

AGENDA

WEDNESDAY, OCTOBER 19

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 the Reverse EXPO and how it works.

Title Sponsor:



AGENDA

WEDNESDAY, OCTOBER 19 *CONTINUED*

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

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



Title Sponsor:



KONICA MINOLTA

**HEALTH
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Bringing Providers and Suppliers Together

AGENDA

THURSDAY, OCTOBER 20

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

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

Mastering the Tornado

Speaker: Michael Hoffman, CSP



Effective training combines the right informational tools with the right amount of motivation. Motivation alone is fleeting, but the right tools without motivation are lifeless. In this powerful keynote presentation, Michael Hoffman, CSP, provides both motivation and the right tools, enabling attendees to get results that matter.

With a highly interactive style, Michael's unique delivery cements his expertise in the minds of attendees to ignite the tactics and techniques necessary to approach their jobs "on purpose" with an attitude of ownership and professionalism. Michael uses his rich background to drive home his message that business is and will always be about people.

"How we approach our customers, both internal and external, will set us apart from all our competition," Michael explains. "The tornado impacts your attitudes and the quality of your communication when it's most critical. When the tornado rises, that's when you need to be a master of the situation. Learning how the tornado of business and life impacts our communication and the skill sets necessary to be an agent of influence can be a game-changer in equipping and igniting your people to be the catalysts of progress."

Michael is president of Igniting Performance, a Dallas based company that specializes in the skills of sales, customer loyalty and leadership. For more than 20 years Hoffman has thrived not by focusing on motivation, but by balancing motivation with information tools people can use to purposefully approach their jobs with an attitude of ownership and professionalism.

Continued on next page

nucleushealth™

Title Sponsor:



AGENDA

THURSDAY, OCTOBER 20 *CONTINUED*

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

Continued from previous Educational Session

Learning Objectives:

After attending this presentation, attendees will be able to:

- *Communicate with their organization to ignite an engaged culture*
- *Describe and implement the secret to building involvement for commitment*
- *Get the most done in any coaching situation*
- *Understand secrets to nailing both the personal and any practical needs*
- *Identify when you need more than a team*
- *Create loyalty with staff through conversations*
- *Develop the #1 skill that creates sought-after coaches*
- *Manage their interactions to have more impact and influence*

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



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AGENDA

THURSDAY, OCTOBER 20 *CONTINUED*

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

1:30 pm – 2:30 pm

EDUCATIONAL SESSION

Dose Management

Speaker: Lisa A. Laurent, MD, MBA, CPE



Dr. Lisa Laurent is a Board-certified radiologist and physician leader actively engaged in research, publishing and hospital governance. She is the President-Elect of the Medical Staff at Advocate Lutheran General Hospital (ALGH), a 638-bed level 1 trauma center outside Chicago, and the President of Advanced Radiology Consultants, both in Park Ridge, Illinois.

Lisa is Chairman of the CT Medical Directors and Dose Management Project Steering Committees of Advocate Health Care and CT Medical Director at ALGH. She is also the Principal Investigator for and grant recipient of an IRB-approved longitudinal research project studying the effects of professionalism training, coaching and mentorship on the development of leadership attitudes, behaviors and skills in 1st year female residents. In addition to being an accomplished author of several published articles in Radiology Business Journal, she is a popular and highly respected public speaker.

A graduate of Smith College, Lisa received her medical degree from Drexel University (formerly The Medical College of Pennsylvania) and completed her diagnostic radiology residency training at M.D. Anderson Cancer Center/University of Texas Health Science Center in Houston. She completed a cross-sectional imaging fellowship at The Brigham and Women's Hospital Harvard Medical School. She earned her MBA from the University of Wisconsin and she is currently matriculated at the Jefferson School of Population Health at Thomas Jefferson Medical College in Philadelphia where she's earning a second Masters in Science in Health Care Quality and Safety Management.

Learning Objectives:

After attending this presentation, attendees will be able to:

- *Understand the significance of a dose management quality improvement project (DMQIP)/program and the importance of a team*
- *Discuss how to build an effective dose management team through a step-wise approach which includes stakeholder engagement*
- *Implement positive sustainable dose reduction outcomes as well as how to interpret and address outlier data*



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AGENDA

THURSDAY, OCTOBER 20 *CONTINUED*

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

2:45 pm – 3:45 pm

EDUCATIONAL SESSION

Value-driven care: using the PAMA mandate to improve quality and reduce waste

Speaker: Jonathan Darer, MD, MPH



HITACHI
Inspire the Next

Jonathan Darer, MD MPH joined Medicalis in October 2015 as Chief Medical Officer, bringing with him over 10 years of healthcare innovation experience. The former Chief Innovation Officer and Director of the Center for Clinical Innovation in the Geisinger Health System, Jon has led the development, implementation and evaluation of initiatives in health information technology, clinical reengineering and patient-family engagement including serving as the site-PI for the OpenNotes® initiative and Medicare Imaging Demonstration Project.

Jon received his BS from Harvard College in Mechanical Engineering and his MD from the University of Connecticut School of Medicine. Jon went on to complete his Internal Medicine Residency at Oregon Health Sciences University and his MPH and General Internal Medicine Fellowship at Johns Hopkins University. Jon has authored and co-authored many published manuscripts including articles in the New England Journal of Medicine, Journal of the American Medical Association and the Annals of Internal Medicine. Dr. Darer currently serves on the National Committee for Quality Assurance's Committee on Performance Measurement.

Learning Objectives:

After attending this presentation, attendees will be able to:

- *Understand the mechanisms and scope of the Protecting Access to Medicare Act including certified Qualified Provider Led Entities, Appropriate Use Criteria and Priority Clinical Areas*
- *Review and discuss the 10 Commandments for Effective Imaging Clinical Decision Support*
- *Describe a framework for evaluating the impact of Imaging CDS upon quality and value-driven care*

Title Sponsor:



4:00 pm – 5:00 pm

EDUCATIONAL SESSION – ALL ATTENDEES

***“Yippee! Another Day in Paradise...
Driving Negativity out of the Workplace”***
Speaker: Liz Jazwiec



Liz Jazwiec, R.N. is a nationally renowned speaker, strategist and author who has shared her passion for leadership, engagement and service with audiences across the country. Liz is the award winning author of the bestselling books *“Eat THAT Cookie!”*, *“Hey Cupcake! We are ALL Leaders,”* and *“Service Excellence is as Pie, (Perception Is Everything.)”* In 2010 *“Eat THAT Cookie”* was chosen as a winner of the American Journal of Nursing Book of the Year award in the leadership and management category.

Liz has also been a longtime hospital officer who helped raise service scores at Chicago, Illinois’ Holy Cross Hospital from the 5th to the 99th percentile in just a few years. Her work as vice president of patient care and as the director of emergency services was one of the key reasons Holy Cross won Fortune Magazine’s Enterprise Award for Best Business Practices in 1996. Today, she uses that expertise to inspire other organizations interested in building a culture where excellence is driven by strong leaders and engaged employees. Many audiences describe Liz’s presentations as uplifting, motivational and fun. However they also clearly respect her practical and experience-based style. You’re sure to enjoy her creative and viable suggestions for addressing some of the difficult issues facing organizations today.

Learning Objectives:

After attending this presentation, attendees will be able to:

- *Understand how pride affects our workplace*
- *Discuss ways teams can eradicate victim thinking*
- *Discover methods everyone can use to improve morale*

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AGENDA

THURSDAY, OCTOBER 20 *CONTINUED*

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

6:00 pm – 10:00 pm



HOFBRÄUHAUS
CHICAGO

— ROSEMONT —

DINNER & ENTERTAINMENT

On Thursday night, join us for an unforgettable Oktoberfest celebration at **Hofbräuhaus Chicago**, the first and only German micro brewery, beer hall, restaurant and beer garden to call Chicago home. As a replica of the legendary Hofbräuhaus in Munich, Germany, they take pride in providing an experience as authentic and unforgettable as the 400-year-old original. From the traditional Beer Hall bursting with nightly live entertainment, to the King Ludwig Room and excellent German fare, everything has a bold touch of Bavaria you won't forget any time soon. Come prepared to eat, drink and dance the night away!



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FRIDAY, OCTOBER 21

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7:00 am – 12:00 pm

REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference.

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7:00 am – 8:00 am

BREAKFAST - ALL ATTENDEES



8:00 am – 9:30 am

EDUCATIONAL SESSION

Healthcare Economics and Healthcare Liability

Speaker: Thomas Szostak, BS, Finance



Tom Szostak serves as Toshiba America Medical Systems (TAMS) expert on healthcare policy. Tom advises TAMS' executive staff on matters regarding health policy and market impacts and implications. Tom supports and educates purchasing organizations, health systems, medical societies, as well as Toshiba's sales, marketing and advises executive staff in matters regarding healthcare policy, reform, reimbursement and economics. Tom has authored a series of papers on the Affordable Care Act for AHRA and published white papers on the economics and outcomes on the acute stroke population through changing clinical pathways.

Tom has more than 18 years of experience in healthcare economics and has held financial and economic positions at companies including B. Braun Medical Inc. and Radiology Practice Management\Memrad Medical Group. Prior to entering the healthcare sector, Szostak served as a divisional controller at Continental Airlines.

Tom has a bachelor's of science degree in finance from the University of Houston. He also is a member of The American Society of Health Economists and the Healthcare Finance Management Association.

Learning Objectives:

After attending this presentation, attendees will be able to:

- Understand why health reform is necessary for U.S. economic health
- Discuss the basics of ACA, MACRA and other health policies
- Identify the impact of health policies that drive healthcare market transformation

ELSEVIER

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AGENDA

FRIDAY, OCTOBER 21

HCP16
FALL

Radiology & Imaging Conference
October 19 – 21, 2016 Chicago IL

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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