



agenda

Radiology & Imaging
fall VIRTUAL conference
September 28–October 22, 2020



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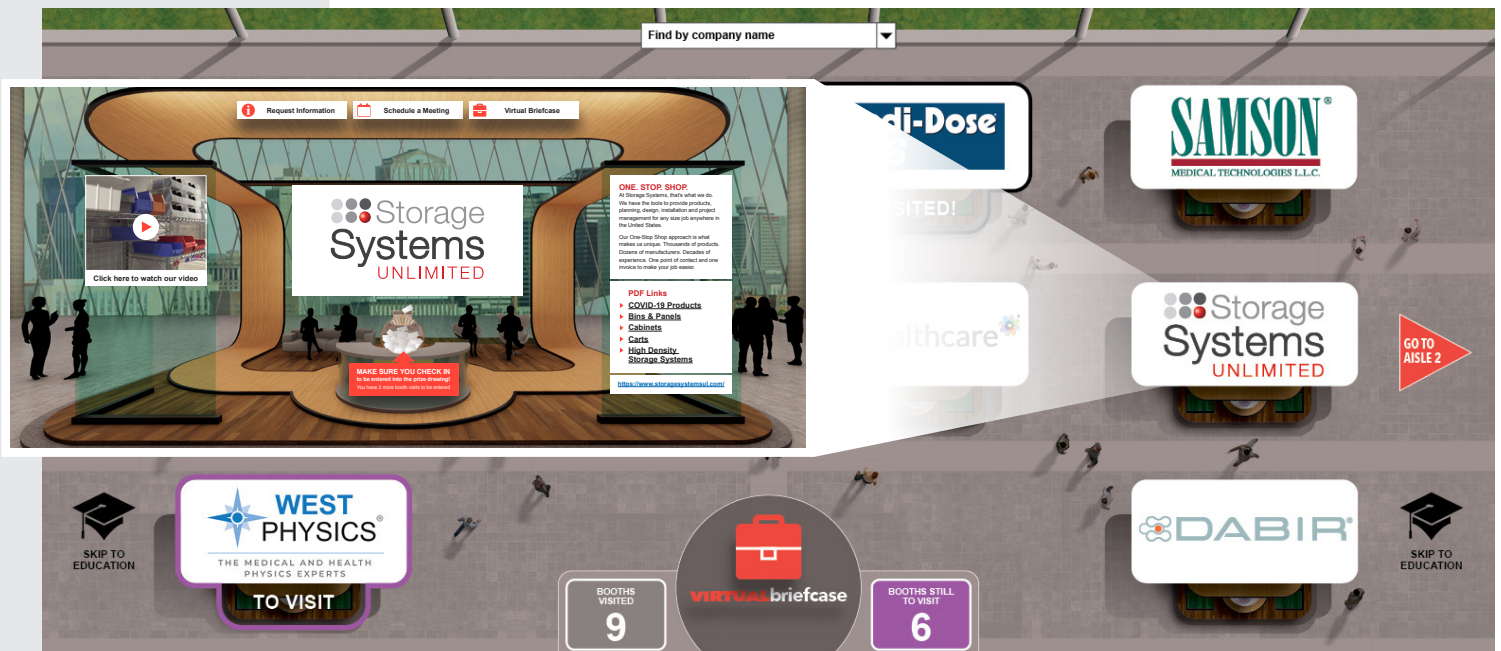
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THE MEDICAL AND HEALTH
PHYSICS EXPERTS

VIRTUAL suppliershowcase



OPEN DURING THE ENTIRE CONFERENCE

Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This new platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase. The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the Virtual Reverse Expo or selecting a specific date and time for an on-demand meeting outside of the Virtual Reverse Expo times.

To maximize this experience for everyone, only Providers and Supplier attendees from companies with a Virtual Showcase will be able to access the showcase area.



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Educational Session ONE

Monday, September 28, 10:00am–11:00am CT

Building a Culture of Engaged Employees



Susan Reilly Salgado, Ph.D.

Susan Reilly Salgado is a consultant, speaker, and thought leader whose expertise lies at the intersection of organizational culture and customer experience. Susan leverages 20+ years of academic and professional experience to help clients build remarkable teams who can deliver remarkable customer experiences.

Susan's work in this field began in the mid-1990s, when she was a regular guest of Danny Meyer's acclaimed restaurants in the Union Square Hospitality Group (USHG). Susan was inspired by the consistently exceptional customer experiences she had across Danny's many businesses, and set out to understand the secret of his success by studying the USHG restaurants for her doctoral dissertation. The result of her analysis was a model that explained the impact of effective leadership on organizational culture.

Upon completing her dissertation in 2003, Susan was invited to join USHG as its first-ever Director of Culture and Learning. In this role, she created and implemented the company's leadership training programs, which were a fundamental component of the company's success in growing its culture throughout significant growth, including the creation and scaling of the Shake Shack brand. In 2010, she partnered with Danny Meyer to open a consultancy, Hospitality Quotient, and in 2017 founded her own firm, Grason Consulting, to provide consulting and training services.

Susan's consulting work and speaking engagements have allowed her to work with companies across more than 20 different industries, such as Delta Airlines, Hyatt Hotels, Goldman Sachs, Chanel, Cedars Sinai Hospital System, Chick-Fil-A, Sotheby's, Condé Nast, and Coca Cola. In addition to her PhD from NYU-Stern School of Business, Susan holds a BS and an MBA from Lehigh University and has been an invited speaker at numerous universities. Susan has been a contributor for Inc. Magazine, has recorded a TEDx talk, co-founded the NYC chapter of Conscious Capitalism, and was named one of Fast Company's 100 Most Creative People in Business.

Susan lives in NYC with her husband and daughter.

Learning objectives:

After attending this presentation, attendees will learn to:

- Keep employees connected to the 'why' behind their jobs to give their work meaning and help sustain motivation through trying times. In the medical field, there may be a greater sense of purpose now than workers previously experienced.
- Identify gratitude as a driving factor in keeping employees engaged and making them want to do their jobs. This becomes even more important in times when employees have to make so many more sacrifices at home to make work 'work.'
- Make employees feel seen and having their voices heard is a critical element of engagement. Inclusive decision-making and transparency around the rationale behind changes are particularly important in these trying times when so much is in flux.



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Educational Session TWO

Tuesday, September 29, 10:00am–11:00am CT

The Neurobiology of Biophilia & Less Stressful Medical Imaging



David Navarrete

David A. Navarrete is the Director of Research Initiatives and Accredited Education at Sky Factory. He is a leading author on Cognitive Biophilia, the effects of perception on biophilic design applications and the restorative impact of perceived open space. He is a fellow at The Center for Conscious Design, an international grassroots think tank, which advocates for science-informed, human-centric design in architecture.

David is also a member of the Academy of Neuroscience for Architecture and the National Association of Science Writers. He has received a Certificate of Research Excellence (CORE) from the Environmental Design Research Association (EDRA) for presenting published research that met the highest standards of methodology design rigor and had a positive impact on practice-based healthcare design.

He is the author of several articles in trade and professional healthcare journals including Radiology Today, Salus Global, Healthcare Estates Journal, and Work/Design Magazine. He is also the co-author of two studies on the physiological effects of bi-sensory illusions in healthcare settings that we will presented at the Academy of Neuroscience for Architecture and the European Healthcare Design conferences in September 2020.

Learning objectives:

After attending this presentation, attendees will learn to:

- Discuss the autonomic nervous system maps out the space around our bodies and its effect on cognitive performance and physiological wellness
- Outline the shared neural infrastructure between our higher cognitive functions (focused attention, planning, and how we form memories) and our sensory and motor faculties (how we navigate through space), as well as how our sense of time is affected by the perceived space around our bodies
- Understand how our brain uses both structural and contextual cues to retrieve memories, thereby revealing a promising design insight: we can leverage our hardwired habits of perception to alter our experience of isolated spaces. Our body's autonomic, visceral reaction to spatial cues allows us to generate the experience of perceived open space for therapeutic gain
- Determine how bi-sensory sky imagery can be leveraged as a bone fide spatial map. The implications for imaging practice reveal that quantifying staff performance and wellness metrics will enable practice leaders to calculate the ROI of discrete environmental interventions



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Educational Session THREE

Wednesday, September 30, 10:00am–11:00am CT

Financial and Operational Impact of COVID-19 and Responses



Mahmud Mossa-Basha, MD

Mahmud Mossa-Basha, M.D. is an Associate Professor of Radiology at the University of Washington School of Medicine. He serves as the Vice Chair of Clinical Operations, the Chief of Radiology at University of Washington Medical Center and Northwest Hospital, and the director of MRI across the enterprise. He also serves as the Chair of the RSNA COVID-19 Task Force Committee.

Through his administrative roles, he has worked extensively to establish local and national policies and guidelines for imaging and management of the COVID-19 pandemic for academic and non-academic institutions. He has also led the financial and operational recovery efforts at University of Washington, as well as multiple surveys assessing its impact nationally and internationally. He has authored multiple articles in Radiology and the Journal of the American College of Radiology on the operational, financial and educational impact of COVID-19.

Over the past eight years as a faculty member at the University of Washington, Dr. Mossa-Basha has received over \$15,000,000 in research funding from the NIH, Department of Defense, the Association of University Radiologists, the Radiological Society of North American, the American Society of Neuroradiology and a number of commercial vendors. He has also published more than 80 peer reviewed articles, written a textbook, given lectures at more than 50 national and international conferences and given more than 20 grand rounds speaking engagements across the world. His research has mostly focused on vascular imaging and stroke, spine trauma imaging, imaging of cancer involvement of the spine, and more recently COVID-19.

Administratively he has worked extensively overhauling clinical operations and faculty coverage responsibilities to improve patient care and ordering physician satisfaction with radiology services. He has worked to improve radiology services across the enterprise, by extending and improving coverage and clinician responsiveness, while extending and consolidating coverage between campuses. He has also worked towards overnight faculty ED coverage across the enterprise. These initiatives have actually led to improved, more efficient coverage, while reducing hospital costs. As Medical Director of MRI, his goal has been to shorten scan times to increase MRI efficiency. This has improved patient access and will lead to increased departmental revenues.

Learning objectives:

After attending this presentation, attendees will learn to:

- Discuss the financial impact of COVID-19 on hospitals
- Identify financial mitigation strategies taken from other institutions
- Operationalize workflows for patient and healthcare worker safety during COVID-19

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Educational Session **FOUR**

Thursday, October 1, 10:00am–11:00am CT

Leadership 'Now' and 'Then'



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 a host of other reputable training and development companies.

Although she is a 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 reading 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:

- Understand what team members expect from leadership in today's world
- Know the difference between leadership and managing (both are important, but one builds strong teams)
- Recognize that team members are partners, not employees
- Lead from afar (managing remote teams)
- Describe Employee engagement (mentorship, growth and succession, training, etc)
- Discuss Resilience, helping team members to regain their footing



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Educational Session FIVE

Monday, October 5, 10:00am–11:00am CT

Unlocking the value in medical imaging: AI and chronic disease management



Eladad Elnekave, MD

Eldad Elnekave, MD is a US and Israeli Board Certified Radiologist and has served as the Chief Medical Officer of Zebra Medical Vision since its founding. He completed his Interventional Radiology training at Memorial-Sloan Kettering Cancer Center and practices clinically as the Director of the Interventional Oncology clinic at Davidoff Oncology Center.

Dr. Elnekave envisions a foreseeable future in which machine learning algorithms will contribute substantial, even critical, insight in every radiologic examination, from X-ray to CT and MRI.

Learning objectives:

After attending this presentation, attendees will learn to:

- Appreciate the magnitude of chronic disease burden in the US and world-wide
- Identify the gaps in screening and early intervention for most chronic disease
- Recognize the inherent potential of opportunistic screening in routine, ubiquitous medical imaging studies



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Educational Session SIX

Tuesday, October 6, 10:00am–11:00am CT

CDS: Implementation Continues & Tips for Success



V. Katherine Gray, PhD., PMP - President

In 1997, V. Katherine Gray, PH.D., PMP founded Sage Health Management Solutions, Inc., a Minnesota-based healthcare information technology company, with the idea that better communication between health care providers combined with better information to support clinical decisions would reduce errors, improve efficiency and quality, and ultimately reduce rising costs. Her vision led to the development of a patented business application for diagnostic processes. The first product released, RadWise is a Web-based, point-of-care tool that facilitates appropriate radiology orders by combining Computerized Provider Order Entry (CPOE) with evidence-based clinical decision support.

Dr. Gray has a comprehensive health care background in management, product development, and marketing and sales. Prior to founding Sage HMS, she held executive management positions in many segments of the healthcare industry, including managed care, health care management for self-insured employers, long-term care, hospital systems, Medicaid and Medicare risk contracting, and specialty care clinic systems.

Dr. Gray is recognized as a pioneer in health care quality and efficiency improvements. She has served on several non-profit boards, as well as private and public-sector committees including Medical Alley Board of Directions. She was the recipient of the 1994 "Women of Distinction Award," the 1999 Mansfield, Tanick & Cohen "Women's Entrepreneurship Award," and the Women's Health Leadership Trust's (WHLT) "Outstanding Achievement Award." In July 2001, she was recognized by the City Business as one of the 25 Most Innovative Women in the Twin Cities, and in 2016 she was awarded by WHLT the Health Care Technology Award for the technology developed and patented by Sage HMS. Dr. Gray has completed a BBA in Marketing from Marshall University, Huntington WV, as well as an MA, Ph.D., and Post-Doctoral Year in Gerontology at the University of Minnesota.

In 2007, Sage HMS became a wholly-owned subsidiary of DSS Inc., a Florida-based healthcare software company that provides integration with healthcare information systems. Dr. Gray continues to serve as President of Sage HMS and currently serves (2017-2020) on both the National Quality Forum Expert Panel for Primary Care and Chronic Illness and the IHE Radiology technical group.

Learning objectives:

After attending this presentation, attendees will learn to:

- Review the history of the 2014 PAMA legislation and law and its original timeline
- Understand the research and benefits of Clinical Decision Support during this period
- Discuss what should be done with the extra year before denials begin
- Analyze the future for CDS and what it means for providers



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Educational Session SEVEN

Wednesday, October 7, 10:00am–11:00am CT

Patient Radiation Dose Management: Why Having an Expert Matters



Olav Christianson, MS, DABR

Olav Christianson is a Sr. Medical Physicist with LANDAUER Medical Physics. His primary focus is to assist hospitals across the country in managing their patient radiation doses. He has a deep understanding of the regulatory and compliance pressures hospitals face. Through this role, Olav has worked with virtually every dose monitoring software solution on the market.

He also leads the development of LANDAUER OPTIMIZE, a unique solution that combines software solutions with industry leading dose monitoring service. His comprehensive perspective allows him to guide hospitals towards practical solutions to meet their specific needs.

Learning objectives:

After attending this presentation, attendees will learn to:

- Determine what causes high dose events
- Discuss how to manage and communicate patient understanding of radiation risk
- Implement application of external and fluoroscopic benchmarks
- Process the setting, monitoring, analyzing, and reacting to radiation dose incidents



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Educational Session EIGHT

Thursday, October 8, 10:00am–11:00am CT

Healthy Minds: Habits for Resilience and Joy



Lara Patriquin, M.D.

Lara is a physician, speaker, and teacher of mindfulness meditation and of Transformative Inquiry in Albuquerque, New Mexico. Her personal quest for well being is informed by her medical studies on the brain and on the nature of thought.

She lectures extensively in the medical and business communities about the value of clear and reliable practices that optimize key functions of the mind.

Inspired by her scientific knowledge and extensive contemplative practice, Lara's clients are able to access a more creative, successful, and inspired version of themselves.

Learning objectives:

After attending this presentation, attendees will learn to:

- Understand how the mind reacts to stress
- Move from flight or flight reactivity to centered response
- Implement daily practices that will improve their resilience and joy



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8:00am–5:00pm CT **daily**

VIRTUAL reverseexpo

Session ONE

Tuesday October 13th

Session TWO

Wednesday October 14th

Session THREE

Thursday October 15th

Session FOUR

Tuesday October 20th

Session FIVE

Wednesday October 21st

Session SIX

Thursday October 22nd

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