













THE MEDICAL AND HEALTH PHYSICS EXPERTS

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Radiology & Ima

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Suppliershowcase

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OPEN DURING THE ENTIRE CONFERENCE

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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 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 Live! Online Reverse Expo or selecting a specific date and time for an on-demand meeting outside of the Live! Online 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.



on-demand educationalsessions

Tuesday February 16th Session One 8:00am CT

Wednesday February 17th Session Two 8:00am CT

Thursday February 18th Session Three 8:00am CT

Tuesday February 23rd Session Four 8:00am CT

Wednesday February 24th Session Five 8:00am CT

Thursday February 25th Session Six 8:00am CT

Each Educational Session is available to view **ON-DEMAND** any time from the morning it goes live, to 12:00am midnight on Thursday, February 25th



ON-DEMAND Educational Session ONE

Tuesday, February 16th, 8:00am–9:00am CT

Session is available to view **ON-DEMAND** any time from 8:00am, Tuesday, February 16th, to 12:00am midnight, Thursday, February 25th

Live Inspired



John O'Leary

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 less than a 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 60,000+ copies. It was this book that first invited John to embrace his miraculous recovery and share it with the world.

John inspires 50,000+ people at 100+ events each year. He speaks to companies and organizations across industries, such as: sales, healthcare, safety, marketing, finance, faith, education and insurance.

Consistently described as "the best speaker we've ever had," John receives nearly 100% of his engagements from referrals. His schedule is a testament to the power of his message and who he is as an individual.

His emotional story-telling, unexpected humor and authenticity make each of his presentations truly transformational.

John is a two-time #1 National Bestselling author. His first book ON FIRE: The 7 Choices to Ignite a Radically Inspired Life has sold 250,000+ copies and been translated into 12 languages. IN AWE: Rediscover Your Childlike Wonder to Unleash Inspiration, Meaning and Joy published in May 2020 with many saying it is the message we all need right now.

John's award-winning Live Inspired Podcast has more than 2.5 million downloads and enjoys world-class guests like Brené Brown, Mitch Albom and Shawn Achor.

John considers his greatest success to be his marriage to his wife Beth, their four children and his relationships with friends and family.

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





ON-DEMAND Educational Session TWO

Wednesday, February 17th, 8:00am–9:15am CT

Session is available to view **ON-DEMAND** any time from 8:00am, Wednesday, February 17th, to 12:00am midnight, Thursday, February 25th

2021 State of the Union: The Resilient Healthcare System



Ford Koles, Jr.

Bradford (Ford) is one of Advisory Board's preeminent thought leaders in the area of health system economics and strategy, and is the keynote speaker at the annual meetings for Advisory Board's strategy membership. He also leads the faculty for the company's Chief Executive Officer meeting series each year. Ford is a health care economist by training and has participated in every major Advisory Board research initiative since 1992. He is well-versed in healthcare history and the many reform initiatives we have lived through in the past three decades: coverage expansion; vertical integration and physician partnership models; managed care and payer contracting; horizontal integration and system economies of scale; and quality-based payment.

Prior to joining Advisory Board, he worked as a management consultant for both the Hay Group and Ernst & Young.

Ford received his BA from Kenyon College, and his MA in Economics from John Hopkins University.

Learning objectives:

After attending this presentation, attendees will learn:

- How healthcare purchasers and policymakers are shifting their strategies as a result of Covid-19
- How the pandemic is likely to impact provider consolidation and site-of-care shifts
- How the delivery system will need to shift operating models to enable greater resilience in the future



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ON-DEMAND Educational Session THREE

Thursday, February 18th, 8:00am–9:00am CT

Session is available to view **ON-DEMAND** any time from 8:00am, Thursday, February 18th, to 12:00am midnight, Thursday, February 25th

Radiology Regulatory Update: What You Need to Know about Surprise Billing & AUC

Co-presenter

Melody W. Mulaik, MSHS, FAHRA, CRA, RCC, RCC-IR, CPC, COC

Melody W. Mulaik, MSHS is the President of Revenue Cycle Coding Strategies LLC. She is a frequent speaker and author for nationally recognized professional organizations and publications. Melody's areas of expertise include coding and compliance, management engineering, and operations improvement and she is nationally recognized for her extensive compliance expertise.

Melody often speaks at national conferences on many topics including Interventional and Diagnostic Radiology coding, Internal Audit Program Development, Coding Compliance and other healthcare compliance issues. Recent speaking engagements include the Association of Community Cancer Centers (ACCC); the Association for Medical Imaging Management (AHRA); Radiology Business Management Association (RBMA); Healthcare Billing Management Association (HBMA); and the Radiological Society of North America (RSNA).

Melody is the AHRA liaison to the American College of Radiology (ACR) Economics Commission.

Melody is a frequent author for national publications and writes the bi-monthly coding column for AHRA's Radiology Management and the Healthcare Billing Management Association (HBMA) Billing. Her work has also appeared in RT Image, Imaging Economics, Radiology Today, and Radiology Business Journal. Melody co-authored Revenue Cycle Coding Strategies' Coding Guides for Diagnostic Radiology and Interventional Radiology.



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, three 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.

Learning objectives:

After attending this presentation, attendees will learn to:

- Discuss key regulatory initiatives affecting imaging providers
- Understand the short and long-term issues associated with regulatory changes
- Be aware of existing and potential regulatory issues impacting reimbursement for hospitals, IDTFs and imaging centers





ON-DEMAND Educational Session FOUR

Tuesday, February 23rd, 8:00am-9:00am CT

Session is available to view **ON-DEMAND** any time from 8:00am, Tuesday, February 23rd, to 12:00am midnight, Thursday, February 25th

To Shield Or Not To Shield: What position will your imaging department take based on the AAPM gonadal/fetal shielding guidelines?

Vinobalan Durairaj, Ph.D., DABR

Dr. Vinobalan (Vino) Durairaj is the Regional Vice President and Senior Medical Physicist at West Physics, a leading nationwide provider of Diagnostic Medical Physics services. Vino leads a team of Medical Physicists and manages all aspects of the delivery of physics services to clients worldwide. Specialized in diagnostic patient care and safety, he is a level headed leader converging his focus on radiation safety and dose management intiatives for healthcare facilities. Vino also provides technical support and resources to his workforce to ensure absolute technical excellence, monitors customer satisfaction, plans and manages strategic growth, formulates polices and develops new products and services.

Vino holds a doctorate degree in Physics from the University of Kentucky and he is board certified by the American Board of Radiology (ABR). Vino has over 13 years of experience in Medical and Health Physics consulting, and he has also been serving as a Radiation Safety Officer (RSO), managing radiation safety program for a level II trauma center. Vino regularly speaks at national conferences presenting on various subjects in Medical Physics such as MRI Safety, CT Dose Optimization, Fluoro Dose Optimization, ACR Accreditation and other patient care topics.

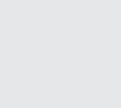
Prior to his move into healthcare, Vino was engaged in Space Physics research at the Indian Space Research Organization (ISRO), where he pursued studies on Quasi-biennial oscillations and on Equatorial waves in the Tropopause level. He was also briefly pursuing research in Cosmological Theoretical Physics prior to venturing into novel electronic materials exploration for his Ph.D. research. Vino is an avid cricket player and fan of the sport.

Learning objectives:

After attending this presentation, attendees will learn to:

- Evaluate effectiveness of gonadal/fetal patient shielding or the lack of it
- Discuss shortcomings and practical issues of applying patient shields in daily clinical practices
- Practice 'Not-to-shield' guidelines from professional bodies such as AAPM (AAPM CARES) to ensure patient safety
 and to enhance diagnostic exam outcomes
- Overcome challenges faced by imaging departments in going through a paradigm shift of educating patients and their families to not utilize gonadal shielding







ON-DEMAND Educational Session FIVE

Wednesday, February 24th, 8:00am-9:00am CT

Session is available to view **ON-DEMAND** any time from 8:00am, Wednesday, February 24th, to 12:00am midnight, Thursday, February 25th

Effective Communication for Leaders



Terre Short, MBA, PCC, CPXP

Terre Short has been a coach in some capacity and an experience expert for her entire career. Through coaching, speaking and facilitating she has inspired staff, senior leaders, physicians and middle managers to connect to their why, and to harness the power of empathy and personal relationships. She excels in assessing complex situations/challenges and helping others break them down with clarity into actionable steps.

Terre has more than 30 years of leadership experience, a Masters in Business Administration/Healthcare Management, her Professional Coach Certification (PCC), and is a Certified Patient Experience Professional (CPXP).

Prior to reinstating Short Group, Terre served in corporate healthcare roles for nine years (2010 - 2019), as a high-level executive for one of the largest health systems in the U.S. (HCA), and as a regional director for Huron/The Studer Group.

Prior to her move into healthcare, Terre had an extensive hospitality management career. For 15 years (1995-2010) she was owner of Short Group, Inc that specialized in leadership development and consulting, including coaching GMs, CEOs and other leaders. In 2001, she began coaching leadership development and service excellence tactics in healthcare for medical practice groups. Her hospitality career spanned many senior leadership positions within Four Seasons Hotels and later Pebble Beach Company.

Learning objectives:

After attending this presentation, attendees will learn to:

- Create messaging that aligns with organizational values
- Determine words that support intention and inspire others
- Identify words that undermine the organization and/or team
- Evaluate the clarity of certain words and phrases





ON-DEMAND Educational Session SIX

Thursday, February 25th, 8:00am-9:00am CT

Session is available to view **ON-DEMAND** any time from 8:00am to 12:00am midnight, Thursday, February 25th

Improving Patient Experiences of Care in the Radiology Department



Laurie Michael

Laurie Michael is the Senior Director for Patient Care Experience at Holy Cross Hospital in Silver Spring, Maryland where she leads all process and culture change efforts aimed at improving patients' experiences of care, the Patient and Family Relations Office, and In-House Transport Services. Laurie also sponsors a Patient and Family Advisory Council which meets bi-monthly to formally seek input from and give a voice to patients and their family members.

Laurie's experience also includes leadership positions at two other hospitals, Saint Agnes Medical Center in Fresno, California, and at Mercy Hospital Grayling in Grayling, Michigan. She has an unusual career path and also has worked in hospitality sales and marketing director and as an engineer in improving the efficiency of processes in the manufacturing industry.

Laurie holds a Master's of Business Administration degree from the University of Michigan and an undergraduate degree in Industrial Engineering from Kettering University. Over the years Laurie has enjoyed leading or volunteering for numerous community organizations and projects in addition to her professional work.

Learning objectives:

After attending this presentation, attendees will learn:

- How hospital reimbursement is impacted by patients' experiences of care via HCAHPS surveys
- How radiology departments can positively enhance their hospitalized, emergency department, and ambulatory patients' experiences through patient flow process improvement
- How to develop instant rapport and memorable moments with patients during even very quick imaging studies
- Ideas for gathering patient feedback and input beyond traditional surveys







8:00am-5:00pm CT daily

Session ONE Tuesday March 2nd

Session TWO Wednesday March 3rd Session THREE Thursday March 4th

Session FOUR Friday March 5th

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