

18TH ANNUAL **Executive War College** On Lab and Pathology Management



April 30-May 1, 2013 | New Orleans, LA | Sheraton New Orleans

2013 Is A Particularly High-Stakes Year For Your Lab and Pathology Group!

*Learn What's Ahead at the World's Largest
Summit Meeting on Laboratory and Pathology Management!*

- ▶ Customize your learning experience with more than 50 advanced sessions to choose from

Hear keynoters:

- ▶ **Richard Atkin**, President of Sunquest Information Systems on "How LIS and AP Informatics are Coming Together To Support Integrated Care"
- ▶ **Ran Whitehead**, CEO of PeaceHealth Laboratories on "PeaceHealth Labs' Evolution in Support of ACOs, Integrated Care, and Regionwide Services"
- ▶ **Ernest Franklin, M.D.**, of Baylor Health System on "Baylor Health's Strategy for Advancing Healthcare and Leveraging the Value of Laboratory Testing"
- ▶ Plus a special 4 hour session on Lab/Pathology Mergers & Acquisitions, Lab CIO/CFO Roundtables, Academic Pathology Chairs & Pathology Administrators Roundtable, Lab Sales and Marketing VPs Roundtable, and three optional full-day add-on workshops!

SPECIAL THIS YEAR! **Thursday, May 2**

3 Full-Day Workshops to Take Your Executive War College Experience to the Next Level

Option 1

LDT Boot Camp: Mastering the Essentials to Achieve Success with your Molecular and Genetic Assays

Option 2

Powerful Sales Closing Secrets of Top-Performing Lab Sales Reps

Option 3

Lean Bootcamp: Achieving Mastery with Concepts, Implementation, and Outcomes Workshop

Thanks to Our Corporate Benefactors



Ortho Clinical Diagnostics
a Johnson & Johnson company



For details and to register, go to www.executivewarcollege.com • 512-264-7103

Just Some of What's in Store for you at the 2013 Executive War College

Management Master Classes These sessions have one primary goal: to help lab administrators, managers, and pathologists advance their career skills and personal abilities. Each class is led by an expert and addresses a key area of lab management and operations. You and your executive team will find them invaluable and packed with information you won't find anywhere else!

Lab Executive Roundtables Three different roundtable sessions—one each for Lab CFOs, CIOs, and Sales & Marketing Directors—all designed to provide a peer network, high-level, and candid knowledge exchange targeting the issues and challenges facing you and your organization right now!

“ I wouldn't miss the Executive War College if you want to network with other lab leaders and stay on top of the perpetually changing laboratory marketplace. EWC is the event that specifically targets the business of running and optimizing the financial success of your laboratory. The sessions deliver high value information and speakers are either nationally recognized authorities in our industry or laboratory executives who demonstrate innovative processes or best in class performance.

— Bill Taylor, Chief Marketing Officer, XIFIN Inc.

Lab & Pathology Mergers and Acquisitions Workshop

There is upheaval in the marketplace! Should smaller groups sell, merge, or buy? Hear from our panel of major players in laboratory M&A about up-to-the-minute intelligence on M&A activity, which buyers are kicking lab tires, and how your clinical lab or pathology group can tap sources of capital on favorable terms.

Academic Pathology Chairs Workshop During these times of shrinking budgets and less fee-for-service pricing, this extended workshop couldn't be more timely! Topics include ACOs, the shift to integrated clinical care, and how academic pathology groups can leverage their expertise to add value with molecular and genetic testing.

Plus 3 Post-Conference Workshops To Choose From!



Two full days of powerful learning and networking opportunities, with three exciting post-event seminars.

The experts, the topics, and the resources you need for your laboratory to not only survive, but thrive in this challenging environment!

in Join our *Executive War College Group* and be part of the discussion!

| Time | Monday, April 29, 2013 | Tuesday, April 30, 2013 |
|----------|--|--------------------------------------|
| 6:30 AM | | Continental Breakfast |
| 7:00 AM | | Management Master Classes (4) |
| 8:00 AM | | Management Master Classes (4) |
| 9:00 AM | | General Session |
| 10:00 AM | | General Session |
| 11:00 AM | | General Session |
| 12 NOON | | Lunch |
| 1:00 PM | | Breakout Sessions (4) |
| 2:00 PM | | Breakout Sessions (4) CIO Roundtable |
| 3:00 PM | | Breakout Sessions (4) CFO Roundtable |
| 4:00 PM | | Breakout Sessions (4) |
| 5:00 PM | 5:30 – 7:30 PM | General Session – Panel Discussion |
| 6:00 PM | Early Registration & Welcome Reception | 5:45 - 7:30 PM Formal Reception |

For details and to register, go to www.executivewarcollege.com • 512-264-7103

Get Up Close and Personal with Some of the Nation's Most Influential Pathologists, Laboratory Administrators and Executives



David Herold, MD, PhD
of The University of California San Diego

Mass Spec's Growing Role in Clinical Diagnostics: Why Your Lab Should be Ahead of the Curve

Mass Spectrometry is an analytical method to be used in clinical labs in coming years with greater frequency. In this session, you'll gain an understanding of how the science is moving to support clinical use of Mass Spec for certain types of lab testing. Also to be discussed: the benefits/disadvantages of having a lab set up and offer tests based on Mass Spec, including strategic considerations such as cost to acquire the equipment, how to train med techs to run the instruments, and how to use the technology to give physicians ordering the tests more accuracy and precision in making diagnoses.



Michael Snyder
of Clinical Lab Business Solutions

Payer Access: Why Your Lab is "Out"! Can Your Lab Get "In"?

It's an unfortunate truth that payers are interfering with your lab's money and your lab's financial stability. This session brings you solid information about how and why payers want to include new terms in their contracts with labs and pathology groups, the scoop on why insurers are paying less for lab tests, and a whole lot more!



Charles Hawker, PhD
of ARUP Laboratories

Using Automation to Enable Six Sigma Quality in Laboratory Work Processes

The definition of Six Sigma is handling one million events with only 2.4 defects. At ARUP, the lab automation set-up is achieving this level of perfection in certain work processes within the lab's pre-analytical, analytical, post-analytical activities. Listen and learn from ARUP's success story, and discover ways in which automation can make a positive contribution to your laboratory's quality, turnaround time, efficiency, and profitability.



Adam Slone and Tara Kochis
of Slone Partners

Grow, Sell, or Become Extinct: Win the Recruiting War for the Molecular Talent Your Lab Needs to Succeed



There is great demand for those who have experience in molecular diagnostics and genetic testing, including executives who can handle the informatics of DNA data, and who can sell and market genetic tests, not to mention scientists who can perform the tests and supervise the lab's operation and performance to meet federal requirements and hit productivity targets. Find out how you can win this recruiting war!

| | Wednesday, May 1, 2013 | | | Thursday, May 2, 2013 | | |
|---------------------------------------|-------------------------------|---------------------------------------|-------------------------------------|--|----------------------|-----------------------|
| | Continental Breakfast | | | Continental Breakfast | | |
| | Management Master Classes (4) | | | LDT Bootcamp for Molecular & Genetic Tests | Lean for Lab Leaders | Sales Closing Secrets |
| | Management Master Classes (4) | | | | | |
| | General Session | | | | | |
| | General Session | | | | | |
| | General Session | | | | | |
| | Lunch | | | Lunch | | |
| Lab Sales & Marketing VP's Roundtable | Breakout Sessions (4) | Lab Sales & Marketing VP's Roundtable | Academic Pathology Chair Roundtable | LDT Bootcamp for Molecular & Genetic Tests | Lean for Lab Leaders | Sales Closing Secrets |
| | Breakout Sessions (4) | | | | | |
| | Closing – General Session | | | | | |

Use this overview and schedule summary to plan your time at the Executive War College.

For details and to register, go to www.executivewarcollege.com • 512-264-7103

Agenda

MONDAY, APRIL 29, 2013

4:00 PM-5:30 PM

BENEFACTOR SESSION

Lifepoint Benefactor Session—Raising the Bar: A Sneak Peek into New Product Offerings 5:30 PM-7:30 PM

Early Registration/Get Acquainted Reception with Refreshments

BENEFACTOR SESSION

Sunquest Benefactor Session - Sunquest After Eight

7:30 PM-10:00 PM

BENEFACTOR SESSION

Xifin Benefactor Session - XIFIN Wine Tasting

TUESDAY, APRIL 30, 2013

6:30 AM-9:00 AM

Registration and Continental Breakfast 7:00 AM-7:50 AM

Atlas Benefactor Session - Sales Success Using Technology and Tactics to Win Over ACOs and Physician Practices 7:00 AM-7:50 AM
CONCURRENT MASTER CLASS SESSIONS

How Advances in Molecular Diagnostics Will Further Drive Consolidation of All Lab Testing
Patrick Maul, MT (ASCP), Lean Sigma Black Belt, Becton Dickinson, St. Cloud, Florida

Meaningful Use Stage 2: Winning Ways Your Lab Can Succeed with Physicians, Reduce Your EHR Interface Backlog, and Grow Your Business
John Giddings, EHR Product Manager, NCG Medical, Altamonte Springs, Florida
Eric Reynolds, XO - Sales and Strategy, Emdeon, Nashville, Tennessee

Leveraging Enhanced Specimen Management to Achieve Strategic Goals and Boost Financial Performance
Megan Schmidt, Product Manager, Sunquest Information Systems, Tucson, Arizona
Pawan Singh, Sr. Product Manager, Sunquest Information Systems, Tucson, Arizona

How We Changed Our Lab's QC to Improve Analytical Accuracy, Reduce Costs, and Boost Performance
Joseph Litten, Technical and Developmental Manager, Valley Health, Winchester, Virginia

8:00 AM-8:50 AM

BENEFACTOR SESSION

Emdeon Benefactor Session - Connect with Emdeon

8:00 AM-8:50 AM

CONCURRENT MASTER CLASS SESSIONS

Become a Patient-Centric Lab or Die... Key Strategies to Position Your Lab for Success in the Age of ACOs and Integrated Healthcare
Rob Atlas, President & CEO, Atlas Medical, Calabasas, California

Understanding How Payers' Changing Needs for Lab Data Creates New Ways for Your Lab to Add Value

Charles Halfpenny, CTO, Halfpenny Technologies, Inc., Blue Bell, Pennsylvania

Grow, Sell, or Become Extinct: Win the Recruiting War for the Molecular Talent Your Lab Needs to Succeed

Adam Slone, CEO, Slone Partners, Miami Beach, Florida
Tara Kochis, President, Slone Partners, Miami Beach, Florida

Mastering the Best Practices in Lab Supply Management to Boost Your Lab's Margins

Chris Dillinger, Director, Supply Solutions - Lean Six Sigma Master Black Belt, Cardinal Health, Dublin, Ohio

9:00 AM-9:40 AM

GENERAL SESSION

Essential Insights into Healthcare's Evolution and Revolution: Positioning Your Lab for Clinical and Financial Success

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

9:40 AM-10:20 AM

GENERAL SESSION

PeaceHealth Laboratories' Evolution in Support of ACOs, Integrated Care, and Regionwide Services

Ran Whitehead, Chief Executive Officer and Chief Mission Officer, PeaceHealth Laboratories, Springfield, Oregon

10:20 AM-10:40 AM

MORNING BREAK

10:40 AM-11:20 AM

GENERAL SESSION

Baylor Health's Strategy for Advancing Healthcare and Leveraging the Value of Laboratory Testing

Ernest Franklin, M.D., VP Surgical and Ancillary Services, Baylor Health Care System, Dallas, Texas

11:20 AM-12:00 PM

GENERAL SESSION

Preparing for Precision Medicine: How Anatomic Pathology Is Transforming at Henry Ford Health

Richard Zarbo, M.D., Senior Vice President and Chair, Henry Ford Health System, Detroit, Michigan

12:00 PM-1:00 PM

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

1:00 PM-4:50 PM

GRAND BALLROOM A-C

Overview of 2012-2013 Laboratory Transactions, Deal Values and Multiples, and Forecasting of Anticipated Trends

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

Upheaval in the Anatomic Pathology Marketplace: Should Smaller Groups Sell, Merge, or Buy? **Moderator: Richard Cooper, Esq., Attorney, McDonald Hopkins LLC, Cleveland, Ohio**

Panelists: Don Howard, M.D., Ph.D., Chairman and CEO, CellNetix Pathology and Laboratories, Seattle, Washington

Vivek Khare, M.D., Business Manager, The Delta Pathology Group, LLC, Shreveport, Louisiana

Robert H. Tessier, Principal, HBP Financial Services Group, Ltd., Woodbridge, Connecticut

Establishing a Value and a Business Strategy for TC Laboratories Going Forward

MODERATOR: Kemp Dolliver, CFA, Managing Director, Cherrystone Hill Capital, Cambridge, Massachusetts

PANELISTS: Richard Cooper, Esq., Attorney, McDonald Hopkins LLC, Cleveland, Ohio

William Curtis, Chief Executive Officer, MedVentures LLC, Cleveland, Ohio

Ben W. Davis, M.D., Chairman, President & CEO, PathGroup, Brentwood, Tennessee

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

What's Hot and What's Not in Mergers/Acquisitions of Laboratories

MODERATOR: Richard Cooper, Esq., Attorney, McDonald Hopkins LLC, Cleveland, OH

PANELISTS: Anil Asnani, Vice President, Strategic Planning and Corporate Development, LabCorp, Burlington, North Carolina

Richard Bayman, Principal, Hammond Hanlon Camp LLC, Atlanta, Georgia

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

Bud Thompson, Roanoke, Virginia

Tapping Capital to Build Molecular and Genetic Lab Companies: Success in Essentials For Today's Tough Lab Market Environment

Jon Vance, CFA, CPA, Managing Director, MedDx Capital Advisors, La Jolla, California

Agenda

1:00 PM–1:50 PM

CONCURRENT BREAKOUT SESSIONS

How Hospitals In-Common Laboratory Uses Real Time Management and BI Dashboards to Improve Patient Service and Optimize Productivity

Kris Bailey, CEO, In Common Laboratories, Toronto, Ontario, Canada

Mass Spec's Growing Role in Clinical Diagnostics: Why Your Lab Should be Ahead of the Curve

David Herold, M.D., Ph.D., Professor of Pathology, UCSD; President, MSACL, VAMC - San Diego & University of California, San Diego, San Diego, California

Developments in Payer Contracting, How Labs Get Paid, Compliance and More

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

1:00 PM–2:50 PM

CONCURRENT BREAKOUT SESSIONS

Big Changes Ahead in Federal, State, and Private Payer Policies Affecting Laboratory Testing Reimbursement and Regulation

MODERATOR: *Jack Shaw, Executive Director, Homecare of Michigan, Allen Park, Michigan*

PANELISTS: *Michael Arnold, Executive Director, California Clinical Laboratory Association, Sacramento, California*

Mark Birenbaum, Ph.D., Administrator, National Independent Laboratory Association, St. Louis, Missouri

Andy Fish, Executive Director, AdvaMedDx, Washington, D.C.

Alan Mertz, President, American Clinical Laboratory Association, Washington, D.C.

Howard Coleman, Chief Executive Officer, Genelex Corporation, Seattle, Washington

2:00 PM–3:50 PM

SPECIAL SESSION

Lab CIO Roundtable

Peggy McKee, CEO/Recruiter, PHC Consulting, Celina, Texas

J. Mark Tuthill, M.D., Division Head, Pathology Informatics, Henry Ford Health System, Detroit, Michigan

2:00 PM–2:50 PM

CONCURRENT BREAKOUT SESSIONS

Big Changes in Pathologist Recruiting, Hiring, and Retention: What Your Pathology Lab Needs to Know to Stay Competitive

Rich Cornell, President, Sante Consulting, LLC, Chesterfield, Missouri

The Lab Hitchhiker's Guide to the Pitfalls and Opportunities in How EHRs Handle Lab Test Data

Teresa Darcy, M.D., MMM, Medical Director of Clinical Laboratories, University of Wisconsin Hospital and Clinics, Madison, Wisconsin

2:00 PM–2:50 PM

Envisioning the Coming Integration of Clinical Lab, Anatomic Pathology, and Radiology: Using Digital Imaging and Work Flow Redesign to Serve ACOs and Deliver Added Value

Jon Copeland, CEO, Nuvodia, Spokane,

Washington

Ryland (Skip) Davis, Principal, AC2T, Spokane, Washington

Ajit Singh, Ph.D., Managing Director, Artiman Ventures, Palo Alto, California

Thomas Tiffany, Ph.D., CEO, AC2T LLC, Spokane, Washington

3:00 PM–4:50 PM

SPECIAL SESSION

Lab CFO Roundtable

Douglas Wussow, V.P. Financial Services, Rhodes Group Inc, Vernon, Connecticut

Renee Ennis, Chief Financial Officer, TriCore Reference Laboratories, Albuquerque, New Mexico

3:00 PM–3:50 PM

CONCURRENT BREAKOUT SESSIONS

Combining Lean, Middleware, and Targeted Automated Systems to Unlock Lab Automation's Full Potential

Connie Bishop, Assistant Administrative Director, University of North Carolina Healthcare System, Chapel Hill, North Carolina

Integrated Pathology Informatics: What We need for both Internal and External Success

Fred Ferrara, Sr. Vice President and C.I.O., Aurora Diagnostics, Palm Beach Gardens, Florida

Payer Access: Why Your Lab is 'Out'! Can Your Lab Get 'In'?

Michael Snyder, Principal, Clinical Lab Business Solutions, LLC, Flemington, New Jersey

4:00 PM–4:50 PM

CONCURRENT BREAKOUT SESSIONS

How Automation Enables Six Sigma Quality in Laboratory Work Processes

Charles D. Hawker, Ph.D., MBA, Scientific Director, Automation & Special Projects, ARUP Laboratories, Salt Lake City, Utah

How ACA, ACOs, and Healthcare's Transformation Will Change Roles of Payers, Hospitals, Physicians, and Labs

MODERATOR: *Michael Snyder, Principal, Clinical Lab Business Solutions, LLC, Flemington, New Jersey*

PANELISTS: *Trisha Brown, Founder, Shama Consulting, Clayton, California*

Charles Halfpenny, CTO, Halfpenny Technologies, Inc., Blue Bell, Pennsylvania

Linda Stewart, Vice-President, National Laboratory Program, UnitedHealthcare, Minnetonka, Minnesota

Collaborating with Physicians and Nurses to Attack Misidentified Tissue Specimens Originating in Surgery and the Operating Room

Rita D'Angelo, Manager, Quality Systems Division, Henry Ford Health System, Detroit, Michigan

Molecular Codes and More: What Your Lab Should Know to Get Speedy and Accurate Payment from Different Payers

Charles Root, C.E.O., CodeMap LLC, Schaumburg, Illinois

5:00 PM–5:30 PM

GENERAL SESSION

ACOs, Medical Homes, and Other Models of Integrated Clinical Care: Understanding Today's Reality and the Ramifications for the Future

MODERATOR: *Rick Panning, Vice President, Business Development, Shared Clinical Services, Fairview Health Services, Minneapolis, Minnesota*

PANELISTS: *David Dexter, President & CEO, Sonora Quest Laboratories, LLC, and Laboratory Sciences of Arizona, LLC, Tempe, Arizona*

Ernest Franklin, M.D., VP Surgical and Ancillary Services, Baylor Health Care System, Dallas, Texas

Ran Whitehead, Chief Executive Officer and Chief Mission Officer, PeaceHealth Laboratories, Springfield, Oregon

5:45 PM–7:30 PM

Grand Reception

WEDNESDAY, MAY 1, 2013

6:30 AM–9:00 AM

Continental Breakfast

7:00 AM–7:50 AM

BENEFACTOR SESSION

Ortho Benefactor Session - Breakfast with Ortho Clinical Diagnostics

7:00 AM–7:50 AM

CONCURRENT MASTER CLASS SESSIONS

Dealing the 2013's Gamechangers in Anatomic Pathology Billing/Collections

Brian Kemp, Executive Director, McKesson, Midlothian, Virginia

Lisa Quirk, VP Laboratory & Pathology Operations, McKesson, North Charleston, South Carolina

Keeping Your Lab's Best-of-Breed LIS when C-Suite Likes Epic's EMR/LIS Bundle

Dennis Winsten, President, Dennis Winsten & Associates, Inc. Healthcare Systems Consultants, Tucson, Arizona

Building the Specialty Testing Lab Company: Sales and Business Development Strategies That Work

Michael Ero, President and Founder, Machaon Diagnostics, Oakland, California

How to Cut Your Lab's Cost of Reference Lab Testing using Flattened Connectivity and Reference Lab Networks

John David Nolen, M.D., Ph.D., MSPH, Managing Director, Laboratory Business Unit, Cerner Corporation, Kansas City, Missouri

8:00 PM–8:50 AM

BENEFACTOR SESSION

Roche Benefactor Session - Roche Diagnostics - Leading the Way in Personalized Healthcare

8:00 AM–8:50 AM

Agenda

CONCURRENT MASTER CLASS SESSIONS

Serving the New Paradigm of Integrated Care: Convert Your Lab's Data into High-Value Clinical Intelligence**Michael Glant, M.D., Medical Director, Orchard Software Corporation, Carmel, Indiana**

Curt Johnson, Chief Operating Officer, Orchard Software Corporation, Carmel, Indiana

Proven Steps to Control Your Lab's Rising Reference Test Costs

Anne Daley, Senior Consultant, Chi Solutions, Ann Arbor, Michigan

How We Learned to Make Money From Our Lab Outreach Client Billing

Donna Beasley, Healthcare Executive, Independent, Gulf Breeze, Florida

Charlene Harris, System Director, Laboratory Services, Sarasota Memorial Health Care System, Sarasota, Florida

Best Practices in Core Lab Design, Utilizing Automation, Workflow, and Informatics

Steve Friedland, Director, ValuMetrix Services, Ortho-Clinical Diagnostics, Inc., Columbia, South Carolina

9:00 AM–9:40 AM

GENERAL SESSION

How LIS and AP Informatics Are Coming Together to Support Integrated Care

Richard Atkin, President, Sunquest Information Systems, Tucson, Arizona

9:40 AM–10:20 AM

GENERAL SESSION

med fusion Creates New Lab Testing Paradigm to Deliver Added Value to Clinicians

Keith Laughman, President & CEO, med fusion, Lewisville, Texas

10:20 AM–10:40 AM

Morning Break

10:40 AM–11:20 AM

GENERAL SESSION

How HEDIS and Related Data Sets Will Anchor Integrated Care and Value-Based Reimbursement

Cynthia Ottone, MHA, Director, Policy - Measures, NCQA, Washington, D.C.

11:20 AM–12:00 PM

GENERAL SESSION

Contracting with ACOs & HIEs: Early Lessons in Establishing Lab Test Value and Price

David Dexter, President & CEO, Sonora Quest Laboratories, LLC, and Laboratory Sciences of Arizona, LLC, Tempe, Arizona

12:00 PM–1:00 PM

Networking Lunch

1:10 PM–3:00 PM

PECIAL SESSION

Lab Sales and Marketing VPs' Roundtable

FACILITATOR: Peter Francis, President, Clinical Lab Sales Training, LLC, Woodstock, Maryland
MODERATOR: Kevin Jaglinski, Director of Sales and Outreach, Cleveland Clinic Laboratories, Cleveland, Ohio

1:10 PM–3:15 PM

SPECIAL SESSION

Academic Pathology Chairs & Pathology Administrators Roundtable

Moderator: Cynthia Bevis, Assistant Vice President, Laboratories, North Shore-LIJ Health System, Lake Success, New York
Chair: James Crawford, Senior Vice President, Laboratory Services, North Shore-LIJ Health System, Lake Success, New York

1:10 PM–2:00 PM

CONCURRENT BREAKOUT SESSIONS

Unleashing the Power of QMS and CAP 15189 at ProMedica Laboratories**F. Michael Walsh, Chairman Dept of Pathology and Medical Director Promedica Labs, Consultants in Laboratory Medicine, Toledo, Ohio**

Driving Clinical Excellence in Microbiology with Consolidation, Real-Time Dashboards and Concierge Physician Services

David Vinson, VP of Laboratory Operations, med fusion, Lewisville, Texas

Payer's Goals for Pre-Authorization, Medical Necessity, and Pricing for Molecular and Genetic Tests

Trisha Brown, Founder, Shama Consulting, Clayton, California

Leveraging Informatics to Boost Local Pathology: How We Interface with Epic's EMR and Psyche to Monitor Client Service in Real Time

Julie Williams, Director of IT, Pathologists Diagnostic Laboratory, PA, Winston-Salem, North Carolina

2:10 PM–3:00 PM

CONCURRENT BREAKOUT SESSIONS

Moving Your Lab into a New Facility: Achieve the Flawless Relocation and Support Ongoing Productivity Gains

Thomas Goob, Vice President, Diagnostic Laboratory Services, Inc., Aiea, Hawaii

Anticipating Medicare's Alphabet Soup of Audit Contractors, Ranging from ZPICs and RACs to CERTs and MACs

Christopher Young, President, LMSS, Phoenix, Arizona

Blending Lab Automation, Lean, and Informatics to help the ED Meet Patient TAT Goals

Theresa Ohrmund, Director of Laboratory Services, Lakeland Regional Medical Center, Lakeland, Florida

Payer Data Requirements and Payers' Efforts to Narrow Lab Networks: What's New and How It's Different

Mark Erwin, Senior Director, Reimbursement & Government Affairs, Prometheus Laboratories, San Diego, California

3:10 PM–3:30 PM

GENERAL SESSION

Extracting the Important Lessons from the War College 2013

Robert L. Michel, Editor-in-Chief, The Dark Report, Spicewood, Texas

THURSDAY, MAY 2, 2013

7:30 AM–8:00 AM

Continental Breakfast and Registration

OPTION 1

8:00 AM–4:30 PM

Lean Bootcamp: Achieving Mastery with Concepts, Implementation, and Outcomes Workshop

Maureen Harte, President, HartePro Consulting, Midvale, Utah

12:00 PM–1:00 PM

Networking Lunch

OPTION 2

8:00 AM–4:40 PM

Powerful Sales Closing Secrets of Top-Performing Lab Sales Reps

8:00 AM–8:15 AM

Welcome and Opening Remarks

R. Scott Liff, President, Business Development, Kellison, Cleveland, Ohio

8:15 AM–9:15 AM

Key Benchmarks: Building Your Game Plan to Meet and Exceed Production Targets

Paul Knoll, President/Lead Guide, Ascent Guided Sales & Marketing Expeditions, Park City, Utah

9:15 AM–10:00 AM

Preparing Your Sales Plan: What to Do Before Making Your First Sales Call

Paul Knoll, President/Lead Guide, Ascent Guided Sales & Marketing Expeditions, Park City, Utah

10:00 AM–10:20 AM

Break

10:20 AM–12:00 PM

Organization and the Right Productivity Tools to Ensure Daily Sales Effectiveness

Paul Knoll, President/Lead Guide, Ascent Guided Sales & Marketing Expeditions, Park City, Utah

12:00 PM–1:00 PM

Agenda

Networking Lunch

1:00 PM-2:00 PM

Essential Skills to Win New Business:
Presenting Benefits, Handling Objections, How
to Close

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

2:00 PM-2:45 PM

Must-do Steps to Protect Your Lab Clients and
Grow Your Business

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

2:45 PM-3:00 PM

Afternoon Break

3:00 PM-4:00 PM

Good Shepherd Medical Center's Successes
and Lessons Learned in Building its Lab
Outreach Sales Program

*Diane Honey, Laboratory Director, Acuity
Diagnostics - Good Shepherd Medical Center,
Longview, Texas*

*Rick Parks, Sales Executive, Acuity Diagnostics -
Good Shepherd Medical Center, Longview, Texas*

4:00 PM-4:30 PM

Panel Discussion and Audience Q&A

*R. Scott Liff, President, Business Development,
Kellison, Cleveland, OH*

*Paul Knoll, President/Lead Guide, Ascent Guided
Sales & Marketing Expeditions, Park City, Utah*

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

4:30 PM-4:40 PM

Closing Remarks

*R. Scott Liff, President, Business Development,
Kellison, Cleveland, Ohio*

OPTION 3

8:00 AM-4:00 PM

LDT Boot Camp: Achieving Success with
Molecular and Genetic Tests

8:00 AM-8:15 AM

Overview of LDT and Introductions

*Bruce Quinn, Senior Health Policy Specialist,
Foley Hoag LLP, Boston, Massachusetts*

8:15 AM-9:05 AM

Mastering Legal, Regulatory, and Compliance
Issues Associated with LDTs

*Brian Carey, Partner, Foley Hoag LLP, Boston,
Massachusetts*

9:05 AM-9:55 AM

Best Approaches to Validate LDTs and Develop
Clinical Evidence

*Bruce Quinn, Senior Health Policy Specialist,
Foley Hoag LLP, Boston, Massachusetts*

9:55 AM-10:20 AM

Morning Break

10:20 AM-11:10 AM

Negotiating the Payer's Maze: Essential Steps
to Achieve Coverage and Reimbursement for
your LDT

*Robert McDonald, President, Aledo Consulting,
Inc., Indianapolis, Indiana*

11:10 AM-11:45 AM

Expert Panel on Validation, Managed Care
Issues, Legal/Compliance Essentials

*Bruce Quinn, Senior Health Policy Specialist,
Foley Hoag LLP, Boston, Massachusetts*

*Robert McDonald, President, Aledo Consulting,
Inc., Indianapolis, Indiana*

*Mark Boguski, Founder & Chief Medical Officer,
Genome Health Solutions, Inc., Concord,
Massachusetts*

11:45 AM-1:00 PM

Networking Lunch

1:00 PM-1:50 PM

How to Recruit, Hire, and Retain Executive,
Sales, and Scientific Talent

*Craig Scheiblaue, Principal, Executive Search
Consultant, Carpinteria, California*

1:50 PM-2:40 PM

Going to Market: Profitable Ways to Build
Sales, Educate Physicians, and Raise
Awareness

*Susan Garfield, DrPH, Vice President, GfK
Bridgehead, Wayland, Massachusetts*

2:40 PM-3:00 PM

Afternoon Break

3:00 PM-3:45 PM

Essential Ways to Leverage Lab Informatics to
Add Clinical Value to Your Lab-Developed Tests

*Mark Boguski, Founder & Chief Medical Officer,
Genome Health Solutions, Inc., Concord,
Massachusetts*

3:45 PM-4:00 PM

Developing Your Lab's Roadmap to LDT
Success

*Bruce Quinn, Senior Health Policy Specialist,
Foley Hoag LLP, Boston, Massachusetts*

2013 Registration Form

Please provide information as you would like it to appear on your badge.

Name 1 (First, Last, Suffix)

Title _____ Email _____

Name 2 (First, Last, Suffix)

Title _____ Email _____

Name 3 (First, Last, Suffix)

Title _____ Email _____

Organization _____

Phone _____ Fax _____

Address _____

City _____ State _____ Zip+4 _____

Emergency Contact

Phone: _____

Groups of 2 or more save \$50 per registration.

TUITION DETAILS: Seminar tuition is payable to THE DARK REPORT. Tuition includes all meeting materials, lunches and refreshments, as well as the evening receptions on Monday and Tuesday.

TUITION CALCULATOR

Executive War College (April 30 – May 1)

| | | | | |
|---|-------------------|---|----|-------|
| | <i># people x</i> | | | |
| Register on or before March 15 | _____ x \$925 | = | \$ | _____ |
| Register after March 15 | _____ x \$1045 | = | \$ | _____ |
| Less discounts (if applicable, 2 or more) | _____ x \$50 | = | \$ | _____ |

Post-Conference Workshops (May 2) choose one topic

Topic 1: LDT Boot Camp: Achieving Success with Molecular and Genetic Tests

| | | | | |
|--------------------------------|-------------------|---|----|-------|
| | <i># people x</i> | | | |
| Register on or before March 15 | _____ x \$395 | = | \$ | _____ |
| Register after March 15 | _____ x \$445 | = | \$ | _____ |

Topic 2: Powerful Sales Closing Secrets of Top-Performing Lab Sales Reps

| | | | | |
|--------------------------------|-------------------|---|----|-------|
| | <i># people x</i> | | | |
| Register on or before March 15 | _____ x \$395 | = | \$ | _____ |
| Register after March 15 | _____ x \$445 | = | \$ | _____ |

Topic 3: Lean for Lab Leaders: Mastering Concepts in Implementation to Achieve Significant Outcomes

| | | | | |
|--------------------------------|-------------------|---|----|-------|
| | <i># people x</i> | | | |
| Register on or before March 15 | _____ x \$395 | = | \$ | _____ |
| Register after March 15 | _____ x \$445 | = | \$ | _____ |

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Space is limited. It is essential to register early!

Frequently Asked Questions

When is it? Where is it?

Executive War College 2013 takes place on Tuesday and Wednesday, April 30 – May 1, 2013 at the Sheraton New Orleans.

Where can I stay?

The Sheraton New Orleans, located at 500 Canal Street, in the heart of one of our favorite cities, New Orleans. Close to the French Quarter, Aquarium and Riverfront, the Sheraton is within walking distance to fabulous restaurants and New Orleans Jazz clubs. As an Executive War College attendee, your special discounted room rate is \$199 for single or double occupancy. Rooms are on space availability basis until April 9. Please visit the conference's group rate website at: www.starwoodmeeting.com/Book/ewc2013 or call the hotel directly at (504) 525-2500 and be sure to ask for the Executive War College rooms to get the best rate available. Our room block typically sells out, so don't delay in making your reservations.

How much does it cost?

Tuition is \$1045 for Executive War College 2013. Attendance is optional at the one-day post-event seminar (\$445 tuition) on Thursday, May 2, 2013.

How can I save money on registration?

You have TWO ways to save money on tuition fees. If you register by March 15, your tuition is reduced to \$925. We'd also like to give your colleagues the opportunity to share the techniques and new information you'll gain there, so we're offering a \$50 discount per registration for 2 or more colleagues registering from your company or organization. (\$50 discount applies only for April 30 – May 1 Executive War College tuition.)

What happens if I need to cancel?

Substitutions may be made at any time at no charge. Cancellations through March 29 are subject to a \$50 processing fee. Cancellations after 5:00 P.M. on March 29 are subject to a \$275 cancellation fee. Cancellations after April 26 are non-refundable.

Can I guarantee my investment?

If you aren't completely satisfied with the scope and content of Executive War College 2013—if you don't leave with dozens of new techniques to improve the way you do business—we'll refund your tuition in full, promptly and courteously. We're confident you'll find Executive War College 2013 to be time and money very well spent.

Can I earn continuing education credits?

Application has been made to make continuing education units (CEUs) available through the American Association of Clinical Chemistry.

How do I register?

1. Register online at: www.executivewarcollege.com
2. Call 707-829-9484. Our friendly staff can register you as well as answer any questions you may have.
3. Fax this completed form to 707-829-9483.
4. Mail the form with payment to: THE DARK REPORT, 21806 Briarcliff Dr., Spicewood, TX 78669.

Can I sponsor at this event?

A limited number of sponsorship and advertising opportunities remain for this event. Please contact Jill Pierce at 415-454-7262.

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Please Route To:

- Administrative Director, Laboratory Services
- Medical Director, Department of Pathology
- Project Leader, Laboratory Operations
- Laboratory Manager
- Pathologist
- General Manager
- Vice President, Operations
- Director, Molecular Testing

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Executive War College
On Lab and Pathology Management
Register today...and put yourself in this picture!



Our opening general session at *Executive War College* Tuesday, April 30, 2013 will feature an unprecedented analysis of the existing business model that has sustained independent clinical laboratories over the past three decades.

Prepare for a shock... because BIG changes are ahead.

The next day, Wednesday, May 1, our attention will shift to how genetic testing and molecular diagnostics are poised to transform clinical practice—and create new opportunities for clinical labs and pathology groups to add value. Yes! Even as the financial foundations of the traditional lab business model erode, nimble labs will transition into value-added providers of information-rich diagnostic tests.

Your Attendance at *Executive War College* This Year Will Arm You with Powerful Knowledge, and is the Vital Investment that Prepares You to Succeed in the Most Challenging Healthcare Environment in History!