



HEALTH  
CONNECT  
PARTNERS

*Bringing Providers and Suppliers Together*

# HCP18 FALL

Radiology & Imaging Conference

October 15–17, 2018 **Chicago IL**

# agenda



titlesponsor

KONICA MINOLTA



## 11:30am–7:00pm

Grand Registration – Entry Level

## 11:30am–4:00pm

Grand Ballroom H – Entry Level



## 12:00pm–4:00pm

Grand Ballroom E – Entry Level

## 2:30pm–2:50pm

Rosemont Ballroom – Entry Level

## 4:15pm–5:30pm

Rosemont Ballroom – Entry Level

## 5:30pm–6:30pm

Grand Ballroom C – Entry Level

## 6:30pm–9:30pm

Meeting Rooms – International Level

### Registration for Suppliers & Sponsors

#### Provider Registration

This special Provider Registration is for all Radiology & Imaging 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.

#### 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.

#### 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.

#### Provider Orientation & Sponsor Spotlight

All Radiology & Imaging 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.

#### Welcome Reception & Networking Event *All Attendees*

#### Evening Suites Hosted by our Sponsors *All Attendees*

**7:00am–6:00pm**

Grand Registration – Entry Level

## **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**

Grand Ballroom C – Entry Level

## **Breakfast** *All Attendees*



**8:00am–9:30am**

Rosemont Ballroom – Entry Level

## **Opening Remarks & Keynote Address** *All Attendees*

### ***Thinking Differently, The Psychology of Illusion***

#### **Vinh Giang**

Magic is much more than sleight of hand. It's the ability to guide perspective, spotlight influence, and challenge belief systems. With humor, heart, and captivating showmanship, Vinh Giang transforms these three powerful components and shares how creating and cultivating the RIGHT influence in our lives can make the difference between tremendous success or limited mediocrity. What we know in this world is that everything that once seemed impossible can be reimagined and overcome. It takes suspending old belief systems. Unlocking mindsets. Innovating. Deliberate and definitive action. And yes, even a little magic.

With only six months to graduate, Vinh Giang left his degree in commerce and law to become an online magic teacher ultimately building a hugely successful online business, 52kards, which now serves over 800,000 students all around the world. This earned him the award of Top Young Entrepreneur in Australia.

Vinh Giang's real magic journey began when he finally understood what Robert Houdin (an amazing magician) meant when he said: "A magician is an actor playing the part of the magician." Once Vinh understood the meaning behind this quote, he focused all his energy on studying the art of performance and not the art of presentation. He has spent the last 15 years mastering the art of performance-enhanced communication, helping thousands of professionals worldwide to learn these skills.

Vinh is also the CEO of Luminary Productions which produces exceptional video for individuals and companies all around the globe.

Vinh's presentation will bring out the magic in you!

Continued on next page





Continued from previous page

*"I believe that magicians are salespeople; they sell one of the most difficult products in the world. They sell magic - they sell the illusion. The way they're able to sell magic is by working ridiculously hard. It takes thousands and thousands of hours to be able to sell the illusion, to be able to really sell the magic. Imagine if you applied the same mindset to your company - imagine if you applied the same dedication to your business - think about what you could achieve."*

#### Learning objectives:

**After attending this presentation, attendees will learn to:**

- Gain Perspective: Collaboration -remove Silo Mentality
- Understand Influence: Eliminating negativity, Assessing Top 5 influencers in your circle
- Foster Communication: To connect in ways that foster leadership, teamwork, and exponential growth. Build Self Confidence and deliver your message with authority
- Recognize Beliefs (Anything is Possible): Mindshift for better problem solving

#### 9:30am–9:45am

Rosemont Foyer – Entry Level

#### 10:00am–12:00pm

Donald E. Stevens Convention Center  
Hall G



#### 12:00pm–1:15pm

Grand Ballroom C – Entry Level

#### Coffee Break



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

#### Lunch All Attendees

1:30pm–2:30pm

Rosemont Ballroom – Entry Level



## Educational Session

### *Radiology Quality Measurement: Progress and Potential*

#### **Robert Y. Kanterman, M.D.**

Dr. Robert Kanterman is a radiologist whose professional passion is finding new ways to deliver fast, effective care to patients by streamlining operations, developing guidelines and implementing innovation. A private practice radiologist for 20 years, he serves as national medical director for the Center for Diagnostic Imaging's mobile division, Insight Imaging Mobile Solutions.

Dr. Kanterman is a radiologist with Diagnostic Imaging Associates, Ltd/ProSight Radiology Group, practicing at St. Luke's Hospital in St. Louis, Missouri. He served as chairman of the hospital's Department of Radiology from 2008 to 2015. Dr. Kanterman has been on the "Best Doctors in St. Louis" by St. Louis Magazine for ten consecutive years.

He earned his medical degree from the University of Miami and was a Howard Hughes Medical Institute Research Scholar. Dr. Kanterman completed his residency in diagnostic radiology and fellowship in vascular and interventional radiology at Washington University Mallinckrodt Institute of Radiology.

#### **Learning objectives:**

*After attending this presentation, attendees will learn to:*

- Understand the radiology quality metrics that third parties are applying to their organizations
- Develop an internal quality program that fits their organization
- Apply quality metrics to improve individual and institutional performance
- Gain greater appreciation for the team approach to quality

2:45pm–3:45pm

Rosemont Ballroom – Entry Level



## Educational Session

### *Behavioral Economic Design of the Patient Experience*

#### **John C. Timmerman, Ph.D.**

Dr. John Timmerman, Mercy's Vice President of Operations, is a recognized expert in creating outstanding customer and patient experiences by integrating business plans with cultural, systems, and technologies. Prior to joining Mercy, he served as the Chief Scientist for Gallup, Quality Advisor for The Cleveland Clinic Foundation, Corporate Vice President of Operations & Quality for The Ritz-Carlton Hotel Company, and Global Vice President of Guest Experience & Operations for Marriott's portfolio of more than 3,700 hotels worldwide.

A recognized thought leader in the science of service, John has presented hundreds of lectures and consultations on designing customer-centric organizations across a globally diverse range of industries and enjoys developing new leaders and has served as an Adjunct Professor at the

Continued on next page

Continued from previous page

University of Delaware and RIT Dubai. John is the former Chairman of the American Society for Quality, which serves more than 70,000 quality professionals in 140 countries, and he is a former Senior Examiner & Judging Chair for the Malcolm Baldrige National Quality Award.

John received his bachelor's degree with honors from the University of Delaware, his master's degree from the Rochester Institute of Technology (Service Innovation Thesis), and his doctorate degree from Iowa State University (Structural Equation Modeling Dissertation.) Prior to starting his career, John served in the U.S. Marine Corps as a 2nd Force Reconnaissance Marine and personal protection for the Secretary of Defense at the Pentagon.

### Learning objectives:

**After attending this presentation, attendees will learn to:**

- Understand why behavioral economics explains consumer behavior
- Identify how to capture ethnographic insights that influence a patient's behavior
- Apply the guiding principles for rapid prototyping of new patient memories

4:00pm–5:00pm

Rosemont Ballroom – Entry Level



## Educational Session All Attendees

### Regulatory Update

Co-presenter: **Melody Mulaik**

Melody W. Mulaik, MSHS is the President of Coding Strategies, Inc. and Revenue Cycle, Inc. These companies work with physician practices, billing companies, hospitals, and other industry stakeholders to address their coding and compliance needs through auditing and educational services. Melody is a frequent speaker and author for Coding Strategies and other nationally recognized professional organizations and publications and she often speaks at national conferences on radiology specific issues. She is the AHRA liaison to the American College of Radiology (ACR) Economics Commission and also the Vice-Chair of the AHRA Regulatory Affairs Committee.

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 also been awarded Fellow status with the AHRA (FAHRA) and the prestigious Gold Award for her organizational and industry contributions to the field of Radiology.

Continued on next page



Continued from previous page

**Co-presenter: Sheila M. Sferrella, MAS, RT(R), CRA, FAHRA**

Sheila M. Sferrella has a successful 30+ year history of facilitating growth, productivity and efficiencies for multi-hospital systems. She delivered \$12 million in total savings over the last decade through process redesign and contract negotiation. Sheila is known for navigating complex environments and producing results from negotiating complex joint ventures with physicians to standardizing clinical operations across the system. Sheila is a partner and President at Regents Health Resources, Inc., a healthcare consulting firm, and has worked with academic medical centers, community hospitals of all sizes, physician practices and joint ventures.

In 2006, Sheila was recruited to Saint Thomas Health as Vice President for Ambulatory Services. During her tenure she developed a strategy for ambulatory services in the Nashville markets. Sheila had oversight of medical imaging, 19 physical therapy clinics, 3 breast centers, an urgent care center, the research institute, ambulance services, 14 joint venture surgery centers and 9 joint venture imaging centers in the Saint Thomas Health system. She served on a team that closed a \$100 million joint venture outpatient imaging transaction. Sheila also served on a number of boards, both non-profit and for-profit.

Prior to her arrival at Saint Thomas, Sheila served as the Administrator of Diagnostic Services at Lehigh Valley Health Network in Allentown, PA.

A graduate of the University of Maryland, she earned a Masters of Administrative Science degree from The Johns Hopkins University. Sheila is a member of the American College of Healthcare Executives and a fellow and member of the American Healthcare Radiology Administrators where she served as President from 2001-2002, Education Foundation chair from 2004-2007 and received AHRA's Gold Award in 2003, the organization's highest honor. Sheila has received numerous awards for the development and implementation of projects in healthcare. She has written numerous publications and given many presentations in the field of radiology, customer service and process redesign.

**Learning objectives:**

***After attending this presentation, attendees will learn to:***

- *Discuss key regulatory initiatives affecting imaging providers.*
- *Ensure attendees understand the short and long term issues associated with regulatory changes.*
- *Ensure attendees are aware of existing and potential regulatory issues impacting reimbursement for hospitals and imaging centers.*





6:00pm–9:30pm

## JOE'S Live™

### Dinner & Entertainment *All Attendees*

#### *Joe's Live*

On Tuesday 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.

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–9:30pm.*





## 7:00am–12:00pm

Grand Registration – Entry Level

## 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.

## 6:45am–7:45am

Grand Ballroom C – Entry Level

## Breakfast *All Attendees*



## 8:00am–9:30am

Rosemont Ballroom – Entry Level

## Educational Session

### *Leveraging Generational Insights*

#### **Sherri Neal**

Sherri Neal is Vice President, Cultural Development and Inclusion for HCA Healthcare, where she is responsible for leading inclusion, equity and cultural competence initiatives. Since joining the company in 2006, she has been a champion of creating a culture of inclusion through thought leadership, strategic direction and creative business solutions. Her extensive expertise in cross-cultural communication and commitment to innovation have resulted in national recognition of HCA's diversity and inclusion initiatives and she is known for her ability to deliver engaging presentations that inspire audiences to take inclusion to the next level. Sherri is also passionate about sustainability and environmental justice and has a Master of Science in Sustainable Management from the University of Wisconsin (Superior). Her undergraduate degree is also from the University of Wisconsin. Sherri is an active community volunteer and serves on a number of nonprofit boards in Middle Tennessee. She has received several recognitions, including the Tri-State Minority Supplier Development Council Champion Award and Tennessee State University's Women of Legend and Merit Award.

#### **Learning objectives:**

***After attending this presentation, attendees will learn to:***

- *Identify key characteristics of the five generations in the workplace*
- *Describe common generational challenges and their impact on business results*
- *Demonstrate effective strategies for cross-generational communications*



# agenda

wednesday october 17



titlesponsor

KONICA MINOLTA

10:00am–12:00pm

Donald E. Stevens Convention Center  
Hall G

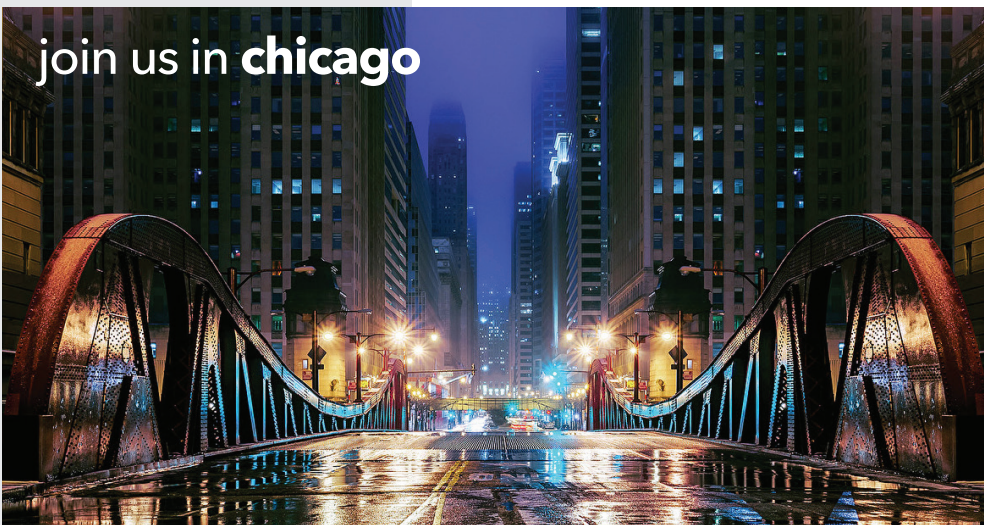


## reverseexpo Session II

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



join us in **chicago**



## Registration and Sponsorship contact

Andy Baker  
Senior Director  
541-953-8555  
[andy.baker@hlthcp.com](mailto:andy.baker@hlthcp.com)