

Executive War College

Audio Tapes

2004

- 01 Molecular Meets Lean: Twin Trends Leading Laboratories in New Directions
Robert L. Michel, Editor, THE DARK REPORT, Spicewood, TX
- 02 Case Study: Fairview Health Services, Minneapolis, MN (Aggressive deployment of Six Sigma and Lean Methods in multi-hospital laboratory)
Rick Panning, President, Laboratory Services
- 03 Case Study—Confessions of a Sinner: "I Automated Bad Work Processes in My Core Laboratory" (West Tennessee Healthcare, Jackson, TN)
Leo Serrano, Administrative Director, Laboratory Services
- 04 Case Study: Kaiser Permanente Northern California Regional Laboratory, Oakland, CA
Gene Pawlick, M.D., Director, Regional Laboratory
- 05 Case Study: Jackson Memorial Hospital / University of Miami Medical School, Miami, FL
Azorides Morales, M.D., Chief of Pathology Services

▼ Breakout Session 1

- 06 Who's Doing Clinical Molecular Testing? The Real Scoop on Which Labs and Which Molecular Tests Are Actually in the Market
Mark Hughes, Senior Consultant, Enterprise Analysis Consultants, Stamford, CT
- 07 Using Lab Test Data to Drive Improvements in Both Clinical Outcomes and Test Utilization
Fred Plapp, M.D., Ph.D., Medical Director of Laboratories, St. Luke's Regional Laboratories, Kansas City, MO
- 08 How to Fund Molecular Testing Programs: Tapping Sources of Start-Up Capital and Reimbursement for Clinical Testing Services
Kenneth J. Bloom, M.D., Senior Medical Director, US Labs, Inc., Irvine, CA
- 09 Anatomic Pathology's 3-Way Informatics Collision of Telepathology, Digital Imaging, and the Electronic Medical Record (EMR)
Michael J. Becich, M.D., Ph.D., UPMC Health System, Pittsburgh, Pennsylvania

▼ Breakout Session 2

- 10 Secrets of the Economically-Viable Molecular Testing Program in an Academic Center Laboratory
David Wilkinson, M.D., Ph.D., Chairman of the Department of Pathology, and Ann L. Harris, Outreach Program Manager, VCU Health System, Richmond, VA
- 11 Proven Selling Methods for Small Pathology Groups to Market Subspecialty Skills Nationally
Peter Kolbeck, M.D., President and Pathologist, Path Logic, Fair Oaks, CA
- 12 Almost Primetime for Proteomics: Early Lessons in Oncology from Johns Hopkins University Medical Center
William Clarke, Ph.D., Assistant Professor of Pathology, Johns Hopkins University Medical Center, Baltimore, MD
- 13 Understanding the OIG: Insights and Advice on How Labs Can Cope With Aggressive Compliance Practices in the Competitive Lab Services Marketplace
Kevin G. McAnaney, Esq., Law offices of Kevin G. McAnaney, Washington, DC; Jeffery J. Sherrin, Esq., O'Connell and Aronowitz, Albany, NY; John McCarty, Chief Financial Officer, LabOne, Inc., Lenexa, KS, and Jane Pine Wood, Esq., Partner, MacDonald Hopkins, Cleveland, OH

▼ Breakout Session 3

- 14 Getting Your Best Deal from Molecular Test Vendors: How One Health System Laboratory Negotiates Tough Terms
Stan Schofield, President, NorDX Laboratories, Scarborough, ME
- 15 POCT: New Clinical Standards Cause Clinicians to Pull Tests Out of the Core Lab
Robert H. Christenson, Ph.D., Director, Rapid Response Laboratories, University of Maryland School of Medicine, Baltimore, MD
- 16 Capturing New Physician-Clients: Service Menu Enhancements that Accelerate Laboratory Outreach Success
John Mazzei, Executive Director, Memphis Pathology Laboratory, Memphis, TN
- 17 Medicare Compliance: What's Really Happening Among Competing Laboratories in the Lab Testing Marketplace
John McCarty, Chief Financial Officer, LabOne, Inc., Lenexa, KS; Jane Pine Wood, Esq., Partner, MacDonald Hopkins, Cleveland, OH; Kevin G. McAnaney, Esq., Law offices of Kevin G. McAnaney, Washington, DC and Jeffery J. Sherrin, Esq., O'Connell and Aronowitz, Albany, NY
- 18 Imminent Revolution: Why Molecular Diagnostics Combined with Lean Management Methods Will Radically Transform Today's Laboratories
Moderator: Robert Michel; Panelists: Rick Panning, Gene Pawlick, M.D., Michael Becich, M.D.

▼ General Session—Day 2

- 19 Molecular Diagnostics' Future from the IVD Manufacturer's Perspective
Tiffany Olson, Vice President-Molecular Diagnostics, Roche Diagnostics

- 20 Why Next-Generation Technologies in Automation and Molecular Testing Will Energize the Anatomic Pathology Profession
Thomas M. Grogan, M.D., Chairman Emeritus, Chief Scientific Officer, Ventana Medical Systems, Inc., Tucson, AZ
- 21 Patients, Payers, & Employers Respond to Genetic and Proteomic Testing: Insights and Lessons from Genzyme's Experience
Glenn Miller, Ph.D., Scientific Director, Genzyme Genetics, Westborough, MA
- 22 Investing in Testing: How New Molecular-Based Assays Are Evaluated for Coverage and Reimbursement Decisions
James D. Cross, M.D., National Medical Director, Aetna, Inc., Largo, M.D.
- 23 Clinical Scoring of Hospital Inpatients Creates Substantial New Value from Laboratory Test Data
Richard S. Johannes, M.D., Vice President of Medical Affairs, MediQual, Cardinal Health, Marlborough, MA

▼ Breakout Session 4

- 24 Direct Access Testing (DAT) Successes at Ohio State University Medical Center
Harry Pukay-Martin, General Manager & CFO, and Amy Gewirtz, M.D., Associate Professor, Clinical Pathology, Ohio State University Medical Center, Columbus, OH
- 25 Cystic Fibrosis Testing: Selecting the Right Test Technology for Large and Small Hospital Laboratories
D. Brian Dawson, Ph.D., DABCC, Co-Director, Molecular Genetics Laboratory, Mayo Clinic, Rochester, MN
- 26 Potent Ways to Use External Lab Benchmarks to Accelerate Productivity Gains
Kathy Durr, Administrative Director, Abington Memorial Hospital, Abington, PA
- 27 Lab Vendors As a Value-Added Resource: Surprise Lessons From Premier's Unusual Collaboration between IVD Companies and Their Laboratory Customers
Priscilla R. Cherry, Director, Laboratory Consulting, Premier, Inc., Charlotte, NC

▼ Breakout Session 5

- 28 Avoiding the Molecular Test Budget-Buster at Community Hospital Labs: Lessons from the Ten-Year "Make or Refer" Experience at St. Luke's Hospital
Jane Rachel, M.D., Director, Flow Cytometry and Molecular Diagnostics, St. Luke's Regional Laboratories, Kansas City, MO
- 29 Harvesting Major Gains in Histology and Anatomic Pathology: The Cleveland Clinic Experience
David Hicks, M.D., Section Head of Surgical Pathology, Cleveland Clinic, Cleveland, OH
- 30 Employers, Payers, and Patients Push For Major Change: Essential Insights about Healthcare's "New" Consumers
Kerry Kaplan, President, Healthcare Connections, Natick, MA
- 31 Moving to National Measures of Laboratory Quality: CDC's Institute of Quality in Laboratory Medicine (IQLM) Prepares to Raise the Bar in American Laboratories
Ana Stankovic, M.D., Ph.D., Worldwide Medical Director, Pre-Analytical Systems, Becton Dickinson, Franklin Lakes, NJ
- 32 Creating the Perfect Molecular Testing Program: Key Lessons from the Executive War College Faculty
Robert L. Michel, Editor-In-Chief, THE DARK REPORT

▼ Molecular Diagnostics for Laboratory Leaders

- 33 Getting Grounded in the Molecular World: What to Watch and When to Act
Cynthia K. French, Ph.D., Chief Scientific Officer, Specialty Laboratories, Inc., Santa Monica, CA
- 34 Clinical Laboratories and Molecular Diagnostics: What to Expect and How Core Laboratory Services May Be Reshaped
James Hnatyszyn, Ph.D., Principal Staff Scientist, Bayer Molecular Diagnostics, Berkeley, CA
- 35 Molecular Diagnostics from the National Esoteric Laboratory's Perspective
Ronald L. Weiss, M.D., President & COO, ARUP Laboratories, Salt Lake City, UT
- 36 Anatomic Pathology and Molecular Diagnostics: New Capabilities, More Integration with Clinical Labs, and Fewer Microscopes
Paul Sohmer, M.D., President & CEO, TriPath Imaging, Inc., Burlington, NC
- 37 Regulatory Landscape for Molecular Testing Programs
Robert A. Gregg, Ph.D., Director, Regulatory Submission, Roche Diagnostics, Inc., Indianapolis, IN
- 38 Reimbursement Issues in Molecular Diagnostics
Lale White, CEO, XIFIN, Inc., San Diego, CA
- 39 Case Study: UCLA Medical Center, Los Angeles, CA Integrated Health System with Academic Center
Wayne W. Grody, M.D., Ph.D., Director of Molecular Pathology Laboratory
- 40 Case Study: Hartford Hospital, Hartford, CT Community Hospital with Molecular Testing Program
Gregory Tsongalis, M.D., Director of Molecular Pathology
- 41 Q&A, Open Discussion With Day's Faculty
Moderated by Cynthia K. French, Ph.D.

Mark your selections here and complete the form on the back. These audio tapes 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 2004

Audio Cassette Tape Series

Grab these complete audio tape 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 audio cassette tapes.

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

Bringing back War College audio tapes 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 2004 Audio Cassette Tape Series

Description	On-Site	Post-Conference	Order Amount
Full Set—War College Audio Tapes (32 presentations!)	\$265.00	\$310.00	_____
Each additional full set ONLY	\$160.00	\$245.00	_____
Individual Audio Tapes	\$ 12.50	\$ 16.00	_____
Any 7 Audio Tapes (\$12.00 on site)	\$ 84.00	\$ 91.00	_____
Any 15 Audio Tapes (\$11.00 on site)	\$165.00	\$180.00	_____
Full Program—Molecular Diagnostics (set of nine tapes)	\$ 79.00	\$99.00	_____
Extra War College Handbooks	\$ 99.00	\$125.00	_____
Total \$			_____
Shipping & Handling \$ (Add \$1.00 per tape, max \$10.)			_____
TOTAL PRICE \$			_____

ORDER TODAY!

Take advantage of these on-site specials
Use these audio tapes to add to your learning!
Share them with others in your lab or hospital!

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

2004 EXECUTIVE WAR COLLEGE On Lab and Pathology Management

Audio Cassette
Tape
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 _____