



agenda

June 17–19 **New Orleans, LA**

Spring Radiology & Imaging

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Inspire the Next

wednesday june 17

11:30am–7:00pm

Registration for Suppliers & Sponsors

11:30am–4:00pm

Provider Registration

This special Provider Registration is for all Radiology & Imaging Directors and GPO Executives. Relax and enjoy a light meal and networking with your peers as you register for the conference. Lunch for Providers 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. Please note that lunch is not provided for Suppliers or Showcase exhibitors. There are several restaurant outlets and a market in the hotel which are available at your convenience.

2:00pm–2:30pm

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.

4:15pm–5:30pm

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.

5:30pm–6:00pm

Welcome Reception & Networking Event *(all attendees)*



6:00pm–9:00pm

Hospitality Suites Hosted by our Sponsors *(all attendees)*

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 *(all attendees)*

Live Inspired

John O'Leary

John O'Leary is a #1 National Bestselling Author & Speaker.

In 1987, John O'Leary was a curious nine-year-old boy. Playing with fire and gasoline, John created a massive explosion in his home and was burned on 100% of his body. He was given 1% chance to live.

This epic story of survival was first showcased in his parents' book, *Overwhelming Odds*, in 2006. Originally printing 200 copies for friends and family, his parents have sold 70,000 copies, most in back-of-room sales at John's speaking events.

It was this book that first invited John to embrace his miraculous recovery and share it with the world. Today, John is an inspirational speaker teaching nearly 75,000 people around the world each year how to live inspired. Consistently described as "the best speaker we've ever had," John's emotional storytelling, unexpected humor and authenticity make each of his presentations truly inspirational.

John's debut book *ON FIRE: The 7 Choices to Ignite a Radically Inspired Life* was an instant #1 national bestseller, has sold 120,000 copies and has been translated into 12 languages.

John's Live Inspired Podcast is a top 20 for business on iTunes & Inc. Magazine and his online community is 200,000 strong.

Learning objectives:

After attending this presentation, attendees will be able to:

- Identify how changing the way they ask questions transforms the answers they receive—and the lives they lead
- Improve personal accountability for actions, attitudes and outcomes
- Better understand their impact within their team and re-ignite their passion for their profession



KONICA MINOLTA

thursday june 18

9:30am–9:45am

Coffee Break



10:00am–12:00pm



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

12:00pm–1:15pm

Lunch *(all attendees)*



We put space to work.

1:30pm–2:30pm

Educational Session

Clinical Decision Support, Implementation & Application

Joseph Guiffrida

Joseph Guiffrida, currently works as Chief Operations Officer, Asheville Radiology Associates, Asheville, NC. He arrived at Asheville Radiology Associates in 2001 as the billing operations manager. Since then Joe has supported the group by leading clinical services (Vascular Surgery, Interventional, Neuro Interventional) and outpatient imaging. Today, he leads Asheville Radiology's engagement in health system wide radiology operations through a Co-management arrangement with Mission Health.

Joe began working on integrating Clinical Decision Support to the Mission Health System in 2015. ARA evaluated Clinical Decision Support tools and engaged community referring providers in an ACR RSCAN project. Through RSCAN his team was able to illustrate the need for ordering improvement through an appropriate use criteria tool. Today they have a functioning Clinical Decision Support tool, ready to meet the needs of the health system and mandate requirements.

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Learning objectives:

After attending this presentation, attendees will learn to:

- *Understand how to provide radiology clinical decision support through either an EHR-vendor partnership or a stand-alone portal*
- *Engage and educate end users on the use of radiology CDS*
- *Implement tools to trigger or suppress the CDS tools based on CMS regulations*
- *Measure impact and identify opportunities for improvement*

2:45pm–3:45pm

Educational Session

Understanding Your Market:

Considerations for Bringing Imaging Services to Patients

Larry Siebs

As President and CEO of Shared Imaging, Larry Siebs heads up the leading provider of specialized, functional service imaging solutions, including CT, MRI and PET/CT systems. Not only is Larry an experienced leader supplying diagnostic imaging solutions, he is a passionate force pushing the industry forward nationwide.

Throughout his career, Larry has focused on building strong, value-based partnerships committed to delivering the highest quality healthcare related services. Under his leadership, Shared Imaging has earned an industry reputation for delivering exceptional service and the highest quality diagnostic imaging systems through innovative, cost-effective methods allowing their customers to provide extraordinary patient care.

Larry has more than 30 years of health care leadership experience including executive management positions with GE Healthcare, Wolters Kluwer Health and Zimmer. Larry holds a B.S. degree in Aerospace Engineering and an MBA from The University of Texas - Austin.

In his spare time, Larry loves to downhill ski and play tennis. He is also very passionate about and actively involved in the SHARED.CARES. philanthropic committee and events at Shared Imaging.

Learning objectives:

After attending this presentation, attendees will be able to:

- *Identify opportunities for operations and capital expenditure savings*
- *Uncover opportunities using advanced market analytics tools, such as Truven Health Analytics, to size current clinical demand and forecast change in demand over a planning period*
- *Identify a fresh approach to capturing and/or retaining patients*
- *Understand the positive branding and exposure that comes from utilizing mobile medical coaches*



4:00pm–5:00pm

Educational Session *(all attendees)*

Wild Leadership: How To Help Your Teams Pull To Their Potential

Join speaker, poet and wilderness guide Chris Heeter for an adventure in the art of leadership and helping teams gel. Featured on the Discovery Channel's "National Geographic Today," Chris brings a wealth of knowledge learned on the trail and from her sled dogs. With the help of her dog team (virtually—they don't understand carpeting, buffets, or furniture), she'll walk you through the world of dogsledding—a sport where communication and teamwork are essential to getting where you want to go. With surprising and memorable parallels to the world of health care, managing change, and letting go of 'how we've always done it,' you'll leave with immediate tools and long-term vision for becoming a Wild leader and bringing out the best in your teams.

Chris Heeter

Chris Heeter was selected as a Top Ten Speaker of 2014 by MeetingsNet, and was the highest rated speaker of Meeting Professional International's 2014 World Education Congress. She is out to create a Wild revolution in the workplace. A wilderness guide since 1984 and professional speaker since 2001, Chris has led and worked with a diverse array of teams, both canine and human!

Featured on The Discovery Channel's "National Geographic Today," she brings decades of leadership experience indoors, to conferences and offices, working with teams and leaders, helping us recognize that leadership and teamwork doesn't have to be so complicated.

With remarkable parallels to the work world, Chris shares hilarious stories from her sled dog team with their quirky personalities and from guiding whitewater trips, where successfully navigating obstacles (mostly) is part of the journey.

She sits on the board of the University of Minnesota's Raptor Center, is a Wilderness First Responder and a graduate of NOLS (National Outdoor Leadership School). She holds a bachelor's degree in recreation and social work from George Williams College, where she recently received the Distinguished Alumnae Award. She is a poet and shares her writing and Wild Dares through her newsletter, *Wild Thoughts*.

Chris challenges and inspires organizations and individuals toward Wild leadership, compassionate presence, and daring authenticity.

Learning objectives:

After attending this presentation, attendees will learn to:

- *Work with the personalities and gifts of each team member, harness their energy and unique skills*
- *Guide your team through change where everyone stays on board and engaged*
- *Stop managing people, start inspiring them... Be You... and help them Be Them*
- *Hone your communication skills for greater impact*

Dinner & Entertainment *(TBD)*



CANOPY PARTNERS

6:30pm–9:30pm

friday june 19

6:45am–7:45am



Breakfast *(all attendees)*

7:00am–12:00pm

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8:00am–10:00am



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10:30am–11:30am

Educational Session

Managing Perceptions: The Impact Of Patient Perception And How To Turn A Negative Into A Positive

Cliffondra Brown

Cliffondra Brown is on a mission to help medical providers become passionate about their patients. As a trained coach and motivator, she specializes in empowering others to be their best self and has a distinctive 30 year background in customer relations, service awareness, leadership excellence, mentorship, growth and succession, and strategic planning. She has trained thousands of medical and sales professionals, as well as, provided training and consulting services for several major hospitals, successfully helping these organizations take their customer service and patient satisfaction to the next level.

After earning her bachelor's degree in Political Science from Morgan State University, she worked as a store manager in retail, an operations manager in healthcare, a service area manager in healthcare, and is currently a Vice President of Customer Relations for one of the largest outpatient diagnostic imaging providers in the United States. She received extensive customer service training and coaching from the Disney Institute, Dale Carnegie and host of other reputable training and development companies.

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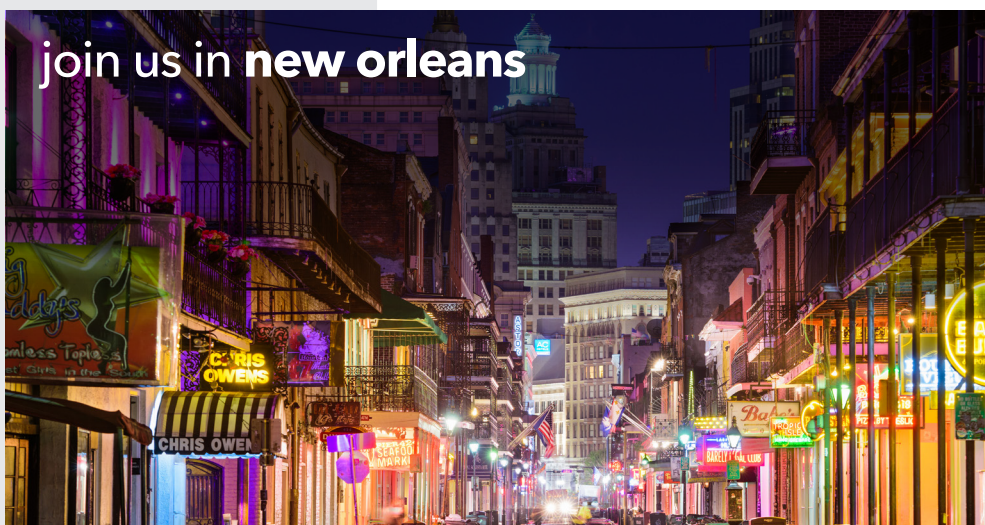
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Although she is Jersey girl at heart, Cliffondra currently resides in Maryland and is pleased as punch to live in a one hundred and twenty-eight-year-old pink house with her devoted husband. When she's not training, you can find her next novel, digging around in her garden, reading three books on her kindle (at the same time), poking around dusty antique shops, giving into her insatiable wanderlust spirit and taking the world by storm.

Learning objectives:

After attending this presentation, attendees will learn to:

- *Identify how patient perception can enhance or detract from their business*
- *Control the things that they can and let go of the things that they cannot*
- *Have continuity between existing departments*
- *Inspire team members to provide top notch service*
- *Enhance the patient's service experience from the beginning until the end*
- *Provide effective and immediate service recovery*



join us in **new orleans**

Contact Information

Supplier Registration and Sponsorships

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Provider Registration

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