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 overwhelming barrage of learning. And that’s why audio recordings are the secret weapon you can use 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 workflow 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!
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Tuesday, May 1

Concurrent Master Class Sessions

Innovative Ways to Use Your LIS to Support Real-Time Analytics That Boost Lab Productivity and Performance
Allana Cummings, Chief Information Officer, Northeast Georgia Health System, Gainesville, Georgia
Ajay Kapare, Product Manager, Sunquest Information System, Tucson, Arizona
Pull vs. Push: Managing Batch Size to Optimize Core Lab TAT and Staff Productivity
Stephen Stone, Managing Director, Argent Global Services, Oklahoma City, Oklahoma
What the Lab Must Do When the Hospital's EMR Implementation Goes Awry
Theodor Mayer, M.D., Ph.D., Chief, Dept. of Pathology and Laboratory Medicine (ret.), Rochester General Hospital, Pathology and Clinical Laboratory Solutions, LLC, Pittsford, New York
Become a Patient-Centric Lab ... or Die!
Robert Atlas, President & CEO, Atlas Medical, Calabasas, California
Cost of Quality Specifically for Lab Leaders—How to Recognize and Eliminate Sources of Recurring Bad Quality in Your Lab
Lucia Berte, President, Laboratories Made Better! P.C., Broomfield, Colorado
Good News for Labs on EHR Meaningful Use Stage 1, But Headaches Ahead on Stage 2
Pat Wolfram, VP Marketing, Ignis Systems, Portland, Oregon

GENERAL SESSION

Is Today’s Business Model for Clinical Labs and Pathology Soon To End? If So, What Comes Next?
Robert Michel, Editor-in-Chief, The DARK REPORT, Spicewood, Texas
A New Future for Clinical Labs: Sustainable Approaches to the Dilemma of Increased Test Utilization and Reduced Funding
James Tucker, Principal, Boston Consulting Group, Toronto, Ontario, Canada
Understanding ACOs, Integration of Clinical Care, and Healthcare’s Changing Landscape
Paul Mango, Director, McKinsey & Company, Pittsburgh, Pennsylvania
Tackling the Industry’s Coming Crises in Staffing, Reimbursement and Technology
Leslie Burnett, Consultant Pathologist, PaLMS Pathology North / University of Sydney, Sydney, Australia

Mergers and Acquisitions of Pathology and Clinical Laboratories (Extended Program)

Overview of 2011-2012 Laboratory Transactions, Deal Values and Multiples, and Forecasting of Anticipated Trends
Christopher Jahnle, Managing Director, Haverford Healthcare Advisors, Paoli, Pennsylvania
Successful M&A and Strategies for Raising Capital to Fund Anatomic Pathology and Molecular Diagnostics
Moderator: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio
Josie Siler, Managing Director, Gentile Partners, Chicago, Illinois
Prepare Your Lab NOW for Future Expansion or Sale: Essential Perspectives from the Buyer Side and the Seller Side
Moderator: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio
Panels: Jeff Ellis, Managing Director, Crossstreet Capital Partners, Tampa, Florida
John Riddle, Managing Director & Principal, Brown Gabbons Lang & Company, Chicago, Illinois
Sam Vail, Director, Provident Healthcare Partners, Boston, Massachusetts
Evaluating Opportunities for Investment in Genetic Testing: Turning Good Science into Good Business
Rina Wolf, VP Strategic Commercialization, Consulting & Industry Affairs, XIFIN, Inc., San Diego, California
How Lab Buyers are Spending their Money: An Insider Look at What Adds Value when a Lab Comes to Market
Moderator: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio
Panels: Anil Asnani, Vice President, Strategic Planning and Corporate Development, LabCorp, Burlington, North Carolina
John Hennegan, Vice President, Shore Capital Partners, Chicago, Illinois
Rod Proto, CEO, US Clinical Laboratories, Houston, Texas

Concurrent Master Class Sessions

2012 Compensation and Benefits Survey for Clinical Laboratory CEOs and Executives
Adam Slone, CEO, Slone Partners, Miami Beach, Florida
Tara Kochis, President, Slone Partners, Centreville, Virginia
Every Test—Just in time, Every Time! How We Achieved Six Sigma Turnaround Time
Kenneth E. Blick, Ph.D., Professor, University of Oklahoma Health Sciences Center and OU Medical Center, Oklahoma City, Oklahoma
Getting Paid for Advanced Diagnostics: Partnering with Payers to Shift to Value-Based Reimbursement
Matthew Zubiller, VP, Decision Management, McKesson, Newton, Massachusetts
Going Beyond Customer Relationship Management to Achieve Full Integration of Laboratory Informatics
Bob King, Senior Vice President, South Bend Medical Foundation, South Bend, Indiana
How Automating Our Lab Staff Scheduling Boosted Productivity, Improved Morale, and Gave Managers More Time to Manage
Norma Page, Vice President, Clinical Operations, DynaLIFE Dx, Edmonton, Alberta, Canada
Renata Carson, MLT, Assistant Manager, Core Laboratory, DynaLIFE Dx, Edmonton, Alberta, Canada
Sustaining Standardization and Harmonization in the Multi-Hospital Laboratory System
Greg Sossaman, M.D., Chairman, Pathology and Laboratory Medicine, Ochsner Clinic Foundation, New Orleans, Louisiana
Tapping the Unrealized Potential of Your Lab’s Middle Managers: Effective Ways to Boost Performance
Jeff Smith, CEO, Voltage Leadership Consulting, Roanoke, Virginia
Winning Managed Care Strategies for Local Labs: New Developments for 2012
Michael Snyder, VP Laboratory Services, Medical Spend Management, LLC, Flemington, New Jersey
Priority Legal and Compliance Issues for Clinical Labs and Pathology Groups
Jane Pine Wood, Esq., Member, McDonald Hopkins LLC, Dennis, Massachusetts
Birthing a Community Hospital Outreach Program: Effective Strategies to Achieve Clean Claims, Cut DSOs, and Eliminate Paper
Eric Shipton, Associate Administrative Director, Pathology Labs, Wake Forest Baptist Health, Winston Salem, North Carolina
How Cerner Uses Lab Testing to Improve Health Outcomes of Its Associates
Kevin McArdle, Sr. Director and General Manager, Laboratory Medicine, Cerner Corporation, Kansas City, Missouri
Positioning the Lab to Add Value in Support of Integrated Clinical Care: New Approaches to Interactive Test Ordering and Test Reporting
William Morice, M.D., Ph.D., Division Chair, Mayo Clinic, Rochester, Minnesota
Matthew Howard, M.D., Clinical Instructor, Mayo Clinic, Rochester, Minnesota

ROUND TABLES

CIO Roundtable
Moderator: Sonny Varadan, CIO, PAML, Spokane, Washington
Facilitator: Peggy McKee, Owner/ Executive Recruiter, PHC Consulting, Celina, Texas
CFO Roundtable
Moderator: Francis Imada, Chief Financial Officer, Clinical Laboratories of Hawaii, LLP Ewa Beach, Hawaii
Facilitator: Douglas Wussow, VP Financial Services, Rhodes Group Inc, Vernon, Connecticut

GENERAL SESSION

What’s Ahead for Lab Testing and Anatomic Pathology? Insights and Predictions about Federal and State Proposals on Pricing, Reimbursement, and Regulations
Moderator: Thomas Tiffany, Consultant (retired CEO), TTiffany Consultant, Spokane, Washington
Panels: Mark Birenbaum, Ph.D., Administrator, National Independent Laboratory Association (NILA), St. Louis, Missouri
Andrew Fish, Executive Director, AdvamedDx, Washington, D.C.
Alan Mertz, President, American Clinical Laboratory Association, Washington, D.C.
John Scott, Vice President, College of American Pathologists, Washington, D.C.
Lessons Learned in Anatom ic Pathology Lab Accreditation and Licensure: New Sorting Out the EM R-to-LIS Interface Chaos: How Use of the Cloud Can Harnessing the Power of Lean to Transform Blood Products Processing, Data-Driven Process Improvement in Logistics, Couriers, and Materials: Blending Work Cell Automation, Midddlew are and Lean to Reduce TAT, Concurrent Master Class Sessions

**Wednesday, May 2**

**Concurrent Master Class Sessions**

*Improve Lab Services and Client Satisfaction with Sophisticated Supply Chain Innovations*

- Ramona Veit, Director, Administration & Supply Chain Management, Pathology Associates Medical Laboratories, LLC (PAML, LLC), Spokane, Washington

*Lab Outreach Sales Management for Non-Sales Managers*

- Kathy Murphy, Ph.D., Chief Executive Officer, Chi Solutions, Inc., Ann Arbor, Michigan
- James Root, MBA, Advisor & Senior Consultant, Chi Solutions, Inc., Tucson, Arizona

*Overcoming the Challenge of Passing Electronic Orders Through the Hospital HIS*

- Eric Reynolds, Vice President Clinical Services, Emdeon, Wildwood, Missouri

*Sales Success in Lab Outreach: The Essentials and More*

- Peter Francis, President, Clinical Laboratory Sales Training, LLC, Woodstock, Maryland

*A Barrister Looks at Your Lab Business: Avoiding Common Pitfalls and Maximizing Lab Valuation*

- Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio

*Getting Value from 15189 Accreditation: Exceeding the Standard Through Internal Responsibility*

- Julie Coffey, Quality Manager, Institute for Quality Management in Healthcare, Toronto, Ontario, Canada

*How Memorial Hermann Hospital’s Lab Uses the Houston HIE to Connect with 20 Community Hospitals, Plus Other Innovations in Integrating Lab Informatics*

- Robert Weeks, MHA, Administrative Director, IT, Memorial Hermann Healthcare System, Houston, Texas

**GENERAL SESSION**

*What to Expect in Clinical and Market Development of Molecular Diagnostics and Next-Gen Gene Sequencing*

- Ronnie Andrews, President, Medical Sciences, Life Technologies, Carlsbad, California

*The Potential of IBM’s Watson to Improve Diagnostic Accuracy Through Unstructured Data Analysis*

- Basit Chaudhry, M.D., Ph.D., Medical Scientist, IBM Research, Washington, D.C.

*Role of the Cancer Registry and Tumor Bio-Repository in Improving Patient Outcomes*

- Anthony Magliocco, M.D., Chair, Anatomic Pathology, H. Lee Moffitt Cancer Center and Research Institute, Tampa, Florida

*Traffic on the Road to Personalized Medicine: The View from the Bridge*

- Stephen Peiper, M.D., Peter A. Herbut Professor and Chair, Pathology, Anatomy & Cell Biology, Jefferson Medical College, Philadelphia, Pennsylvania

**Concurrent Master Class Sessions**

*Blending Work Cell Automation, Middleware and Lean to Reduce TAT, Decrease Required Specimen Volume, and Boost Productivity*

- Donald Giachero, Ph.D., Clinical Associate Professor of Pathology, University of Michigan Health System, Ann Arbor, Michigan

*Data-Driven Process Improvement in Logistics, Couriers, and Materials: Harvesting Important Gains while Boosting Client Service Levels*

- Kathleen Winter, Senior Director, Materials Management, Planning and Facilities, Miraca Life Sciences, Irving, Texas

*Harnessing the Power of Lean to Transform Blood Products Processing, and Distribution at the Blood Center of New Orleans*

- Nelson Hellwig, MBA, Vice President & CFO, The Blood Center, New Orleans, Louisiana

*New Sorting Out the EM R-to-LIS Interface Chaos: How Use of the Cloud Can Improve Productivity and Eliminate Paper*

- David Jenkins, Interim Chief Information Officer, TriCore Reference Laboratories, Albuquerque, New Mexico

*Lessons Learned in Anatom ic Pathology Lab Accreditation and Licensure: What Inspectors Often Miss and How We Responded to a Crisis*

- Jonathan Heller, Administrative Director, Pathology & Laboratory Medicine, MedStar Georgetown University Hospital, Chevy Chase, Maryland

*Managed Care Contracting and Other Successes by Kansas City’s Regional Laboratory Alliance Lab Network*

- Carla Orner, MBA, MT (ASCP), Laboratory Program Specialist, Heart to Heart International, Prairie Village, Kansas

*Six Years of Lessons Learned in Sustaining Lean Successes and Infusing Lean Thinking*

- John Rhoades, Laboratory Program Director, Marquette General Health System, Marquette, Michigan

**Using Expert Rules and Analytics to Improve Physician Utilization of Lab Tests in the Hospital Inpatient Setting**

- Tim Campbell, Laboratory Information System Manager, Solstas Lab Partners, Bristol, Tennessee

**ROUNDTABLES**

*Lab Sales/Marketing VP Roundtable*

- Moderator: Jason M. Alter, Ph.D., Vice President, Marketing, Iris Personalized Medicine, Carlsbad, California
- Facilitator: Patty Sipes, Founder & Principal, Esoterics Lab Consultants, LLC, Germantown, Maryland

*Roundtable for Academic Pathology Chairs and Their Pathology Practice Administrators Business and Clinical Opportunities for Academic Pathology Laboratories: Charting the Financially-Sustainable Course as ACOs, Integrated Care, and Genetic Testing Transform the American Healthcare System*

- Moderator: James Crawford, M.D., Ph.D., Senior Vice President for Laboratory Services, North Shore-LIJ Health System, Lake Success, New York
- Facilitator: Cindy Bevis, Assistant Vice President, Laboratories, North Shore-LIJ Health System, Port Washington, New York

*Panelists: Michael Snyder, VP Laboratory Services, Medical Spend Management, LLC, Flemington, New Jersey
- Thomas Tiffany, Consultant (retired CEO), TTIffany Consultant, Spokane, Washington

**GENERAL SESSION**

*Extracting the Important Lessons from the Executive War College 2012 Roundtable for Academ ic Pathology Chairs and Their Pathology Practice Administrators Business and Clinical Opportunities for Academic Pathology Laboratories: Charting the Financially-Sustainable Course as ACOs, Integrated Care, and Genetic Testing Transform the American Healthcare System*

*How New Diagnostic Technologies Are P poised to Alter Our Understanding of the Taxonomy of Disease*

- Katherine Tynan, Ph.D., President, Tynan Consulting, LLC, San Carlos, California

*Legal and Regulatory Developments for LDT and IVD Molecular Tests*

- Sheila Walcoff, Founding Principal, Goldbug Strategies LLC, Rockville, Maryland

*How to Demonstrate the Value of your Molecular/Geneic Assay to the Medicare Program: Learning from the Successes of Others*

- Bruce Quinn, M.D., Ph.D., Senior Health Policy Specialist, Foley Hoag LLP, Boston, Massachusetts

*Getting Paid for Molecular and Genetic Tests: Latest Changes in How Government and Private Payers Want to Reimburse Labs*

- Moderator: Bruce Friedman, M.D., Emeritus Professor of Pathology, University of Michigan Medical School, Ann Arbor, Michigan
- Panelists: Michael Snyder, VP Laboratory Services, Medical Spend Management, LLC, Flemington, New Jersey
- Sheila Walcoff, Founding Principal, Goldbug Strategies LLC, Rockville, Maryland
- Rina Wolf, VP Strategic Commercialization, Consulting & Industry Affairs, XIFIN, Inc., San Diego, California

*Next Gen Sequencing and the Path toward Whole Human Genome Sequencing*

- Paul Billings, M.D., Ph.D., Chief Medical Officer, Life Technologies, Carlsbad, California

*How Molecular and Genetic Testing Changes Laboratory Informatics and What’s to Come in Computational Diagnostics*

- Mark Boguski, M.D., Ph.D., Associate Professor of Pathology, Harvard Medical School, Boston, Massachusetts

*Computer-Assisted Image Analysis: Getting Surgical Pathologists New Capabilities for Digital Pathology and In Vivo Microscopy*

- Badri Roysam M.D., Hugh Roy and Lillie Cranzullen University Professor and Chair, ECE Department, University of Houston, Houston, Texas

*Molecular Diagnostics and Genetic Testing Clinical Marketplace Summary*

- Frederick Kiechle, M.D., Ph.D., Medical Director, Clinical Pathology, Pathology Consultants of South Broward, Hollywood, Florida

**OPTION 2 – Lean for Lab Leaders**

*Lean for Lab Leaders: Using Concepts, Implementation, and Outcomes to Master Lean in Your Lab*

- Patrick Maul, Lean Sigma Black Belt, BD, St. Cloud, Florida
- Tracy Arra, Customer Care Consultant, BD, Franklin Lakes, New Jersey
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