

Executive War College 2009

Audio Recording Series

Grab these complete CD sets for added value!

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

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

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

Bringing back *Executive 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.



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

Take the entire EXECUTIVE WAR COLLEGE Back home with you!

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

It multiplies your *Executive 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 *Executive 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 *Executive 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 *Executive War College* experience, as well as share it with others in your lab or hospital.

Bringing back *Executive 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 *Executive 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 *Executive War College* is an

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 *Executive 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 *Executive War College* experience!

We recommend you use your *Executive 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 *Executive War College* recordings to educate your board and senior directors!
- Create a permanent knowledge library with the best in innovative lab management!

**It's our best offer...
Get 45 presentations,
each jam-packed
with information,
for only \$6.30 per session!**

(Offer available only for on-site purchase April 30, 2009, using this form.)

overwhelming barrage of learning. 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 *Executive War College* stories involves a hospital lab administrator who attended her first *Executive 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

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!

Executive War College 2009 Session Recording Series

Description	On-Site	Post-Conference	Order Amount
Full Set—Executive War College Recordings (45 presentations!)	\$265.00	\$310.00	_____
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Workshop One: Histology's Revolution: Workflow Optimization and New Automation Solutions that Increase Productivity, Improve Quality, and Boost Profits	\$ 129.00	\$159.00	_____
Workshop Two: Saying Sayonara to Glass Slides! Everything You Need to Know about Digital Imaging and Digital Pathology Systems	\$ 129.00	\$159.00	_____
Workshop Three: Lean for Lab Leaders!	\$ 129.00	\$159.00	_____
Extra Executive War College Handbooks	\$ 99.00	\$125.00	_____

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2009 EXECUTIVE WAR COLLEGE On Lab and Pathology Management



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▼ *Concurrent Management Master Classes—Day 1*

“Out-of-the-Box” Survival Strategies for Labs During an Economic Downturn
Susan Stegall, MBA, MHSA, MT (ASCP), Managing Partner, Sprick, Stegall & Associates LLC, Salem, OH

Streamlining Histology Workflow and Boosting Quality with Lean Methods and Culture Change
Rita D'Angelo, Quality Improvement Specialist, Henry Ford Health System, Detroit, MI

Secrets to Achieving a Top Performing Lab Billing/Collection Effort
Kevin Ellison, President & CEO, Kellison & Company, Cleveland, OH

Four Home Runs Any Lab Can Hit in Business Process Optimization and Quality
Anne Daley, MS, CMQOE, CSSBB, MT, DLM, CLC, Senior Managing Consultant, Ascendium Consulting, Indianapolis, IN

▼ *General Sessions—Day 1*

Winning Lab Strategies During Dismal Economic Times and Impending Healthcare Reform
Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX

Planning and Executing Winning Business Strategies: Bio-Reference Laboratories in 2000 and 2009
Marc Grodman, M.D., CEO, Bio-Reference Laboratories, Inc., Elmwood Park, NJ

Using Multi-Hospital Laboratory Integration to Improve Lab Outreach Success
John Waugh, MS, MT (ASCP), Director of Lab Operations, Henry Ford Health System, Detroit, MI

Update on the Good, the Bad, and the Ugly for Clinical Labs and Pathology in Britain’s Universal Health System
Ian Barnes, Ph.D., BSc, MSc, FRCPath, Head of Pathology, The General Infirmary at Leeds, Leeds, West Yorkshire, UK

▼ *Special Session: Merger & Acquisition Workshop for Clinical Labs and Pathology Groups*

Module One:

Review of Lab and Pathology Deals Closed in Past 12 Months
Chris Jahnle, ASA, Managing Director and Owner, Haverford Health Advisors, Paoli, PA

Lab Valuation, Capital Availability, Terms for Current Lab M&A Marketplace
Doug Brown, MBA, Managing Director, Wachovia Securities, Charlotte, NC

Module Two:

Personal Tax and Wealth Planning Connected to Lab M&A Transactions
Dale Vernon, Vice President, Bernstein Global Wealth Management, Cleveland, OH

Tax Aspects of the M&A Transaction for a Clinical Lab and for a Pathology Group
Mark Klimek, Esquire, Member, McDonald Hopkins, Cleveland, OH

Module Three:

Laboratory Joint Ventures
Thomas Tiffany, Ph.D., CEO, Pathology Associates Medical Laboratories, Spokane, WA

Key Legal and Business Issues with Laboratory Joint Ventures
Anthony Konkoly, Esquire, Member, McDonald Hopkins, Cleveland, OH

Practical Advice and Legal Strategies to Protect Intellectual Property of the Laboratory and Molecular Technologies
Dave Cupar, Esquire, Member, McDonald Hopkins, Cleveland, OH

Module Four:

Panel: Lab Buyers Discuss Current Laboratory M&A Marketplace
Moderator: Rick Cooper, Esquire, Member, McDonald Hopkins, Cleveland, OH; Panelists: Robert A. Yeager, Chief Executive Officer, American Pathology Partners, Brentwood, TN; Roger Poole, MBA, Director, Strategic Planning Corporate Development, Laboratory Corporation of America, Burlington, NC

Special Session: Laboratory CFO Roundtable
Moderator: Kurt Rogers, Sr. MBA, CFO, Pathology Associates Medical Laboratories, Spokane, WA

▼ *General Sessions—Day 1*

Transforming Surgical Pathology with the Henry Ford Production System and Lean
Richard Zarbo, M.D., DMD, Senior Vice-President and Chair, Pathology and Laboratory Medicine, Henry Ford Health System, Detroit, MI

▼ *Breakout Session 1*

Lab Enterprise Analytics: Imperative for Regional Healthcare Clinical Effectiveness in the EHR Era
Jay B. Jones, Ph.D., Director of Chemistry & Health Group Labs, Geisinger Health System, Danville, PA

Win-Win Managed Care Strategies for Local Labs That Increase Quality and Reduce Costs for Payers
Michael Snyder, President, Laboratory Management Services, LLC, Flemington, NJ

Increasing Your Lab’s Revenue Stream with New Lines of Profitable Testing Business
Michael Hanbury, Ph.D., MBA, President and CEO, DCL Medical Laboratories, Indianapolis, IN

▼ *Breakout Session 2*

ICD-10 Implementation: What Every Lab and Pathology Group Needs to Do Now!
Lâle White, Executive Chairman and CEO, XIFIN, Inc., San Diego, CA

Why Medicare’s E-Prescribing Bonus Gives Labs a New Opportunity for Added Value
Ravi Sharma, CEO, 4 Medica, Culver City, CA

New Trends in Pathology Compensation and Productivity
Rich Cornell, President, Santé Consulting, LLC, Chesterfield, MO

Are Labs at Risk in Barack Obama’s Plan for Healthcare and Congress’ Role in the Impending Reform?
Alan Mertz, President, ACLA, Washington, DC

▼ *Breakout Session 3*

Enterprise Standardization and Decision Support Unlock Major Gains for Health System Lab Operations
Priscilla Cherry, MBA, MT (ASCP), President, Lab Services, Fairview Health Services, Minneapolis, MN

Helping Physicians Use Lab Services to Get Better Outcomes and Earn More Pay-for-Performance Dollars
Gary Assarian, D.O., FCAP, MS, Medical Director of Outreach Lab Services, Henry Ford Hospital, Detroit, MI

Clinical Lab Billing: Finding the Hidden Home Runs That Increase Efficiency and Collected Revenues
Renee Ennis, MBA, CFO, TriCore Reference Laboratories, Albuquerque, NM

Staying Ahead of the Law: Update and Insights on Important New Legal Threats to Clinical Labs and Pathology Groups
Peter M. Kazon, Esquire, Senior Council, Alston & Bird, Washington DC

▼ *General Sessions—Day 1*

Coming Soon to a Lab Near You: ISO:15189 and CLSI Quality Management Systems
Glen Fine, MS, MBA, Executive Vice President, Clinical & Laboratory Standards Institute (CLSI), Wayne, PA

▼ *Concurrent Management Master Classes—Day 2*

New Strategies in Billing Work Flow Can Now Unlock Big Gains in Productivity and Revenue
Doug Wussow, Vice President, Financial Services, Rhodes Group, Inc., Vernon, CT

Branding Your Lab in the Age of the EMR. Turn Your EMR Interface Challenge into an Integration Advantage
Rob Atlas, CEO, Atlas Development Corporation, Calabasas, CA

Quick and Effective Ways to Continuously Transform People Development in Your Laboratory
Mark Graban, Senior Lean Consultant, ValuMetrix Services, Ortho-Clinical Diagnostics, Raritan, NJ

Combining New Lab Automation Solutions with the Best Rapid Process Improvement Tools
Chris Christopher, MBA, Vice President Global Customer Solutions, Siemens Healthcare Diagnostics, Tarrytown, NY

▼ *General Sessions—Day 1*

Reshaping Tertiary Center Pathology and Lab Services for Personalized Medicine
Mahul Amin, M.D., Chairman, Pathology & Laboratory Medicine, Cedars Sinai Medical Center, Los Angeles, CA

Vitamin D: Overview of New Clinical Studies and a Look at Test Methodologies
Bruce Hollis, Ph.D., Professor of Pediatrics and Neonatology, Medical University of South Carolina, Charleston, SC

Vitamin D Panel: Contemporary Issues with Immunoassay, Mass Spectrometry, and Helping Physicians, Patients, and Payers Interpret Vitamin D Results
Panelists: Julian Barth, Ph.D., M.D., FRCP, FRCPath, Consultant in Chemical Pathology & Metabolic Medicine, The General Infirmary at Leeds, Leeds, West Yorkshire, UK; L.V. Rao, Ph.D., Director of Core Laboratories, UMass Memorial Medical Center, Worcester, MA; Andre Valcour, PhD, DABCC, FACB, Vice President, Director of Laboratories, Laboratory Corporation of America, Burlington, NC; Russell Grant, Ph.D., Strategic Director, National Office of Quality & Science, Esoterix, Inc., Burlington, NC; Bruce Hollis, Ph.D., Professor of Pediatrics and Neonatology, Medical University of South Carolina, Charleston, SC

▼ *Breakout Session 1*

The Best of Best Practices for Pathology Practice Administrators and Business Leaders
Lance Beard, Practice Administrator, Pathology Associates of Corpus Christi, Corpus Christi, TX

Clinical Laboratory Billing: Top Hidden Sources of Increased Collections and Revenue
Donna Beasley, DLM (ASCP), BS, MT, Lab Channel Manager, McKesson Revenue Management Solutions, Alpharetta, GA

Winning Strategies for a Sustainable Lab Informatics Platform
Ulysses G. J. Balis, M.D., Associate Professor and Director, Division of Pathology Informatics, Department of Pathology, University of Michigan Health System, Ann Arbor, MI

▼ *Breakout Session 2*

Why ISO 15189 Is Soon to Change Lab Operations and Public Perception of Quality
Leo Serrano, FACHE, CLSup (NCA), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Building the Top-Performing Marketing & Sales Program: Success Secrets for Lab Outreach
Tim Amato, PacLab Area Business Manager, Pathology Associates Medical Laboratories (PAML), Spokane, WA

All Things Connectivity: Complete Guide to EMR Interfaces, Web links, and Electronic Bridges to Clients for Lab Outreach Programs and Pathology Groups
Charles Halfpenny, President, Halfpenny Technologies, Inc., Blue Bell, PA

▼ *General Sessions—Day 2*

Key Lessons and Valuable Management Insights from Executive War College 2009
Robert Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX

Thursday, April 30

Workshop One:

Histology’s Revolution: Workflow Optimization and New Automation Solutions that Increase Productivity, Improve Quality, and Boost Profits

Transforming Histology Operations with Work Flow Optimization and Automated Systems
Leo Serrano, FACHE, CLSup (NCA), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Case Study: Histology Work Flow Successes at Sonora Quest Laboratories
William DeSalvo, BS, HTL (ASCP), System Production Manager, Surgical Pathology, Sonora Quest Laboratories, Tempe, AZ

Case Study: Workflow Optimization with Automation in Histology
Sue Finley, RT, CPS, HMgt, Technical Leader, Anatomic Pathology, Providence Health Care-St Paul’s Hospital, Vancouver, BC

Product Presentations and Corporate Perspectives on Automated Histology Solutions:

Milestone Medical, Inc.
Marco Bellini, President, Sorisole, Italy

Dako, Inc.
Jon-Sverre Schanche, VP R&D, Glostrup, Denmark

Leica Microsystems, Inc.
Katja Lehmann, Ph.D., Manager, Workflow Consulting, Bannockburn, IL; Jan Minshev, Marketing Manager, Biosystems Division, Bannockburn, IL

Sakura Finetek, Inc.
Theresa Ford, Director of Marketing, Torrance, CA

Thermo Fisher Scientific
Matthew Bell, Director, Global Strategic Marketing, Kalamazoo, MI; Erico von Bueren, M.D., Ph.D., Global Product Marketing Manager, Kalamazoo, MI

Ventana Medical Systems, Inc.
Ron Price, Sr. Director, North America Marketing, Tuscon, AZ

Key Lessons and Wrap Up

Workshop Two:

Saying Sayonara to Glass Slides! Everything You Need to Know about Digital Imaging and Digital Pathology Systems

Understanding Digital Imaging and Digital Pathology Systems: Today’s Capabilities and Tomorrow’s Potential
Ulysses G. J. Balis, M.D., Associate Professor & Director, Clinical Informatics, University of Michigan Medical Center, Ann Arbor, MI

Connecting, Interfacing, and Using Digital Imaging and Digital Pathology Systems With The Pathology Information System
George Rugg, Vice President & General Manager, Impac Medical Systems, Sunnyvale, CA

Case Study: Using Digital Imaging and Digital Pathology in a Pathology Group Practice Setting
Peter Kolbek, M.D., President & CEO, Path Logic, Fair Oaks, CA

Product Presentations and Corporate Perspectives on Digital Imaging and Digital Pathology Systems:

Aurora Interactive Ltd
Pierre Le Fevre, CEO, Montreal, Quebec, Canada

Milestone Medical, Inc.
Marco Bellini, President, Sorisole, Italy

Aperio Technologies, Inc.
Dirk Soenksen, MS, MBA, CEO, Vista, CA

DMetrix, Inc.
Michael R Descour, Ph.D., Chairman, Tucson, AZ

Biolmagene, Inc.
Mohan Uttarwar, Chief Strategy Officer, Cupertino, CA

SlidePath, Ltd
Donal O’Shea, CEO, Dublin, Ireland

Key Lessons and Wrap Up
Ulysses G. J. Balis, M.D., Associate Professor & Director, Clinical Informatics, University of Michigan Medical Center, Ann Arbor, MI

Workshop Three:

Lean for Lab Leaders!

Achieving Mastery with Concepts, Implementation, and Outcomes
M. Susan Stegall, MBA, MHSA, MT (ASCP), Managing Partner, Leslie Sprick, Managing Partner, Sprick Stegall and Associates, LLC, Charlotte, NC