

Title Sponsor

HITACHI
Inspire the Next

HCP17
SPRING

Radiology & Imaging Conference

May 22 – 24, 2017 Atlanta GA



Preliminary
Agenda

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.

2:30 pm – 2:50 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 **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*



Title Sponsor

HITACHI
Inspire the Next

6:30 pm – 9:30 pm

Evening Suites Hosted By Our Sponsors



Title Sponsor

HITACHI
Inspire the Next

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 & Keynote Address

Hacking the Rockstar Mindset – Focused on Leadership, Team Building and Handling Stressful Situations

Mark Schulman

Mark has enjoyed an unprecedented career over the last 26 years as a first-call drummer for world-class rock and pop artists. He has been voted 'Top 3 Pop-Rock Drummers' in the 2014 Modern Drummer Reader's Poll. Having finished his third record-breaking world tour with P!NK. Mark also joined Cher for her 'Dressed To Kill' World Tour 2014.

Mark's resume reads like a "Who's Who" of international Rock n' Roll royalty including acts such as Foreigner, Sheryl Crow, Stevie Nicks, Destiny's Child, Billy Idol, Cher (Mark was drummer on the 'Believe' and 'Farewell' tours, two of the most-attended tours in music history) Udo Lindenberg and Eikichi Yazawa. He has drummed with Velvet Revolver at Ozzfest and for crowds of 200,000 at Glastonbury Festival with Simple Minds. Mark is the recipient of numerous Gold and Platinum discs and has appeared on nearly every American and European variety show on television including The Grammys, David Letterman, The Tonight Show, Conan O'Brian, Jon Stewart, American Idol, Paul O' Grady, X-Factor, Wetten Das and more.

Schulman is a classically trained cellist and as a teen, played with the Los Angeles Junior Philharmonic. He played cello on the 2009/2010 P!NK tour! He is also a music producer, trained audio engineer and studio co-owner of West Triad Recording Studio in Venice, California. As an active educator, Mark taught at the Los Angeles Music Academy and as one of the world's most sought after drum clinicians hosting clinics in countries around the world.

Continued on next page



KONICA MINOLTA

Title Sponsor

HITACHI
Inspire the Next

Continued from previous educational session

Mark produced his first DVD in his studio entitled, 'A Day in the Recording Studio; A Do-It-Yourself Guide to Recording Great Drum Tracks for Drummers and All Musicians' distributed by Hudson Music. The Mark Schulman Signature Snare Drum is the bestselling signature product in the history of Gretsch.

Music is not Mark's only driving force; he was the chairman of the board of directors of Create Now!, a non-profit organization founded in 1996, to help change troubled children's lives through creative arts mentoring. A cancer survivor himself, Mark has also motivated children and teens through his work doing seminars with the Ronald McDonald House and benefits for the Teenage Cancer Trust in the UK.

Mark's new book, *Conquering Life's Stage Fright*, arms readers with the essential tools to step up and break through defining moments in life. Mark inspires his audiences with stories, ideas, and insights from leaders who confirm Mark's Three Steps through compelling interviews about nervousness or anxiety that is relevant to all types of performance in the workplace.

Mark's love for inspiring others is shared through his corporate seminars and his signature Drumming Recording Seminars. Mark also wears the hats of a host, MC and keynote speaker, appearing on television, at live events and major corporate conventions for clients such as IBM, Cisco, Aveda, and Teenage Cancer Trust.

Schulman's writing/production credits include films, various international TV shows and commercials, radio jingles and interactive media projects for clients such as: McDonald's, Mattel, IBM, Ben 10, Sony, Acura, Novalogic, Neutrogena, Honda, The Disney Channel, Nickelodeon, Showtime, USA Network, Comedy Central, Country Music Television, Nashville Network, The Sopranos, School of Rock, Speed and Beverly Hills Cop III.

Learning Objectives

After attending this presentation, attendees will be able to:

- *Understand what it is (and what it takes) to create the psychological mindset, physical prowess, and emotional state to achieve Rockstar success.*
- *Experience live drumming, exciting multimedia, and engage in interactive group performances that physically energize and serve as kinetic learning tools to enhance the attendees experience of the session core concepts.*
- *Learn about years of collaboration with artists such as Pink, Billy Idol, Foreigner and Cher for insights and intimate examples to illustrate the core concepts in an inspiring and entertaining way.*

Title Sponsor

HITACHI
Inspire the Next

9:30 am – 9:45 am

Coffee Break

10:00 am – 12:00 pm



Session I

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

11:45 am – 1:00 pm

Lunch *All Attendees*

1:30 pm – 2:30 pm

Educational Session *RAD Attendees Only*

Clinical Decision Support

Ryan K. Lee



ELSEVIER

Title Sponsor

HITACHI
Inspire the Next

Learning Objectives

After attending this presentation, attendees will be able to:

- Understand the basics of EMR delivered Imaging Guidelines
- Learn about requirements for and implications of legislative mandates requiring imaging CDS
- Prepare for successful implementation of imaging CDS

2:45 pm – 3:45 pm

Educational Session *RAD Attendees Only*

***MRI Safety – How the industry has responded
and what does the future hold to minimize risk***



Dr. Geoffrey West, Ph.D., 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 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 medical 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 presented numerous seminars on diagnostic imaging quality assurance, patient safety, and radiation dose optimization; and is the holder of a United States Patent. In addition to his many other responsibilities, Dr. West has served as an advisor to the Joint Commission on diagnostic imaging and radiation safety issues and currently serves on the Standards Committee for RadSite, a CMS-approved accrediting body.



Dr. Zachary Friis, Ph.D., DABR, MRSE

Dr. Friis practices diagnostic medical physics, medical nuclear physics, and health physics at West Physics. He came to West Physics from the field of advanced plasma physics. His research encompassed the design of fusion reactors, which utilize extremely powerful magnetic fields to confine plasmas for the purpose of energy production.

During Dr. Friis's tenure at West Physics, he has practiced medical physics in 49 states, two US Territories, and internationally. Now he primarily covers clientele in Florida and the Caribbean. Dr. Friis is the primary MRI subject matter expert for West Physics, which encompasses all aspects of MR Safety. Dr. Friis is board certified by the American Board of Radiology and the American Board of Magnetic Resonance Safety as a credentialed MR Safety Expert.

Dr. Friis is originally from Valdosta, Georgia.



Continued on next page

Continuted from previous educational session

Learning Objectives

After attending this presentation, attendees will be able to:

- Review the history of the ACR MRI Safe Practice Guidelines, and the motivation behind creating them. Review the implementation of the Joint Commission's Sentinel Event Alert and 2015 Imaging Standards and the motivation for creating them for MRI Safety.
- Discuss the MRI elements of performance the JC field surveyors have focused on, and the recommendations for improvement that they have made to accredited facilities.
- Discuss the MRI elements of performance physicists have focused on in accordance with new ACR testing guidelines, and the recommendations for improvement that they have made to accredited facilities
- Discuss the changing culture in MR Safety, and the formalized roles that are coming.

4:00 pm – 5:00 pm

Educational Session All Attendees

The Three S's of Imaging in the Cloud: Storing, Sharing, and Solutions

Moderator: Chris Burt

With over twenty years of engineering leadership experience solely in the healthcare informatics domain, Chris leads the engineering team. Prior to joining NucleusHealth, he worked for IDX Systems Corporation, Dynamic Imaging, GE Healthcare and UPMC Enterprises in a variety of leadership positions in engineering management as well as product and program management. He has extensive experience in the healthcare industry and has led the development and launch of multiple new products within the medical imaging informatics domain. Chris has a Bachelor's Degree in Electrical Engineering from Rensselaer Polytechnic Institute.

Panelist: Winnie Bernard

Winnie worked at UVA Health System for seven years as a Radiology Information Manager before joining Bon Secours Richmond Health System in 2006. As the Radiology Customer Service Manager, Winnie designed and implemented a new radiology dictation system and reduced turnaround time from twelve hours to ten minutes and 100% self-editing by the Radiologists. She was promoted to an enterprise role with the Health System Office. Known for her frequent exhortation to, "work smarter, not harder" and for her fiscal stewardship, Winnie was instrumental in bringing image exchange, dose monitoring, peer review, disaster recovery and other improvements to the organization.

Continuted on next page

Title Sponsor

HITACHI
Inspire the Next

Continued from previous educational session



Winnie resides in Charlottesville, VA. She serves on the board of Christian Aid Mission located in Charlottesville. She enjoys traveling with recent trips to Alaska, South Africa, and Iceland.

Panelist: Kathleen Holton

Kathleen Holton is the administrative director at St Vincent Indianapolis, which includes the main campus, Peyton Manning Children's Hospital, Women's Hospital, Seton Specialty Hospital, and multiple outpatient imaging centers. St Vincent is part of the Ascension national organization. The main hospital is a 500 bed – level one trauma and stroke hospital and has been awarded many accreditations in transplant and disease specific areas. Peyton Manning Children's Hospital has 45 beds and a pediatric emergency room. St Vincent Women's Hospital has a 100 bed NICU. Seton Specialty Hospital is a 60 bed rehab hospital with vented and very critical patients. The outpatient centers are placed strategically around the city and are in the same buildings as our employed St Vincent physicians and offer an urgent care center at each location. Kathleen has been the director for over 15 years and has been with the St Vincent organization since 1973 — that's right 1973 not a typo. She believes that no other group of leaders will see the changes she has witnessed in her career — from wet processing for mammograms in the 70s to now sharing images via the cloud.

Kathleen has been married to her high school sweetheart for 45 years. She has two sons, three wonderful grandchildren and two dogs. The beach, any beach is where she goes to recharge and be ready for the next great adventure. One accomplishment she is most proud of is completing her first marathon at age 65 — and loves the saying on a plaque that her staff gave her — "There will be days I don't know if I can do a Marathon. There will be a lifetime knowing that I have."

Panelist: Ed Marshall



Ed Marshall is the Chief Product Officer of Ambra Health, a medical data and image management SaaS company dedicated to delivering better care through better technology. Ed and his team work to ensure that the Ambra platform is extremely flexible, easy to use, and robust enough to serve as the backbone of innovation for customers' care networks. Ambra Health empowers some of the largest health systems such as Memorial Hermann, Stanford Children's Health, and New England Baptist Hospital as well as radiology practices, subspecialty practices, and clinical research organizations to dramatically improve imaging and collaborative care workflows. Ed works to lead product strategy in building out the platform and expand Ambra functionality beyond traditional image exchange to Vendor Neutral Archiving (VNA) and Cloud PACS.

Continued on next page

Title Sponsor

HITACHI
Inspire the Next

Continued from previous educational session

Ed also manages business development opportunities at Ambra Health including the 2017 launch of Ambra for Developers, a cloud development platform for medical imaging. Built around modern, RESTful web-services, this is the first cloud development platform designed specifically for medical imaging. Prior to Ambra, Ed held roles as SVP and GM of the Services Industry business unit at NetSuite, as well as VP Sales and Marketing for OpenAir, which was acquired by NetSuite. Across these roles, he ensured NetSuite's position as the #1 Professional Services Automation solution on the market. A seasoned speaker, Ed has presented at industry events such as the Gartner Symposium/ITxpo, TSIA's Annual TSW Conference, and the CFO Leadership Council. Prior to NetSuite and OpenAir, Ed was a management consultant at Bain & Company, and an engineer at General Electric. Ed has a Sc.B. from Brown University, an M.S. from Rensselaer Polytechnic Institute, and an MBA from the Wharton School.

Learning Objectives

After attending this presentation, attendees will be able to:

- *Discuss the challenge to partner applications with different systems and vendors*
- *Implement new technology when staff can be resistant to what has always been done*
- *How to drive success in the enterprise as you implement new imaging models*
- *Develop a "playbook" for implementing the technology and data gathering*

Title Sponsor

HITACHI
Inspire the Next

Preliminary Agenda

TUESDAY MAY 23 contd.

HCP17
SPRING
Radiology & Imaging Conference
May 22 – 24, 2017 Atlanta GA

6:00 pm – 10:00 pm



Dinner & Entertainment

On Tuesday night, join us at the **College Football Hall of Fame**. Redefining what a Hall of Fame can be, the College Football Hall of Fame is engaging and interactive from the moment you set foot in the building. A 47-yard, indoor football field and a three-story wall of football helmets representing more than 750 teams that play the game await your exploration, as do the three floors of themed galleries and over 50 interactive exhibits. Come prepared to eat, drink and explore the night away.

**Shuttles will run continuously between the Atlanta Marriott Marquis and the College Football Hall of Fame from 5:45pm - 10:00pm.*

G CX
Mounting Solutions
Sponsor



Title Sponsor

HITACHI
Inspire the Next

7:00 am – 12:00 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.

6:45 am – 7:45 am

Breakfast *All Attendees*

8:00 am – 9:30 am

Educational Session *RAD Attendees Only*

Leading Through the Canyon of Uncertainty



Dave Willis

David Willis has more than 25 years of experience as an executive and a management consultant, including 15 years in healthcare advising some of the nation's largest health systems on strategy development and execution. He has also worked with more than half of the Fortune 100, advising global leadership teams on best practices in leadership, talent development, employee engagement, and human capital strategy.

As Managing Director at Root Inc., a consulting company that helps organizations execute their strategy through people, David is focused on using his expertise to enable leaders to get clear on their operational objectives, leverage proven methods to engage their people in those strategic objectives and ensure that everyone in the organization has the skills and knowledge needed to deliver successful outcomes.

Prior to joining Root, David served as Vice President, Health System Strategy, at The Advisory Board Company (ABCO), a leading global healthcare research and consulting firm, and was a featured speaker at many national and international conferences on healthcare leadership and strategy. He is a graduate of Carnegie Mellon University, has an MBA from Yale University School of Management and has done post-graduate work at The Wharton School at the University of Pennsylvania.



Continued on next page

Title Sponsor

HITACHI
Inspire the Next

Continued from previous educational session

Learning Objectives

After attending this presentation, attendees will be able to:

- Explore the macro and micro forces that make leadership in healthcare so essential in 2017
- Define and diagnose the most critical leadership gaps in healthcare organizations
- Use a proven framework to understand how effective leaders set strategy and engage their people

10:00 am – 12:00 pm



Session II RAD Attendees Only

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

Contact Information

**Supplier Registration
and Sponsorships:**

Dan Jewell

Market Sales Manager
727-816-9700
Dan.Jewell@hlthcp.com

Provider Registration:

Amy Johnson

Manager, Provider Relations
727-816-9700
Amy.Johnson@hlthcp.com



Join us in **Atlanta**

Title Sponsor

HITACHI
Inspire the Next