Executive War College

Audio Tapes

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, CEO 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, Michigan

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, Immunomassay Development, Brentwood, Tennessee

23 Case Study: Cunningham Pathology, Birmingham, Alabama (Regional pathology group with advanced diagnostics, sales & marketing, managed care contracting)
   Scott 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
   Marilyn 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 A. Wen, 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 Neely, 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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