

# *Monday, April 30, 2012*

**4:30 PM-5:30 PM**

## **BENEFACTOR SESSIONS**

**Martini Meet & Greet hosted by Lifepoint Informatics Senior and Technical Management** *Grand Chenier*

**Engage with Emdeon** *Grand Couteau*

**5:30 PM-7:30 PM**

**Early Registration** *Grand Ballroom Foyer*

**Get Acquainted Reception with Refreshments** *Armstrong Ballroom*

**7:30 PM-10:00 PM**

**Benefactor Open House: XIFIN – Get Your Piece of the Profitability Pie** *Roux Bistro*

**8:00 PM-10:00 PM**

**Benefactor Open House: After Eight with Sunquest** *Lagniappe*

# *Tuesday, May 1, 2012*

**6:30 AM-8:30 AM**

**Registration and Continental Breakfast** *Grand Ballroom Foyer*

**7:00 AM-7:50 AM**

## **BENEFACTOR SESSION**

**Atlas Development: Getting the Most out of Your Sales Team for Lab Outreach Success** *Grand Ballroom E*

## **CONCURRENT MASTER CLASS SESSIONS**

**Innovative Ways to Use Your LIS to Support Real-Time Analytics That Boost Lab Productivity and Performance** *Grand Chenier*

*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** *Grand Couteau*  
*Stephen Stone, Managing Director, Argent Global Services, Oklahoma City, Oklahoma*

**What the Lab Must Do When the Hospital's EMR Implementation Goes Awry** *Grand Ballroom D*  
*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*

## 8:00 AM-8:50 AM

### BENEFACTOR SESSION

**Slone Partners Meet and Greet Breakfast**

*Nottoway*

### CONCURRENT MASTER CLASS SESSIONS

**Become a Patient-Centric Lab ... or Die!**

*Grand Ballroom E*

*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**

*Grand Chenier*

*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**

*Grand Couteau*

*Pat Wolfram, VP Marketing, Ignis Systems, Portland, Oregon*

## 9:00 AM-9:40 AM

### GENERAL SESSION

**Is Today's Business Model for Clinical Labs and Pathology Soon To End? If So, What Comes Next?**

*Grand Ballroom A-C*

*Robert Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, Texas*

## 9:40 AM-10:20 AM

### GENERAL SESSION

**A New Future for Clinical Labs: Sustainable Approaches to the Dilemma of Increased Test Utilization and Reduced Funding**

*Grand Ballroom A-C*

*James Tucker, Principal, Boston Consulting Group, Toronto, Ontario, Canada*

## 10:20 AM-10:40 AM

### MORNING BREAK

## 10:40 AM-11:20 AM

### GENERAL SESSION

**Understanding ACOs, Integration of Clinical Care, and Healthcare's Changing Landscape**

*Grand Ballroom A-C*

*Paul Mango, Director, McKinsey & Company, Pittsburgh, Pennsylvania*

## 11:20 AM-12:00 PM

### GENERAL SESSION

**Tackling the Lab Industry's Coming Crises in Staffing, Reimbursement, and Technology**

*Grand Ballroom A-C*

*Leslie Burnett, Consultant Pathologist, PaLMS Pathology North / University of Sydney, Sydney, Australia*

## 12:00 PM-1:50 PM

**Networking Lunch**

*Armstrong Ballroom*

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

1:45 PM-4:50 PM

Grand Ballroom A-C

## Overview of 2011-2012 Laboratory Transactions, Deal Values and Multiples, and Forecasting of Anticipated Trends

1:00 PM-1:45 PM

*Christopher Jahnle, Managing Director, Haverford Healthcare Advisors, Paoli, Pennsylvania*

## Successful M&A and Strategies for Raising Capital to Fund Anatomic Pathology and Molecular Diagnostics

1:45 PM-2:30 PM

*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*

## Prepare Your Lab NOW for Future Expansion or Sale: Essential Perspectives from the Buyer Side and the Seller Side

2:30 PM-3:15 PM

*Moderator: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio*

*PANELISTS: Jeff Ellis, Managing Director, Crosstree Capital Partners, Tampa, Florida*

*John Riddle, Managing Director & Principal, Brown Gibbons Lang & Company, Chicago, Illinois*

*Sam Vaill, Director, Provident Healthcare Partners, Boston, Massachusetts*

## Evaluating Opportunities for Investment in Genetic Testing: Turning Good Science into Good Business

3:30 PM-4:15 PM

*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

4:15 PM-4:50 PM

*MODERATOR: Rick Cooper, Attorney, McDonald Hopkins LLC, Cleveland, Ohio*

*PANELISTS: 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*

## 2:00 PM-2:50 PM

### BREAKOUT SESSIONS

#### **2012 Compensation and Benefits Survey for Clinical Laboratory CEOs and Executives** *Grand Ballroom D*

*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** *Grand Ballroom E*

*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** *Grand Chenier*

*Matthew Zubiller, VP, Decision Management, McKesson, Newton, Massachusetts*

#### **Going Beyond Customer Relationship Management to Achieve Full Integration of Laboratory Informatics** *Grand Couteau*

*Bob King, Senior Vice President, South Bend Medical Foundation, South Bend, Indiana*

## 2:00 PM-3:50 PM

#### **CIO Roundtable** *Nottoway*

*Moderator: Sonny Varadan, CIO, PAML, Spokane, Washington*

*Facilitator: Peggy McKee, Owner/Executive Recruiter, PHC Consulting, Celina, Texas*

## 3:00 PM-3:50 PM

### BREAKOUT SESSIONS

#### **How Automating Our Lab Staff Scheduling Boosted Productivity, Improved Morale, and Gave Managers More Time to Manage** *Grand Ballroom E*

*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** *Grand Chenier*

*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** *Grand Couteau*

*Jeff Smith, CEO, Voltage Leadership Consulting, Roanoke, Virginia*

#### **Winning Managed Care Strategies for Local Labs: New Developments for 2012** *Grand Ballroom D*

*Michael Snyder, VP Laboratory Services, Medical Spend Management, LLC, Flemington, New Jersey*

## 3:00 PM-4:50 PM

### ROUNDTABLE

#### CFO Roundtable

*Oak Alley*

*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*

## 4:00 PM-4:50 PM

### BREAKOUT SESSIONS

#### **Birthing a Community Hospital Outreach Program: Effective Strategies to Achieve Clean Claims, Cut DSOs, and Eliminate Paper**

*Grand Couteau*

*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**

*Grand Chenier*

*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**

*Grand Ballroom E*

*William Morice, M.D., Ph.D., Division Chair, Mayo Clinic, Rochester, Minnesota*

*Matthew Howard, M.D., Clinical Instructor, Mayo Clinic, Rochester, Minnesota*

#### **Priority Legal and Compliance Issues for Clinical Labs and Pathology Groups**

*Grand Ballroom D*

*Jane Pine Wood, Esq., Member, McDonald Hopkins LLC, Dennis, Massachusetts*

## 5:00 PM-5:30 PM

### GENERAL SESSION

#### **What's Ahead for Lab Testing and Anatomic Pathology? Insights and Predictions about Federal and State Proposals on Pricing, Reimbursement, and Regulations**

*Grand Ballroom A-C*

*Moderator: Thomas Tiffany, Consultant (retired CEO), TTiffany 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, Vice President, College of American Pathologists, Washington, D.C.*

## 5:45 PM-7:30 PM

### Grand Reception

*Armstrong Ballroom*

# Wednesday, May 2, 2012

**6:30 AM-8:30 AM**

**Registration and Continental Breakfast**

*Grand Ballroom Foyer*

**7:00 AM-7:50 AM**

**CONCURRENT MASTER CLASS SESSIONS**

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

*Grand Ballroom E*

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

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

*Grand Ballroom D*

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

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

*Grand Couteau*

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

**7:00 AM-8:50 AM**

**Lab Outreach Sales Management for Non-Sales Managers**

*Grand Chenier*

*Kathy Murphy, Ph.D., Chief Executive Officer, Chi Solutions, Inc., Ann Arbor, Michigan*

*James Root, MBA, Advisor & Senior Consultant, Chi Solutions, Inc., Tucson, Arizona*

**8:00 AM-8:50 AM**

**CONCURRENT MASTER CLASS SESSIONS**

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

*Grand Couteau*

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

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

*Grand Ballroom E*

*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**

*Grand Ballroom D*

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

**9:00 AM-9:40 AM**

**GENERAL SESSION**

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

*Grand Ballroom A-C*

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

## 9:40 AM-10:20 AM

### GENERAL SESSION

**The Potential of IBM's Watson to Improve Diagnostic Accuracy Through Unstructured Data Analysis** *Grand Ballroom A-C*  
*Basit Chaudhry, M.D., Ph.D., Medical Scientist, IBM Research, Washington, D.C.*

## 10:20 AM-10:40 AM

### MORNING BREAK

## 10:40 AM-11:20 AM

### GENERAL SESSION

**Role of the Cancer Registry and Tumor Bio-Repository in Improving Patient Outcomes** *Grand Ballroom A-C*  
*Anthony Magliocco, M.D., Chair, Anatomic Pathology, H. Lee Moffitt Cancer Center and Research Institute, Tampa, Florida*

## 11:20 AM-12:00 PM

### GENERAL SESSION

**Traffic on the Road to Personalized Medicine: The View from the Bridge** *Grand Ballroom A-C*  
*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** *Armstrong Ballroom*

## 12:00 PM-1:00 PM

**Private Networking Lunch for Roundtable for Academic Pathology Chairs and Their Pathology Practice Administrators** *Oak Alley*

## 1:00 PM-3:30 PM

### 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** *Oak Alley*  
*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*

## 1:10 PM-2:00 PM

### BREAKOUT SESSIONS

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

*Grand Ballroom D*

*Donald Giacherio, 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**

*Grand Couteau*

*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**

*Grand Chenier*

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

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

*Grand Ballroom E*

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

## 1:10 PM-3:00 PM

### ROUNDTABLE

**Lab Sales/Marketing VP Roundtable**

*Nottoway*

*Moderator: Jason M. Alter, Ph.D., Vice President, Marketing, Iris Personalized Medicine, Carlsbad, California*

*Facilitator: Patty Sipes, Founder & Principal, Esoteric Lab Consultants, LLC, Germantown, Maryland*

## 2:10 PM-3:00 PM

### BREAKOUT SESSIONS

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

*Grand Chenier*

*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**

*Grand Couteau*

*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**

*Grand Ballroom D*

*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** *Grand Ballroom E*  
*Tim Campbell, Laboratory Information System Manager, Solstas Lab Partners, Bristol, Tennessee*

**3:10 PM-3:20 PM**

**GENERAL SESSION**

**Extracting the Important Lessons from the Executive War College 2012** *Grand Ballroom A-C*  
*Robert Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, Texas*

***Thursday, May 3, 2012***

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**POST-CONFERENCE WORKSHOPS – Space still available, see registration**

**7:30 AM-8:00 AM**

**Continental Breakfast and Registration**

**OPTION 1 – NEW OPPORTUNITIES IN MOLECULAR DIAGNOSTIC AND NEXT GENERATION GENE SEQUENCING**

**8:30 AM-9:00 AM**

**Overview of Molecular Diagnostics and Genetic Testing Clinical Marketplace** *Grand Ballroom E*  
*Frederick Kiechle, M.D., Ph.D., Medical Director, Clinical Pathology, Pathology Consultants of South Broward, Hollywood, Florida*

**9:00 AM-9:45 AM**

**How New Diagnostic Technologies Are Poised to Alter Our Understanding of the Taxonomy of Disease** *Grand Ballroom E*  
*Katherine Tynan, Ph.D., Principal, Tynan Consulting, LLC, San Carlos, California*

**10:05 AM-10:50 AM**

**Legal and Regulatory Developments for LDT and IVD Molecular Tests** *Grand Ballroom E*  
*Sheila Walcoff, Founding President, Goldbug Strategies LLC, Rockville, Maryland*

**10:50 AM-11:30 AM**

**How to Demonstrate the Value of your Molecular/Genetic Assay to the Medicare Program: Learning from the Successes of Others** *Grand Ballroom E*  
*Bruce Quinn, M.D., Ph.D., Senior Health Policy Specialist, Foley Hoag LLP, Boston, Massachusetts*

## 11:30 AM-12:15 PM

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

*Grand Ballroom E*

*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*

## 12:15 PM-1:15 PM

### **LUNCH**

## 1:15 PM-2:00 PM

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

*Grand Ballroom E*

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

## 2:00 PM-2:45 PM

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

*Grand Ballroom E*

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

## 3:00 PM-3:45 PM

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

*Grand Ballroom E*

*Badri Roysam M.D., Hugh Roy and Lillie Cranz Cullen University Professor and Chair, ECE department, University of Houston, Houston, Texas*

## 3:45 PM-4:00 PM

### **Molecular Diagnostics and Genetic Testing Clinical Marketplace Summary**

*Grand Ballroom E*

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

### **OPTION 2 – LEAN FOR LAB LEADERS**

## 8:00 AM-4:00 PM

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

*Grand Couteau*

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