

Executive War College

Audio Tapes

2003

▼ General Session—Day 1

- 01 How 2002's Acquisitions Changed the Lab Profession: Turmoil and Tension Cloud Opportunity
Robert L. Michel, Editor, THE DARK REPORT
- 02 Alverno Clinical Laboratories, Inc., Hammond, Indiana (Laboratory automation, hospital lab outreach)
James C. Sparks, Ph.D., President & CEO
- 03 PacLab Network Laboratories, Washington State (Statewide regional laboratory network with integrated operations, outreach, managed care contracting)
Stu Adelman, COO and General Manager
- 04 Michigan Co-Tenancy Laboratories, Ann Arbor, Michigan (Shared reference laboratory venture owned by 18 hospitals)
Dennis Hodges, Manager of Business Development; Stephen Zawacki, Chief Financial Officer

▼ Breakout Session 1

- 05 Vermont Lab Network Uses Value-Added Lab Test Information To Improve Clinical Outcomes
Diana Scalise, Director, Business Development Information Services, Fletcher Allen Healthcare, Burlington, Vermont
- 06 Convincing Hospital CEOs to Fund Med Tech Training: How 15 Labs Raised \$1.5 Million
Susie Lu, VP, Clinical Laboratory Services, Stanford University Medical Center, Stanford, California
- 07 Academic Center Laboratory Embraces Accelerated Change
Rick Panning, Administrative Director, Laboratory Services, Fairview Health Services, Minneapolis, Minnesota
- 08 Secrets of Turning Forced Pathology Group Mergers Into Happy Marriages
Edward Catalano, M.D., Chairman, Pathology Service Associates, Columbia, South Carolina

▼ Breakout Session 2

- 09 New Budget-Busting Threat: Strategies to Cope With High-Priced Specialty Testing
Jack Shaw, Executive Director, Joint Venture Hospital Laboratories, Detroit, MI
- 10 Building Profitable Revenues by Marketing Local Pathology to Physicians' Offices
Paul A. Johnson, DBA, CEO, Innovative Pathology Services, LLC, Knoxville, Tennessee
- 11 Practical Ways to Simplify HIPAA Compliance in the Laboratory
Roger May, Product Line Manager, eHealth, Siemens Medical Solutions Health Services Corp., Malvern, Pennsylvania
- 12 Seven Legal Landmines Every Clinical Lab Ignores at Its Peril
Richard S. Cooper, Esq., Partner, McDonald, Hopkins, Burke & Haber, Cleveland, Ohio

▼ Breakout Session 3

- 13 How Health Partners Cut Its Laboratory Expenses 50% in One Year
Nancy Butala, Senior Director, Laboratory & Radiology Services, HealthPartners, Minneapolis, Minnesota
- 14 Applying Co-Tenancy Concepts To Multi-Hospital Lab Testing Ventures
Dennis Hodges, Manager of Business Development; Stephen Zawacki, Chief Financial Officer; Gary Assarian, M.D., Director, Hospital Consolidated Laboratories, Southfield, Michigan
- 15 Integrating Lab Services From Order to Results and Billing
Robert Browning, Executive Director, Laboratory Services, Baptist Hospital of East Tennessee, Knoxville, Tennessee
- 16 Five Hot Legal Issues Facing Every Anatomic Pathology Group
Richard S. Cooper, Esq., Partner, McDonald, Hopkins, Burke & Haber, Cleveland, Ohio
- 17 Panel: Vendor's View: Management Traits Common To Top Performing Laboratories
James Ellis, Director, Laboratory Consulting, Ortho-Clinical Diagnostics; Chris Christopher, Director, Health Care Consulting, Dade Behring; Moderator: Robert L. Michel, Editor-In-Chief, THE DARK REPORT

▼ General Session—Day 2

- 18 Why Employers Are Prodding Healthcare Providers To Adopt New Management Systems
Joseph A. DeFeo, President & CEO, Juran Institute, Inc., Wilton, Connecticut
- 19 Disease Management Programs Come of Age
Kathy Kirk, Senior Vice President, American Healthways, Inc., Brentwood, Tennessee
- 20 Predictive Genetic Testing: What Myriad Genetic's Experience Teaches
Gregory C. Critchfield, M.D., President, Myriad Genetic Laboratories, Inc., Salt Lake City, Utah
- 21 Case Study: Geisinger Health System Laboratories, Danville, Pennsylvania
Conrad Schuerch, M.D., Chairman, Laboratory Medicine, Danville, Pennsylvania
- 22 Case Study: Esoterix, Inc., Brentwood, Tennessee Division (Specialty test development, lab automation, integrated informatics)
Jay Weiss, Ph.D., Director, Immunoassay Development, Brentwood, Tennessee
- 23 Case Study: Cunningham Pathology, Birmingham, Alabama (Regional pathology group with advanced diagnostics, sales & marketing, managed care contracting)
Scot A. Cardwell, CEO

▼ Breakout Session 4

- 24 Patient Safety Hits the Laboratory Industry: Early Findings from the CDC
Ana Stankovic, M.D., Ph.D., Medical Officer, Centers for Disease Control, Atlanta, Georgia
- 25 Making Lab Automation Pay Big Dividends in the Hospital Without TLA
Herbert Auerbach, D.O., Chairman, Department of Pathology, Abington Hospital, Abington, Pennsylvania
- 26 Using Electronic Web-Orders From Doc's Offices To Drive Laboratory Business Processes
George Engelberg, Senior Vice President, Chief Information Officer, MDS Laboratory Services, Toronto, Ontario, Canada
- 27 "Lean" Management Triggers Big Gains in Hospital Core Laboratory
Martha Sunyog, Administrative Director, DSI Laboratories, Naples Community Hospital, Naples, Florida

▼ Breakout Session 5

- 28 Energizing Productivity and Quality in the Large Hospital Laboratory
Marilynn Bartel, Laboratory Manager, St. Francis Hospital, Tulsa, Oklahoma
- 29 Sorting Through The Healthcare IT Revolution: Ten Survival Strategies for Laboratories
Bruce Friedman, M.D., Director of Ancillary Information Systems, Professor of Pathology, University of Michigan Health System, Ann Arbor, Michigan
- 30 Making Point-of-Care Testing Succeed in the Multi-Hospital Health System
Lou Ann Wyer, Clinical Specialist, Point-of-Care Testing and Quality Management, Sentara Health System, Virginia Beach, Virginia
- 31 Starting From Scratch: Building a Profitable Lab Outreach Program on a Shoestring Budget
Gary V. Catarella, Corporate Director, Laboratory Services, Meridian Health, Neptune, New Jersey

▼ General Session—Day 2

- 32 The Wrap: Lessons and Unexpected Themes From This Year's Executive War College
Robert L. Michel, Editor-In-Chief, THE DARK REPORT

▼ Turbocharge Your Lab

- 33 Turbocharge Your Lab
William Neeley, M.D., Medical Director of Laboratories, Detroit Medical Center, Detroit, Michigan; Mark Jamrog, President & CEO, SMG Group, Edwardsburg, Michigan; Rick Panning, Administrative Director, Laboratory Services, Fairview Health Services, Minneapolis, Minnesota

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