



agenda

Radiology & Imaging
VIRTUAL
springconference
May 11–21 2020

HITACHI
Inspire the Next

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Leadership Principles During a Time of Crisis

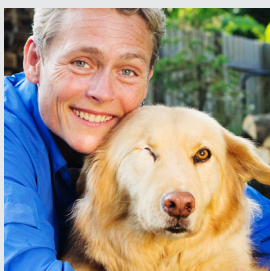


John O'Leary

John O'Leary Live Inspired

John O'Leary, a #1 national bestselling author and speaker, will bring inspiration to us as leaders.

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. 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 "Live Inspired" podcast is a top 20 for business on iTunes & Inc. Magazine and his online community is 200,000 strong.



Chris Heeter

Chris Heeter Wild Leadership

Chris Heeter is out to create a Wild revolution in the workplace. Chris will challenge and inspire us toward "Wild Leadership," compassionate presence, and daring authenticity.

Chris 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. A wilderness guide since 1984 and professional speaker since 2001, she 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.

Ruth Cassidy Perspective from the Frontlines

Dr. Ruth Cassidy is a Senior Vice President of Clinical Support Services and Chief Pharmacy Officer at SBH Health System located in NYC. Ruth will share some information, lessons learned and best case practices from her recent experience battling COVID-19 on the front lines of the outbreak in the Bronx.

In her role, Ruth has responsibility for departments such as pharmacy, laboratory services, radiology, interventional radiology, food service, clinical nutrition, wound care and invasive/noninvasive cardiology. She earned her Bachelor of Science at St. John's University, a Doctor of Pharmacy at the University of Florida, a Fellowship with the American College of Healthcare Executives, an MBA with West Texas A&M University, and is an Associate Faculty at the CUNY School of Medicine. Ruth continues support of her profession by serving on various boards, including the NYSCHP board of directors as well as chair of the Health Connect Partners Hospital Pharmacy Educational Advisory Board.

Learning objectives:

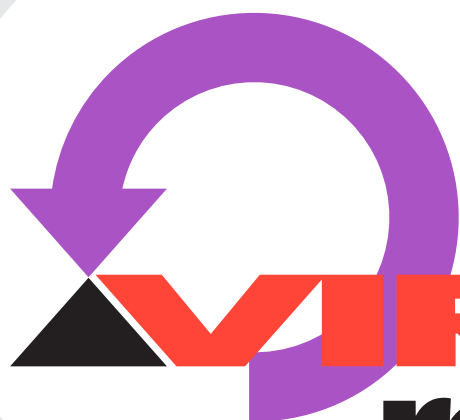
After attending this presentation, attendees will be able to:

- Improve personal accountability for actions, attitudes, and outcomes
- Better understand their impact within their team and re-ignite their passion for their profession
- Guide your team through change where everyone stays on board and engaged
- Hone your communication skills for greater impact
- Improve readiness for disasters
- Discuss what has worked well and what has not worked well during this pandemic



KONICA MINOLTA

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Tuesday, May 12

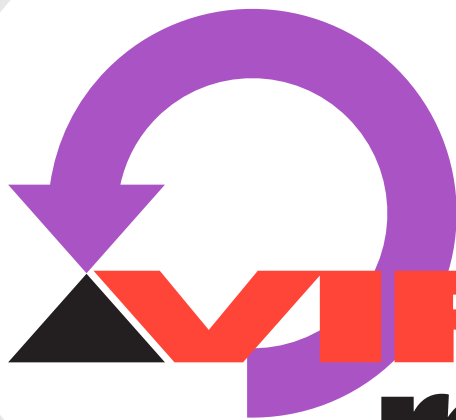
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reverseexpo

Session ONE

8:00am–5:00pm CT

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Wednesday, May 13

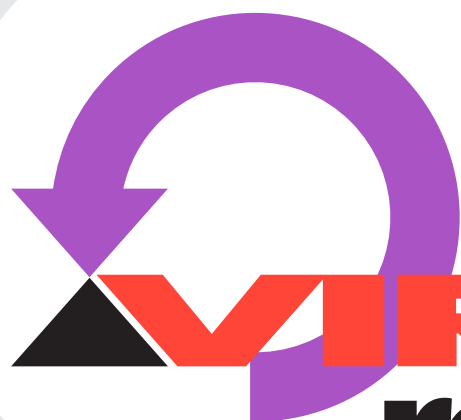
VIRTUAL
reverseexpo

Session TWO

8:00am–5:00pm CT

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Thursday, May 14

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Session THREE

8:00am–5:00pm CT

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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.

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

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

Healthcare State of the Union - Key Trends Shaping Provider Strategy in 2020



David Willis

David Willis, currently working with The Advisory Board, has more than 25 years of experience as an executive and a management consultant, including 15 years in health care advising some of the nation's largest health systems on strategy development and execution. Additionally, he has worked with more than half of the Fortune 100, advising global leadership teams on best practices in strategy, leadership, and organizational change.

As Vice President, Health System Strategy, Dave serves as a strategic partner to leading health care organizations across the globe, and as a thought leader on many of the most pressing issues facing executives today. His work spans such areas as growth strategy, margin enhancement, M&A, systemness, change management, consumerism, and population health. As a parent of two children with special needs, he is also extremely passionate about the issues of care coordination and patient experience.

Across his two decades with The Advisory Board, Dave has been a featured speaker at many national and international conferences on health care leadership and strategy. He is a graduate of Carnegie Mellon University, has an MBA from Yale University School of Management and has done post-graduate work at The Wharton School at the University of Pennsylvania. Dave's passions include traveling, craft beer, crossword puzzles, and baseball history. Originally from the Boston area, he currently resides in Northern Virginia, but remains a diehard Red Sox fan (though he has learned to pronounce the letter "r.")

Learning objectives:

After attending this presentation, attendees will learn to:

- Describe the market and demographic trends that are reshaping demand for health care in the US
- Compare and contrast the different tactics that purchasers are using to reduce the cost of care
- Assess the likelihood of success of different provider strategies to meet the market's demand for affordability



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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.

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

Child Life and Pediatric Computed Tomography Scans



Natalie Buchanan, B.S., RT(R) (CT)

Natalie graduated in 2006 with a Bachelor of Science from Missouri State University in Radiography. She trained at Mercy Medical Center in St. Louis MO in XRay and relocated to Children's Mercy in 2008 after a job offer at Children's Mercy. Natalie worked for three years as the OR Technologist before transitioning into a CT position. Natalie has worked in CT for the past eight years.

In that eight years, Natalie spent six years precepting new CT Technologists and has recently moved into a Quality Assurance role. Some of Natalie's achievements include: accrediting all five of our CT scanners with ACR, building and implementing new standardized protocols for all scanners in our health system, and helping design cardiac scans.



Emily Holsteen, M.A., C.C.L.S:

Emily graduated in 2008 with a Master's in Child Development and Family Studies, emphasis in Child Life. After passing the certification exam in 2009, Emily became a Certified Child Life Specialist and started her career at Children's Hospital of Philadelphia in their Emergency Department. During her time in the Emergency Department at CHOP, Emily worked predominately with the Abuse Populations and towards the end of her CHOP employment, began to show an interest in Child Life's involvement in Radiology Procedures.

Emily relocated to Kansas City in the Spring in 2014 for an Emergency Department position at Children's Mercy Hospital. During her time at Children's Mercy, Emily became increasingly more involved in Computed Tomography Scans, both within the ED and with the outpatient population.

Learning objectives:

After attending this presentation, attendees will learn:

- What a Certified Child Life Specialist is and their role within a radiology department
- How the Child Life Specialist partners with the CT technician
- The data and logistical benefits of having a Child Life Specialist on staff
- How to best achieve these benefits without a Child Life Specialist on staff