration for Suppliers & Sponsors

11:30am–4:00pm



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 3:00pm.

12:00pm–4:00pm

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.

2:30pm–2:50pm

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 **reverseexpo** and how it works.



4:15pm–5:30pm

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.

5:30pm–6:30pm

Welcome Reception & Networking Event *All Attendees*



6:30pm–9:30pm

Evening Suites Hosted By Our Sponsors





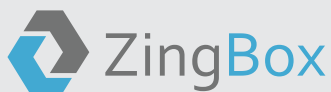
7:00am–6:00pm

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.

7:00am–8:00am

Breakfast *All Attendees*



8:00am–9:30am

Opening Remarks & Keynote Address

Leadership Isn't For Cowards, How to Lead Courageously in a Turbulent Age

Mike Staver

We live in an age when it is more and more challenging to manage all of the information, demands and challenges that are coming at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step of creating significant results. Courage is the key element in that process.

Mike Staver is an internationally respected coach and speaker. He has been interviewed for many publications on his signature speaking and writing topic "Leadership Isn't for Cowards" and how to build high performance firms and his new book with the same title released in 2013. With a master's degree in counseling psychology and a bachelor's degree in business administration, he has found a way to make complex ideas simple, memorable and immediately applicable. He is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers. Mike is a best-selling author and award winning speaker.

Some of his work has been recognized by Training magazine as top 10 in the world and he has been recognized by Meetings and Conventions Magazine as one of the 40 hottest speakers in America. He has conducted industry-specific research on the traits that make leaders thrive and has had those findings built into a one of a kind national leadership certification.

Learning objectives:

After attending this presentation, attendees will learn:

- The real definition of courage
- The three most important steps you will ever take
- The power of commitment
- What your followers do, really do, when you are not around
- The primary motivator of all people
- The three things every leader can do to insure leadership failure
- The importance of high gain activity and how to do more of it
- Six steps that will insure effective execution



KONICA MINOLTA



9:30am–9:45am



10:00am–12:00pm



11:45am–1:00pm

1:30pm–2:30pm



Coffee Break



The Radiology & Imaging and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

Lunch *All Attendees*

Educational Session

Using the DIR to Meet TJC's Dose Incident Identification & Review Requirements

Michael Bohl

Mike Bohl is the COO of Radiology Group, PC, SC in Davenport, Iowa, and owner of Dose Registry Support Services. Mike has extensive experience in radiology management. He has been and remains very active in the Radiology having served as President of the Radiology Business Management Association, presented extensively on radiology related issues, and is the current co-chair of IHE's Radiology Planning Committee. Additionally, he has authored several articles, including an article published in the August, 2016 edition of the Journal of the American College of Radiology titled: Meeting The Joint Commission's Dose Incident Identification and External Benchmarking Requirements Using the ACR's Dose Index Registry.

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Learning objectives:

After attending this presentation, attendees will be able to:

- Establish Expected Dose Range for every CT protocol in use
- Test each study's total dose against its expected range
- Identify Dose Incidents as required by The Joint Commission

Educational Session

Staff & Patient Danger: Hidden Infection Concerns Amongst Everyday Equipment

Justin L. McKay, BA., MS.

Tenured in the medical device industry, Justin McKay has spent several years and a good amount of time in Surgery and Radiology departments all throughout the United States. After contracting ringworm from wearing shared x-ray garments inside of hospitals, Justin began to investigate how hospitals across the United States were cleaning and servicing their protective garments.

Shocked to discover that all across the United States they really weren't being cleaned at all, Justin spent the next few years consulting with the governing bodies such as the CDC, AORN and Joint Commission in order to better understand what their cleaning recommendations were for these high touch objects.

He has conducted extensive research on infection concerns associated with these garments and helps both administrators and clinicians in Radiology, Surgery, Cath Labs and Surgery Centers develop and implement programs to properly clean and service their x-ray garment inventories.

Justin holds a Bachelor's Degree from DePauw University and a Master's Degree from Purdue University.

Learning objectives:

After attending this presentation, attendees will be able to:

- Identify key equipment missing from both radiology & infection control checklists
- Correlate Evidence Based Practice (EBP) to necessitate cleaning and sanitization guiding principles for overlooked equipment & surfaces
- Link Evidence Based Practice (EBP) to specific solutions and services promoting patient & staff safety



2:45pm-3:45pm





4:00pm–5:00pm



Educational Session *All Attendees*

Clinical Decision Support and the Kitchen Sink

Moderator: Gina Collier McCormack

Gina currently serves as the Director of Diagnostic Imaging and Radiation Therapy for ROi, which is a GPO (Group Purchasing Organization) and a recognized leader in health care supply chain management through their vertically integrated supply chain model. For the last eight years Gina has been responsible for managing and negotiating a portfolio of Healthcare contracts specific to Diagnostic Imaging and Radiation Therapy for multiple IDN's and various individual health care facilities. She has been instrumental in bringing value to the health care customers she serves by negotiating savings and providing high quality Equipment, products and services that impact patient care.

Prior to joining ROi Gina worked as Assistant Director of Medical Imaging at Phelps County Regional Medical Center where she had Leadership responsibility for multiple modalities. She holds a B.S in Radiologic Science from Florida Hospital College Orlando, Florida and is registered in Radiography by the ARRT (American Registry of Radiologic Technologists) In 2015 Gina was recognized as Health Connect Partners Radiology Executive of the year. In September 2012 Gina was recognized by ROi as featured co-worker and presented to the Mercy Board of Directors for achievements and outstanding volunteer work including coordinating fund raisers and mission opportunities. Gina was published in What's Right in Health Care by the Studer Group in 2007.

Gina also currently serves as Board Chair for the Radiology & Imaging Educational Advisory Board for Health Connect Partners.

Panelist: Melody Mulaik, MSHS, FAHRA, CRA, RCC, CPC, CPC-H

Melody W. Mulaik, MSHS is the President of Coding Strategies, Inc. and Revenue Cycle, Inc. She is a frequent speaker and author for nationally recognized professional organizations and publications. Melody's areas of expertise include coding and compliance, management engineering, and operations improvement and she is nationally recognized for her extensive radiology expertise.

Melody often speaks at national conferences on many topics including Interventional and Diagnostic Radiology coding, Internal Audit Program Development, Coding Compliance and other healthcare compliance issues. Recent speaking engagements include the AHRA: The Association for Imaging Management, Radiology Business Management Association (RBMA), Healthcare Billing Management Association (HBMA) and the Radiological Society of North America (RSNA). Melody is the AHRA liaison to the American College of Radiology (ACR) Economics Commission.

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Melody is a frequent author for radiology publications and writes the bi-monthly coding column for AHRA's Radiology Management and the Healthcare Billing Management Association (HBMA) Coding Corner. Her work has also appeared in RT Image, Imaging Economics, Radiology Today, Radiology Business Journal and Auntminnie.com. Melody co-authored Coding Strategies' Coding Guides for Diagnostic Radiology and Interventional Radiology.

In her professional career, Melody has held the position of Vice-President of Billing Compliance for the largest national billing company, where she was responsible for the implementation and maintenance of the billing compliance program. In a direct operational capacity, Melody provided her expertise at three Atlanta area hospitals in operations, finance and management engineering disciplines.

Melody holds a Master of Science in Health Systems (MSHS) degree and a Bachelor of Industrial Engineering (BIE) degree, both from the Georgia Institute of Technology (Georgia Tech), in Atlanta, Georgia. She also holds the professional certification of Certified Radiology Administrator (CRA), Certified Professional Coder (CPC), Certified Professional Coder - Hospital (CPC-H) and Radiology Certified Coder (RCC). Melody has achieved Fellow status with the AHRA (FAHRA) is a recent recipient of the prestigious AHRA Gold Award for her organizational and industry contributions.

Panelist: Andrew Johnson

Andrew serves as the Director of Sales for the National Decision Support Company, an innovative HIT company focused on delivering national standard, evidence-based guidelines at the point-of-care. As the market leader in imaging decision support, NDSC's solutions have been adopted by over 400 health systems accounting for over 2,000 acute care facilities. Andrew has presented at numerous state and national ACR and RBMA events on the changing regulatory environment's impact on the imaging service line and how technology can facilitate the medical imaging industry's transition to value-based care models.

Prior to joining NDSC Andrew managed Radiant RIS implementations as a member of Epic's Implementation Services team, followed by leading enterprise ERP implementations for INFOR's healthcare vertical. He holds a B.S. in Healthcare Administration from the University of Wisconsin-Eau Claire and an MBA from the University of Minnesota with a focus on entrepreneurship, strategic management and a certificate in the medical industry. Andrew has also held a Project Management Profession (PMP) certification since 2012.

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Panelist: Chris Petillo

Chris Petillo has spent over 25 years implementing and advancing technology and operational optimizations in healthcare for top companies and health systems, transforming clinical efficiencies, increasing revenue, and improving patient outcomes. His deep understanding of health IT has enabled him to engage in all clinical areas of healthcare including electronic medical records, departmental and enterprise ancillary systems, integration, data warehousing and analytics, and custom development. He has been published in several magazines discussing his opinions and experiences in the early days of PACS and later in Enterprise Imaging.

Chris received his Bachelors of Science, in Biomedical Engineering from Rutgers University and started his career at Siemens Medical Systems in the early days of Digital Angiography and PACS. In 2002, he then decided to use his experience on the customer side and joined NYU Langone Medical Center, where he spent the next 10 years optimizing all core ancillary systems and eventually becoming Vice President of Applications in 2011. In 2013, Chris moved to North Shore LIJ Health System as their AVP for Clinical Applications where he led five key service lines in the integration and deployment of enterprise applications throughout the health system. In 2016, Chris started his own healthcare professional services company. With his ability to translate the requirements and expected outcomes across all key stakeholders, Chris hopes to bring his insights, optimism, and determination as a change champion to help with the much-needed transformation of healthcare.

Learning objectives:

After attending this presentation, attendees will learn:

- Lessons from prior implementations
- How to implement CDS in the EHR and other relevant applications
- Clinical Decision Support Beyond Radiology and IT
- To identify test periods - what does this mean and what can we expect following this period





6:00pm–10:00pm

JOE'S *Live*

GCX
Mounting Solutions

Dinner & Entertainment

Joe's Live

On Thursday night, join us at **Joe's Live** for a little taste of Nashville. Joe's Live is a mega music venue and barbecue restaurant all under one roof. Nominated for an Academy of Country Music Award for 2017 Nightclub of the Year, the venue hosts weekly lineups of country music's biggest names, up-and-comers, local talent, DJs and more. We will be joined by one of their favorite local bands: **the Senn Alan Band**, a premier Chicago cover band that puts its own flavor, spin and unique instrumentation on some of your favorite songs. With the ability to go seamlessly from Country to Hip Hop to good ole' Rock & Roll, they're like your favorite jukebox come to life. They have had the pleasure of playing with and opening for Taylor Swift, Ed Sheeran, Brad Paisley, Randy Houser, Kenny Chesney, Grateful Dead, Bon Jovi, Dierks Bentley, Luke Bryan and many more amazing artists. Come prepared for an evening full of wonderful BBQ and Southern comfort food, open bars, and dancing 'till late.

Shuttles will run continuously between the hotel and Joe's Live from 5:45pm–10:00pm.





7:00am–12:00pm

Registration Desk Open

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6:45am–7:45am

Breakfast *All Attendees*



8:00am–9:30am

Educational Session

Servant Leadership

David Fox

David R. Fox was born in Jacksonville, Arkansas. He was educated in the public schools of Jacksonville, graduating from Jacksonville High school. He earned his Bachelor's Degree from the University of Central Arkansas in Conway, Arkansas and his MBA from Oklahoma City University in Tulsa, Oklahoma. David began his professional career in healthcare as a certified Nuclear Medicine Technologist and prior to joining Baxter County Medical Center, has served in management and executive leadership positions with Northwest Texas Hospital in Amarillo, Texas, Saint Francis Hospital in Tulsa, Oklahoma, Baptist Health in Little Rock, Arkansas, and CHI St. Vincent, in central. Arkansas.

David's long list of professional accomplishments include leading strategic initiatives, overseeing large capital projects, managing construction and renovation improvements, leading initiatives in quality, safety, patient satisfaction and operational throughput, financial turnaround, while enhancing key stakeholder engagement with hospital staff and physician relationships. David is a board certified healthcare executive and double board fellow of both, the American College of Healthcare Executives and the American Healthcare Radiology Administrators association, where he has also served on the national board for six years. David's executive experience, with his ebullient personality and engaging leadership will be a great addition to Baxter County Medical Center.

David has actively served in multiple philanthropic boards, community and charitable activities including the Central Arkansas Heart Association, Habitat for Humanity, St. Joseph's Center of Arkansas, Catholic Charities, The Call of Central Arkansas and the Arkansas Pregnancy

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Resource Center. He most recently has been a parishioner with Christ the King Catholic Church, in Little Rock, Arkansas where he served as CTK Confirmation co-Director, CTK Parish Councilman, and CTK Visioning Committee Chairman.

David and his wife, Kristie, have seven children, Lauren, Matthew, Katelyn, Joseph, Corena, Tony, and Bernie and 2 grandchildren, Ava-Grace and Raney. He is actively involved in coaching youth baseball and football, while also enjoying golf, hiking, hunting and fishing.

Learning objectives:

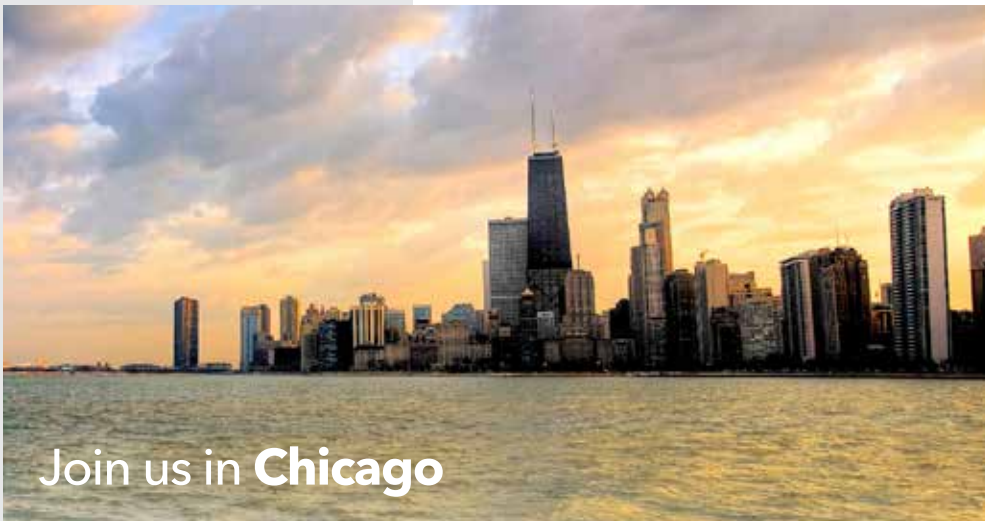
After attending this presentation, attendees will learn:

- About many different leadership philosophies, some trendy – some tried and true traditional methods
- The 10 key servant leadership characteristics, and history of the philosophy of Servant Leadership
- Paradoxes to embracing this style of leadership, and differences from other styles of leadership
- To identify skills of Servant Leadership

10:00am–12:00pm



The Radiology & Imaging and GPO Executives host the exhibit booths in this very unique **reverse**expo.



Join us in **Chicago**

Contact Information

Supplier Registration and Sponsorships

Lauren Halsten

National Account Manager, Radiology
615-454-0033
lauren.halsten@hlthcp.com

Provider Registration

Mark Lurch

Provider Recruiter – Radiology
727-816-9700
mark.lurch@hlthcp.com