

# 2012 EXECUTIVE WAR COLLEGE

Sheraton Hotel • New Orleans, Louisiana

## Presentation Descriptions

### Monday, April 30, 2012

5:30 PM-7:30 PM Early Registration & Get Acquainted Reception with Refreshments

### Day One, Tuesday, May 1, 2012

6:30 AM-8:30 AM Continental Breakfast

#### Concurrent Master Class Sessions

- 7:00 AM-7:50 AM **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*
- 7:00 AM-7:50 AM **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*
- 7:00 AM-7:50 AM **Pull vs. Push: Managing Batch Size to Optimize Core Lab TAT and Staff Productivity**  
*Steve Stone, Managing Director, Argent Global Services, Oklahoma City, Oklahoma*
- 8:00 AM-8:50 AM **Become a Patient-Centric Lab ... or Die!**  
*Robert Atlas, President & CEO, Atlas Medical, Calabasas, California*
- 8:00 AM-8:50 AM **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*
- 8:00 AM-8:50 AM **Good News for Labs on EHR Meaningful Use Stage 1, But Headaches Ahead on Stage 2**  
*Pat Wolfram, Vice President, Marketing, Ignis Systems Corporation, Portland, Oregon*

#### General Session

- 9:00 AM-9:40 AM **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*
- 9:40 AM-10:20 AM **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*
- 10:40 AM-11:20 AM **Understanding ACOs, Integration of Clinical Care, and Healthcare's Changing Landscape**  
*Paul Mango, Director, McKinsey & Company, Pittsburgh, Pennsylvania*

11:20 AM-12:00 PM **Tackling the Lab Industry's Coming Crises in Staffing, Reimbursement, and Technology**  
*Leslie Burnett, Consultant Pathologist, PaLMS Pathology North / University of Sydney, Sydney, Australia*

12:00 PM-1:50 PM **Networking Lunch**

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

1:00 PM-1:45 PM **Overview of 2011-2012 Laboratory Transactions, Deal Values and Multiples, and Forecasting of Anticipated Trends**  
*Christopher Jahnle, Managing Director, Haverford Healthcare Advisors, Paoli, Pennsylvania*

1:45 PM-2:30 PM **Successful M&A and Strategies for Raising Capital to Fund Anatomic Pathology and Molecular Diagnostics**  
*Moderator: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio*  
*Panelists: Tim Johnson, Managing Director, England & Company, Washington, D.C.;*  
*Todd Van Horn, Vice President, Linden Capital Partners, Chicago, Illinois*

2:30 PM-3:15 PM **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*  
*Panelists: Jeff Ellis, Managing Director, Crosstree Capital Partners, Tampa, Florida; Sam Vaill, Director of Business Development, Provident Healthcare Services, Boston, Massachusetts;*  
*John Riddle, Managing Director & Principal, Brown Gibbons Lang & Company, Chicago, Illinois*

3:30 PM-4:15 PM **Evaluating Opportunities for Investment in Genetic Testing: Turning Good Science into Good Business**  
*Rina Wolf, VP Strategic Commercialization, Consulting & Industry Affairs, XIFIN, Inc., Valencia, California*

4:15 PM-4:50 PM **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*  
*Panelists: Rod Proto, CEO, US Clinical Laboratories, Houston, Texas; John Hennegan, VP, Shore Capital Partners, LLC, Chicago, Illinois; Anil Asnani, Vice President, Strategic Planning and Corporate Development, LabCorp, Burlington, North Carolina*

### **Special Sessions**

2:00 PM-3:50 PM **CIO Roundtable**  
*Moderator: Sonny Varadan, CIO, PAML, Spokane, Washington*  
*Facilitator: Peggy McKee, Owner/Executive Recruiter, PHC Consulting, Celina, Texas*

3:00 PM-4:50 PM **CFO Roundtable**  
*Moderator: Franco Imada, Chief Financial Officer, Clinical Laboratories of Hawaii, LLP, Ewa Beach, Hawaii*  
*Facilitator: Douglas Wussow, VP Financial Services, Rhodes Group Inc, Vernon, Connecticut*

### **Concurrent Breakout Sessions**

2:00 PM-2:50 PM **Getting Paid for Advanced Diagnostics: Partnering with Payers to Shift to Value-Based Reimbursement**  
*Matthew Zubiller, VP, Decision Management, McKesson, Newton, Massachusetts*

2:00 PM-2:50 PM **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*

- 2:00 PM-2:50 PM **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*
- 2:00 PM-2:50 PM **Going Beyond Customer Relationship Management to Achieve Full Integration of Laboratory Informatics**  
*Bob King, VP Marketing, South Bend Medical Foundation, South Bend, Indiana*
- 3:00 PM-3:50 PM **Winning Managed Care Strategies for Local Labs: New Developments for 2012**  
*Michael Snyder, VP Laboratory Services, Medical Spend Management, LLC, Flemington, New Jersey*
- 3:00 PM-3:50 PM **Tapping the Unrealized Potential of Your Lab's Middle Managers: Effective Ways to Boost Performance**  
*Jeff Smith, CEO, Voltage Leadership Consulting, Roanoke, Virginia*
- 3:00 PM-3:50 PM **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*
- 3:00 PM-3:50 PM **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*
- 4:00 PM-4:50 PM **Priority Legal and Compliance Issues for Clinical Labs and Pathology Groups**  
*Jane Pine Wood, Esq., Member, McDonald Hopkins LLC, Dennis, Massachusetts*
- 4:00 PM-4:50 PM **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*
- 4:00 PM-4:50 PM **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*
- 4:00 PM-4:50 PM **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*

## General Session

- 5:00 PM-5:30 PM **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), Tiffany Consultant, Spokane, Washington;*  
*Panelists: 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, College of American Pathologists, Washington, D.C.*

## Day Two, Wednesday, May 2, 2012

6:30 AM-8:30 AM      **Continental Breakfast**

### Concurrent Master Class Sessions

- 7:00 AM-8:50 AM      **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*
- 7:00 AM-7:50 AM      **Sales Success in Lab Outreach: The Essentials and More**  
*Peter Francis, President, Clinical Laboratory Sales Training, LLC, Woodstock, Maryland*
- 7:00 AM-7:50 AM      **Overcoming the Challenge of Passing Electronic Orders Through the Hospital HIS**  
*Eric Reynolds, Vice President Clinical Services, Emdeon, Wildwood, Missouri*
- 7:00 AM-7:50 AM      **Improve Lab Services and Client Satisfaction with Sophisticated Supply Chain Innovations**  
*Ramona Veltri, Director, Administration & Supply Chain Management, Pathology Associates*  
*Medical Laboratories, LLC (PAML, LLC), Spokane, Washington*
- 8:00 AM-8:50 AM      **Getting Value from 15189 Accreditation: Exceeding the Standard Through Internal Responsibility**  
*Julie Coffey, Quality Manager, Institute for Quality Management in Healthcare, Toronto, Ontario, Canada*
- 8:00 AM-8:50 AM      **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*
- 8:00 AM-8:50 AM      **A Barrister Looks at Your Lab Business: Avoiding Common Pitfalls and Maximizing Lab Valuation**  
*Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio*

### General Session

- 9:00 AM-9:40 AM      **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*
- 9:40 AM-10:20 AM      **Understanding the Potential of IBM's Watson to Improve Diagnostic Accuracy, with a Look at the Issues Associated with Unstructured Pathology Data**  
*Basit Chaudhry, M.D., Ph.D., Healthcare Analytics, IBM Research, Los Angeles, California*
- 10:40 AM-11:20 AM      **Role of the Cancer Registry and Tumor Bio-Repository in Improving Patient Outcomes**  
*Anthony Magliocco, M.D., Scientific Director, Tissue Core, Moffitt Cancer Center, Tampa, Florida*
- 11:20 AM-12:00 PM      **Advancing Patient Care by Integrating New Molecular and Genetic Testing Technologies**  
*Stephen Peiper, M.D., Peter A. Herbut Professor and Chair, Pathology, Anatomy & Cell Biology, Jefferson Medical College, Philadelphia, Pennsylvania*
- 12:00 PM-1:00 PM      **Networking Lunch**

## Roundtable for Academic Pathology Chairs and Their Pathology Practice Administrators

(Advance registration required)

- 12:00 PM-1:00 PM **Private Networking Lunch for Academic Pathology Chairs and Practice Administrators**
- 1:00 PM-3:30 PM **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; Chair, Pathology and Laboratory Medicine, North Shore-LIJ Health System Laboratories, Lake Success, New York*  
*Facilitator: Cindy Bevis, Assistant Vice President Laboratories, North Shore-LIJ Health System, Port Washington, New York*

### Special Session

- 1:10 PM-3:00 PM **Lab Sales/Marketing VP Roundtable**  
*Facilitator: Patty Sipes, Founder & Principal, Esoteric Lab Consultants, LLC, Germantown, Maryland*

### Concurrent Breakout Sessions

- 1:10 PM-2:00 PM **Blending Work Cell Automation, Middleware and Lean to Reduce TAT, Decrease Required Specimen Volume, and Boost Productivity**  
*Donald Giacherio, Ph.D., Clinical Associate Professor of Pathology, University of Michigan Health System, Ann Arbor, Michigan*
- 1:10 PM-2:00 PM **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*
- 1:10 PM-2:00 PM **Sorting Out the EMR-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*
- 1:10 PM-2:00 PM **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*
- 2:10 PM-3:00 PM **Using Expert Rules and Eligibility Checking to Improve Physician Utilization of Lab Tests in Both Inpatient and Outreach Settings**  
*Tim Campbell, Laboratory Information System Manager, Solstas Lab Partners, Bristol, Tennessee*
- 2:10 PM-3:00 PM **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*
- 2:10 PM-3:00 PM **Lessons Learned in Anatomic 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*



2:10 PM-3:00 PM **Six Years of Lessons Learned in Sustaining Lean Successes and Infusing Lean Thinking**  
*John Rhoades, Laboratory Program Director, Marquette General Health System,  
Marquette, Michigan*

### Closing General Session

3:10 PM-3:20 PM **Extracting the Important Lessons from the Executive War College 2012**  
*Robert Michel, Editor-in-Chief, The Dark Report, Spicewood, Texas*

- Official End of Executive War College 2012 -

## Day 3, Thursday, May 3, 2012 - Optional Post-Conference Workshops (Additional Registration Required)

### Option 1 - New Opportunities in Molecular Diagnostics & Next Generation Gene

7:30 AM-8:00 AM **Continental Breakfast and Registration**

8:00 AM-8:45 AM **Overview of Molecular Diagnostics/Genetic Testing Clinical Marketplace**  
*Speaker TBD*

8:45 AM-9:30 AM **Getting Paid for Molecular and Genetic Tests: Latest Changes in How Government and Private Payers Want to Reimburse Labs**  
*Lale White, Executive Chariman & CEO, XIFIN, Inc., San Diego, California*

10:00 AM-10:45 AM **Legal and Regulatory Developments in LDTs, Molecular Diagnostics, and Genetic Testing**  
*Sheila Walcott, Founding Principal, Goldbug Strategies LLC, Rockville, Maryland*

10:45 AM-11:30 AM **How to Demonstrate the Value of your Molecular/Genetic 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*

11:30 AM-1:30 PM **Lunch and Exhibition**

1:30 PM-2:15 PM **Next Gen Sequencing and the Path toward Whole Human Genome Sequencing**  
*Speaker TBD*

2:15 PM-3:00 PM **How Molecular and Genetic Testing Changes Laboratory Informatics and What's to Come in Computational Diagnostics**  
*Mark S. Boguski, M.D., Ph.D., Associate Professor of Pathology, Center for Biomedical Informatics, Beth Israel Deaconess Medical Center, Boston, Massachusetts*

3:00 PM-3:45 PM **Understanding the Intersection of Genomics with Digital Pathology and In Vivo Microscopy: Changes to Expect in Today's Surgical Pathology**  
*Michael Feldman, M.D., Ph.D., Director, Office of Pathology Informatics, University of Pennsylvania, Philadelphia, Pennsylvania*

3:45 PM- 4:30 PM **Current State of the Clinical Market for Molecular Diagnostics and Genetic Testing**  
*Speaker TBD*

## **Option 2 - Lean for Lab Leaders: Mastering Concepts in Implementation to Achieve Significant Outcomes**

8:00 AM-4:00 PM

**Lean for Lab Leaders: Mastering Concepts in Implementation to Achieve Significant Outcomes**

*Patrick Maul, Lean Sigma Black Belt, BD, St. Cloud, Florida*