

*Here's an opportunity you may never have again...*



# Take the entire WAR COLLEGE Back home with you!

**H**ERE'S A GREAT OPPORTUNITY—for a cost that's less than half of a full registration, you can return with the entire *War College* on audio recording!

It multiplies your *War College* experience—because you can review any recording, at any time. Listen again and learn more from the presentations you liked best.

Bringing audio recordings back from the *War College* can make you a hero, because it helps the people you work for...*and* the people who work for you. Everyone involved in the laboratory wants to learn the latest, and your *War College* audio recordings brings them into the heart of the action!

Every year, attendees who get audio recordings tell us it multiplies their learning experience. Experts agree that the best way to capture and retain knowledge is to listen to audio recordings of spoken presentations. It's a superb way to build upon your personal *War College* experience, as well as share it with others in your lab or hospital.

Bringing back *War College* audio recordings says something about you—that you want to share with others this vast, concentrated knowledge, at a cost that's a fraction of what you've invested.

Every year *War College* attendees tell us that one of the things they love most about the program is that it is a non-stop, jammed-pack series of compelling case studies and break-out session presentations. But many are frustrated that the speed of events and constant activity makes it difficult to

capture 100% of all the useful knowledge delivered from the podium—and then process that information to glean the most valuable insights.

It's the precise reason why we record each session and make it available to you on audio recordings. We are all here to learn and absorb as much as possible. By design, the *War College* is an overwhelming barrage of learning.

***It's our best offer...***  
***Get 42 presentations,***  
***each jam-packed***  
***with information,***  
***for only \$6.30 per session!***

(Offer available only for on-site purchase  
May 13-14-15, 2008, using this form.)

And that's why audio recordings are the secret weapon you can use to capture 100% of this knowledge and take it back home with you!

One of our favorite *War College* stories involves a hospital lab administrator who attended her first *War College*. At the recording table, she debated about which recording she wanted to take back with her. She finally decided on the complete set because one of her

up-and-coming managers had begged to come along, but there wasn't a travel budget for this individual.

When she showed up at the next year's *War College*, she was accompanied by her young lab management protege. She brought him over and introduced him. She told us this individual had listened to every audio recording in the first months after her return.

Motivated by what he heard, this go-getter had energized the med techs to tackle a work flow redesign *and* a detailed productivity measurement program in the lab. Within six months, this hospital lab had cut its average cost-per-test by 18%! And all because a thoughtful manager brought audio recordings back from her *War College* experience!

We recommend you use your *War College* Recordings in many ways...

- Listen again and learn more from the presentations you liked best!
- Give your management team the important topics that will help them succeed!
- Use *War College* recordings to educate your board and senior directors!
- Create a permanent knowledge library with the best in innovative lab management!

Presented By

**THE DARK REPORT**

Use this form to order your audio recordings while you are here at the Executive *War College*. Take advantage of these wonderful on-site specials!

▼ **Concurrent Management Master Classes—Day 1**

---

- 01. **Creating a High-Performance Management Environment in Your Lab**  
*Larry Siedlick, CEO, Sunrise Medical Laboratories, Hauppauge, NY*
- 02. **Financial Management of Pathology Groups: Essentials for Excellence and Added Profits**  
*Al Sirmon, President, Pathology Service Associates, Inc., Florence, SC*
- 03. **Solving the Gordian Knot of Laboratory Informatics and IT Integration**  
*Rob Atlas, CEO, Atlas Development Corporation, Calabasas, CA*
- 04. **How Lab Leaders Can Change and Transform Their Lab's Organization and Culture**  
*Lewis Letteroff, Senior Lean Consultant, Ortho-Clinical Diagnostics*

▼ **General Sessions—Day 1**

---

- 05. **Hurricanes, Tsunamis, and Cyclones: Why Powerful Forces Are Reshaping Laboratory Medicine**  
*Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX*
- 06. **Case Study: Spectrum Laboratory Network, Greensboro, NC (Building a Laboratory Testing Powerhouse from a Hospital Lab Outreach Program)**  
*Nate Headley, Chief Executive Officer*
- 07. **Case Study: Alverno Clinical Laboratories, LLC, Hammond, IN (Integrating and standardizing 27 hospital laboratories in two states)**  
*Cheryl Vance, President & CEO*
- 08. **Case Study: National University Hospital Laboratory, Singapore (Moving toward integrated laboratory services provided by multiple sites to an integrated healthcare continuum)**  
*Sunil Sethi, M.D., Ph.D., Chief, Department of Laboratory Medicine*
- 09. **Case Study: Pathology Associates Medical Laboratories (Stitching together seamless laboratory services across multiple lab sites to achieve world-class customer satisfaction)**  
*Rosalee Allan, COO*
- 10. **Understanding the New Lab Contracting Goals of the Nation's Payers and How to Position Your Lab as a Value Added Provider**  
*Rob O'Brien, Principal, KJC Healthcare Solutions, Schwenksville, PA*

▼ **Breakout Session 1**

---

- 11. **Why Lean Labs Perform Better than Their Peers**  
*Thomas Joseph, Managing Partner, Management Insight, Ann Arbor, MI*
- 12. **Molecular Testing for Respiratory Viruses and Other Breakthrough Opportunities**  
*Domnita Crisan, M.D., Ph.D., Medical Director of Molecular Diagnostics, William Beaumont Hospital, Royal Oak, MI*
- 13. **Surprising Compensation Trends for Lab CEOs, COOs, CFOs, and Senior Executives**  
*Adam Slone, Chief Executive Officer, Slone Partners, Miami, FL*
- 14. **Managed Care Contracting for Clinical Laboratories and Anatomic Pathology Groups—Part I**  
*Michael Snyder, President, Laboratory Management Services, Hauppauge, NY*

▼ **Breakout Session 2**

---

- 15. **Managed Care Contracting for Clinical Laboratories and Anatomic Pathology Groups—Part II**  
*Jane Pine Wood, Attorney, McDonald Hopkins, Dennis, MA; Mick Raich, President, Vachette Pathology, Blissfield, MI*
- 16. **How Local Pathologists Are Making Money from Physician Office Pathology Labs**  
*Krista Crews, Executive Director, ProPath, Dallas, TX*
- 17. **Lab Industry Fights Back: Hard Work inside the Beltway to Promote Laboratory Testing Services**  
*Alan Mertz, President, American Clinical Laboratory Association, Washington, DC*

- 18. **Lean Successes in the Laboratory of Children's Medical Center in Dallas**  
*Jim Adams, Laboratory Operations Director, Children's Medical Center, Dallas, TX*

▼ **Breakout Session 3**

---

- 19. **Zeroing in on Six Sigma Performance in Courier and Logistics**  
*Sky Soom, Enterprise Logistics Manager, Pathology Associates Medical Laboratories, Inc., Spokane, WA*
- 20. **Latest Developments on Medicare Competitive Bidding and Lab Legislation**  
*Robert J. Waters, Attorney, Drinker, Biddle & Reath, Washington, DC*
- 21. **Why Microarray Assays Are Changing Clinical Practices and How Specialty Lab Companies Can Profit by Offering New Molecular Technologies**  
*Bassem Bejjani, M.D., Co-Founder and Chief Medical Officer, Signature Genomic Laboratories, Spokane, WA*
- 22. **Changing Clinician Behavior in Ordering, Using, and Following Up on Lab Testing**  
*Denise Geiger, Ph.D., Director, John T. Mather Memorial Hospital, Port Jefferson, NY*

▼ **General Sessions—Day 1**

---

- 23. **Panel: Who's Gonna Pay? Predicting What Lies Ahead for Laboratory Reimbursement**  
*Moderator: Robert L. Michel; Panel: John Kershaw, Rob O'Brien, Michael Snyder, Kerry Kaplan*

▼ **Concurrent Management Master Classes—Day 2**

---

- 24. **Using Software as a Service (SaaS) to Advance Laboratory Informatics Capabilities**  
*Lâle White, CEO, XIFIN, Inc., San Diego, CA; Jacques Baudin, Executive Vice President, TechniData Medical Software, Tucson, AZ; and Vijay Pillai, Director, Translational Medicine, Oracle Corporation, Reston, VA*
- 25. **Leadership at the CEO Level: How to Advance Skills and Performance of Your Management Team**  
*Thomas Tiffany, Ph.D., President & CEO, Pathology Associates Medical Laboratories (PAML), Spokane, WA*
- 26. **Practical Strategies CFOs Can Use to Increase Financial Performance of Their Labs**  
*Martin Colucci, Chief Financial Officer, Sunrise Medical Laboratories, Inc., Hauppauge, NY*
- 27. **Improving Managed Care Contracts Between Hospital Lab Outreach Programs and Payers**  
*Jack Shaw, Executive Director, Joint Venture Hospital Laboratories, Allen Park, MI*
- 28. **Lean for Lab Leaders: Understanding Why Lean Delivers Strategic Advantage and How to Launch It in Your Lab**  
*Susan Stegall, Managing Member, Sprick, Stegall & Associates LLC, Salem, OH*

▼ **General Session—Day 2**

---

- 29. **Why Sophisticated Genetic Testing via Internet Sources Is a Direct-to-Consumer Trend**  
*Trisha Brown, Vice President Clinical Affairs, DNA Direct, San Francisco, CA*
- 30. **Key Trends in Healthcare Informatics and the Path to Digital Integration**  
*Paul E. Smolke, Director, Health Industry Solutions, Microsoft Corporation, Redmond, WA*
- 31. **Cerner's Corporate Health Strategy**  
*Bill Wing, Vice President, Health-E Services, Cerner Corporation, Kansas City, MO*
- 32. **How Genomics Is Likely to Transform Pathology and Laboratory Medicine**  
*Jared N. Schwartz, M.D., Ph.D., Director, Pathology & Lab Medicine, Presbyterian Healthcare, Charlotte, NC*

33. Surprising Developments in In Vitro Diagnostics (IVD) Will Boost Laboratory Services  
*John Kershaw, President & COO, Sysmex Corporation of America, Mundelein, IL*

▼ **Breakout Session 1**

34. How Integration of Molecular Imaging & Molecular Diagnostics Can Change Today's Clinical Services  
*Richard Friedberg, M.D., Ph.D., Chairman, Department of Pathology, Baystate Health, Springfield, MA*
35. How to Unlock Acres of Space in Your Existing Laboratory  
*Eric J. Cook, Administrative Director, Laboratory Services, Champlain Valley Physicians Hospital Medical Center, Plattsburgh, NY; Vassilios I. Nicolaou, Vice President, Laboratory Architect, Karlsberger Laboratory & Technology Group, Birmingham, AL*
36. Essential Legal Issues for Clinical Laboratories and Pathology Group Practices  
*Richard Cooper, Attorney, McDonald Hopkins, Cleveland, OH*
37. Integrating the LIS to Physician's EMRs: What Hospital Outreach Programs Need to Know  
*Pat Wolfram, Vice President, Marketing & Customer Services, Ignis Systems Corporation*

▼ **Breakout Session 2**

38. Coming to Your Lab Soon: New Molecular Assays and Automated Systems  
*Gregory J. Tsongalis, Ph.D., Director, Molecular Pathology, Dartmouth-Hitchcock Medical Center, Lebanon, NH*
39. Top Hidden Sources of Increased Pathology Revenues  
*Linda Liston, Director, Managed Care Services, McKesson Provider Technologies, Nacogdoches, TX*
40. Managed Care Lab Contracting Issues from the Employer's and Payer's Perspective  
*Kerry Kaplan, President, Healthcare Connections, Portland, OR*
41. Innovations with "Best of Breed" Solutions: Valuable Lessons Learned by PinnacleHealth Laboratories  
*Judith Darr, Laboratory Administrative Director, PinnacleHealth, Harrisburg, PA*

▼ **General Session—Day 2**

42. Extracting the Important Lessons from This Year's 45 Innovators  
*Robert Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX*

**Thursday, May 15**

**Mergers and Acquisitions in Pathology and the Medical Laboratory Industry**

▼ **General Session**

43. Trends and Forces Driving Mergers, Acquisitions, and Other Strategic Combinations in the Laboratory Industry  
*Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX*
44. Current Trends in Valuations of Laboratories and Pathology Practices  
*Doug Brown, Managing Director, Wachovia Securities, Charlotte, NC*
45. Maximizing Value and Positioning Your Lab Business for Sale  
*Anthony Konkoly, Attorney, McDonald Hopkins, Cleveland, OH*

▼ **Four Learning Tracks Based on Laboratory Business Model**

• **Clinical Laboratory/Anatomic Pathology Group Learning Track**

46. Key Considerations for Professional CP and AP Service Agreements Post-Sale  
*Richard S. Cooper, Attorney, McDonald Hopkins, Cleveland, OH*
47. What Lab Buyers Want in a Candidate Clinical Lab and/or Anatomic Pathology Group  
*Anil Asnani, Laboratory Corporation of America, Burlington, NC; Larry Siedlick, Sonic Healthcare, Ltd., Hauppauge, NY; Eric Lev, Principal, Water Street Healthcare Partners, Chicago, IL*
48. Case Study of a Lab Seller: PA Laboratories, Muncie, IN  
*George Branam, M.D., Medical Director*

49. Panel: Issues in Selling a Clinical Laboratory  
*Moderator: Richard S. Cooper, Panelists: George Branam, M.D.; Anil Asnani, Larry Siedlick, Eric Lev*

• **Hospital/Health System Laboratory Outreach Program Learning Track**

50. How Hospitals & Health Systems Can Build Substantial Profits and Capital Value from Laboratory Outreach  
*Skip Davis, CEO, ProvVentures (and former CEO/President of Providence Health System), Spokane Washington*
51. Business Strategies for Developing Hospital Laboratory Outreach with an Eye to Eventual Sale  
*Earl Buck, Vice President, Operations Management, Chi Solutions, Inc., Ann Arbor, MI;*
52. Case Study: PAML's Experience with Multiple Hospital Laboratory Outreach Joint Ventures  
*Thomas Tiffany, Ph.D., CEO, Pathology Associates Medical Laboratories, Spokane, WA*
53. Panel: How to Develop the Value of a Hospital Laboratory Outreach Program  
*Moderator: Skip Davis, Panel: Earl Buck, Thomas Tiffany, Ph.D., Doug Brown*

• **Specialty Test Lab Firm/Molecular/Diagnostic Technology Learning Track**

54. Legal and Business Issues Involving Intellectual Property Involved in Diagnostic Testing  
*David Cupar, Attorney, McDonald Hopkins, Cleveland, OH*
55. How to Package the Diagnostic Technology, Create the Business Plan, and Launch into the Market  
*MaryDel Brady, CEO, RedPath Integrated Pathology, Pittsburgh, PA*
56. Case Study: Signature Genomics Laboratories, Spokane, WA  
*Bassem Bejjani, M.D., Medical Director, Signature Genomic Laboratories, Spokane, WA*
57. Panel: Developing Diagnostic Technology and Building the Specialty Testing Lab  
*Moderator: Dave Cupar; Panel: MaryDel Brady, Bassem Bejjani, M.D.*

• **Lab Sellers General Learning Track**

58. Personal, Tax, and Estate Planning Prior to the Sale—Essentials for Shareholders and Owners  
*Mark Klimek, Attorney; McDonald Hopkins, Cleveland, OH, Mark Smith, Attorney, Bernstein Global Wealth Management, Cleveland, OH*
59. Basics of Valuation and Establishing a Reasonable Expectation of Sales Price for Laboratory Businesses  
*Christopher Jahnle, Managing Director, Haverford Healthcare Advisors, Paoli, PA*
60. Legal Aspects and Nuts and Bolts of the M&A Transaction  
*Anthony Konkoly, Attorney, McDonald Hopkins, Cleveland, OH*
61. How to Keep Key Employees Pre-Acquisition and Post-Acquisition  
*Adam Slone, Chief Executive Officer, Slone Partners, Miami, FL*
62. Panel: Lab Buyers and Sources of Capital Discuss Current Lab M&A Market  
*Moderator: Richard S. Cooper; Panel: Anil Asnani, Larry Siedlick, Doug Brown*
63. Panel: Lab Sellers and Advisors Discuss "Do's & Don'ts" of Bringing Lab to Market  
*Moderator: Anthony Konkoly; Panel: George Branam, M.D., Chris Jahnle, Michael Hanbury*

▼ **General Session**

64. Predicting What Lies Ahead for Laboratory Owners and Sellers  
*Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX*

Mark your selections here and complete the form on the back. These recordings provide the perfect way for you to make your lab team and hospital administration understand the true nature of accelerating change to the clinical lab industry and the pathology profession!

# Executive War College 2008

## Audio Recording Series

Grab these complete CD sets for added value!

**Take the Entire War College Home with You!  
Here's a great opportunity...**

...for less than half of a full registration, you can return with the entire *War College* session recordings.

- it multiplies your *War College* experience!
- it helps the people you work for...*and* the people who work for you!

Bringing back *War College* session recordings says something about you—that you want to share with others this vast, concentrated knowledge, at a cost that's a fraction of what you've invested.



Best Value!

### Executive War College 2008 Session Recording Series

Description	On-Site	Post-Conference	Order Amount
Full Set—War College Recordings (42 presentations!)	\$265.00	\$310.00	_____
Each additional full set ONLY	\$160.00	\$245.00	_____
Individual Session Recordings	\$ 12.50	\$ 16.00	_____
Any 7 Session Recordings (\$12.00 on site)	\$ 84.00	\$ 91.00	_____
Any 15 Session Recordings (\$11.00 on site)	\$165.00	\$180.00	_____
<b>Full Program</b> —Post-Event Program Mergers and Acquisitions (set of 22)	\$ 129.00	\$159.00	_____
Extra War College Handbooks	\$ 99.00	\$125.00	_____
	<b>Total \$</b>		_____
	<b>Shipping &amp; Handling \$</b> (Add \$7.25)		_____
	<b>TOTAL PRICE \$</b>		_____

## ORDER TODAY!

Take advantage of these on-site specials

All CD orders will be processed off-site and mailed to your address.

Please allow two weeks for delivery.

### 3 Easy Ways to Order:



By Phone  
**800.560.6363**



By Fax  
**512.264.0969**



By Mail: **THE DARK REPORT**  
21806 Briarcliff Drive  
Spicewood, TX 78669

## 2008 EXECUTIVE WAR COLLEGE On Lab and Pathology Management

Session Recording Series

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment Must Accompany Order (Please Include Shipping):**

Check made payable to: THE DARK REPORT

Please Charge Credit Card:

Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_