AGENDA – AS OF 4.21.14

Monday, April 28, 2014

4:30 PM-5:30 PM
LIFEPONT BENEFACCTOR SESSION
Reception - Meet & Greet the Executive Team of Lifepoint Informatics
GRAND CHENIER

5:30 PM-7:30 PM
Early Registration & Get Acquainted Reception
GRAND BALLROOM FOYER AND ARMSTRONG

7:30 PM-9:30 PM
LIAISON BENEFACCTOR SESSION
Reception - Surviving and Thriving in the Perfect Storm
LAGNIAPPE
Tuesday, April 29, 2014

6:30 AM-9:00 AM
Registration and Continental Breakfast
GRAND BALLROOM FOYER

7:00 AM-7:50 AM
ATLAS BENEFACTOR SESSION
Breakfast - Expert Roundtable Discussion with Atlas: Using Expertise and Technology to Overcome
Today's Challenges and Create New Business Opportunities for your Lab
NOTTOWAY

MASTER CLASS SESSIONS

7:00 AM-7:50 AM
Enabling New Business Models for Pathology Labs By Using Practical Applications of Digital
Medicine and Digital Pathology
GRAND BALLROOM D
Thomas Bauer, M.D., Ph.D., Medical Director of ePathology, Department of Pathology, The
Cleveland Clinic, Cleveland, OH; Chrystal Adams, Associate Vice President, XIFIN, Inc., Del Mar, CA

7:00 AM-7:50 AM
Too Much Paper in Your Molecular Lab? What Innovators Are Doing with Scalable Molecular
Informatics Solutions
GRAND BALLROOM E
Megan Schmidt, Director, Product Strategy, Sunquest Information Systems, Tucson, AZ

7:00 AM-7:50 AM
Why your Lab's New Vendor Contracts Leave 70% of the Biggest Savings Still on the Table
GRAND CHENIER
Leslie A. Sprick, CMC, MT(ASCP), Owner & CEO, Sprick Group, LLC, Charlotte, NC

8:00 AM-8:50 AM
CLIA’s New IQCP Requirements Are In Effect, or Are They?: Implementing Laboratory Risk
Management Now to Ensure Success
GRAND CHENIER
Jack Zakowski, Ph.D., FACB, Director, Scientific Affairs and Professional Relations, Beckman Coulter,
Inc. and President-Elect, Clinical and Laboratory Standards Institute (CLSI), Brea, CA

8:00 AM-8:50 AM
Leverage the Power of an EMPI to Increase Revenue and Extend the Value of Diagnostics
GRAND BALLROOM D
Robert D. Atlas, President & CEO, Atlas Medical, Calabasas, CA
8:00 AM-8:50 AM
The Lab Portal Is Dead! Long Live Integration of the LIS to EHRs and HIEs! Insights on How to Move Physicians Through Those Last Steps
Oleg Bess, M.D., Founder & CEO, 4medica, Inc., Culver City, CA

8:00 AM-8:50 AM
Understanding the Newest Rules for Showing Clinical Utility of Molecular Tests and How They Shape Payer Pricing Decisions
Matthew Zubiller, Vice President, Corporate Strategy & Business Development, McKesson, Newton, MA

8:00 AM-8:50 AM
EMDEON BENEFACtor SESSION
Breakfast - Engage with Emdeon

8:00 AM-8:50 AM
SLONE PARTNERS BENEFACtor SESSION
Breakfast - Meet and Greet with Slone Partners

GENERAL SESSIONS

9:00 AM-9:35 AM
Recognizing the End of the Fee-For-Service Era: What Should Smart Labs Be Doing Now to Ensure Financial Sustainability?
Robert Michel, Editor-in-Chief, The Dark Report, Spicewood, TX

9:35 AM-10:20 AM
Lessons from the Northwoods: How NorDx Labs Is Responding to Changing Clinical and Payer Needs in the Inpatient, Outpatient, and Outreach Sectors
Stan Schofield, President, NorDx, Senior Vice President, MaineHealth / Co-Founder and Managing Principal, The Compass Group, NorDx, Scarborough, ME

10:20 AM-10:40 AM
Morning Break

10:40 AM-11:20 AM
Mastering the Art of Delivering Value: Using Change and Real-time Metrics to Achieve Stretch Goals
Jason Pincock, CMA, CEO, DynaLIFEdx, Edmonton, AB, Canada
11:20 AM-12:00 PM
Positioning Pathology and Clinical Laboratory Services to Add Value in the Era of ACOs and Medical Homes
Richard J. Cote, M.D., FRCPath, FCAP, Professor and Joseph R. Coulter Jr. Chair, Department of Pathology, Professor, Department of Biochemistry and Molecular Biology, Chief of Pathology, Jackson Memorial Hospital, Director, Dr. John T. Macdonald Foundation, University of Miami, Miller School of Medicine, Miami, FL

12:00 PM-1:00 PM
Luncheon

SPECIAL SESSION

1:00 PM-2:50 PM
Lab CFO Roundtable
CHAIR: Eric Oechsner, Vice President, Finance, Dynacare Laboratories, Milwaukee, WI
FACILITATOR: Douglas Wussow, Vice President, Financial Services, Rhodes Group Inc, Vernon, CT

LAB & PATHOLOGY MERGER & ACQUISITION SESSION

1:00 PM-4:50 PM
Lab & Pathology Merger & Acquisition Session Opening Remarks
Richard Cooper, Esq., Chair, National Healthcare Practice, McDonald Hopkins LLC, Cleveland, OH

1:00 PM-1:40 PM
Overview of 2013-2014 Laboratory Transactions, Deal Values and Multiples, and Forecasting of Anticipated Trends
Christopher Jahnle, ASA, Managing Director, Haverford Healthcare Advisors, Paoli, PA

1:40 PM-2:20 PM
Valuation Trends & Market Dynamics by Segment: Clinical Labs, Anatomic Pathology, and Molecular Specialty Test Companies
Jeff Ellis, CFA, Managing Director, Crosstree Capital Partners, Tampa, FL
2:20 PM-3:10 PM
Why Sales of Labs Do and Don't Happen in Today's Lab Testing Marketplace: What Is the Right Revenue Multiple at the Moment?  GRAND BALLROOM ABC
PANELISTS: John P. Reiboldt, Managing Director, Coker Capital Advisors, Alpharetta, GA; Jeff Danesis, Vice President, Lazard Middle Markets, Charlotte, NC; Anil Asnani, Senior Vice President, LabCorp, Burlington, NC

3:25 PM-4:10 PM
Chasing the Next Generation of Lab Test Revenue: All the Latest on LDTs, Clinical Utility, and Demonstrating Value  GRAND BALLROOM ABC
Susan Garfield, DrPH, Senior Vice President, GfK Market Access, Wayland, MA

4:10 PM-4:50 PM
Mapping the Future of Clinical Lab and Pathology Testing: Finding Profits in Molecular and Genetic Testing  GRAND BALLROOM ABC
PANELISTS: Chris Graber, Principal, Waud Capital Partners, Chicago, IL; Eric Lev, Partner, Ampersand Capital Partners, Wellesley, MA

BREAKOUT SESSIONS

1:00 PM-1:50 PM
Aligning Workflow, Productivity, Quality in the Lab and Other Clinical Services Using Lean, Automation, and Real-Time Management Dashboards  GRAND COUTEAU
Linda Guay, MBA/HCM, Associate Vice President, Laboratory Services, Franciscan Health System, Tacoma, WA

1:00 PM-1:50 PM
Managed Care Contracting in the Era of ACOs: How One Health System Negotiated Provider Status for its Lab Outreach Program  GRAND BALLROOM D
Linda S. Flynn, MT, MS, MBA, Executive Consultant, LS Flynn & Associates, Florence, KY; Marianne Hillegass, Senior Vice President & Chief Resource Officer, Baptist Health System, Jacksonville, FL

1:00 PM-1:50 PM
Revaluing Diagnostics: What the Pharma and Medical Device Models Teach About Providing the Evidence of How Lab Tests Contribute to Improved Patient Care  GRAND BALLROOM E
MODERATOR: Thomas Tiffany, Ph.D., CEO & Founder, AC2T, Spokane, WA
PANELISTS: Alan Wright, M.D., MPH, Chief Medical Officer, Roche Diagnostics Corporation, Indianapolis, IN; Patrick F. Terry, Chairman, Gray Group Ventures, Washington, DC; Lâle White, Chairman and CEO, XIFIN, Inc., San Diego, CA

1:00 PM-1:50 PM
Taming the Cost of Esoteric and Reference Testing: Winning Strategies that Reduced Spending and Moved More Value to Physicians  
GRAND CHENIER
Gregory J. Pomper, M.D., Associate Professor of Pathology; Medical Director of Clinical Laboratories, Wake Forest Baptist Health, Winston-Salem, NC

2:00 PM-2:50 PM
Combining Kaizen Events and the Master Patient Index to Increase Revenue, Collect More from Patients, and Boost Productivity in Billing and Collections  
GRAND COUTEAU
Jeanette Brooks, Director, Billing Services, Solstas Lab Partners, Roanoke, VA

2:00 PM-2:50 PM
Going the Next Mile in Lab Automation: Combining Software Analytics and Work Flow Redesign in the High Volume Reference Laboratory  
GRAND CHENIER
John Butz, Administrator of Operations, Mayo Medical Laboratories, Rochester, MN

2:00 PM-2:50 PM
Molecular Diagnostics and Next-Gen Gene Sequencing for Community Hospital Labs: Picking the Winners and Avoiding the Losers  
GRAND BALLROOM E
Frederick L. Kiechle, M.D., Ph.D., Medical Director, Clinical Pathology, Memorial Healthcare System/Pathology Consultants of South Broward LLP, Hollywood, FL

2:00 PM-3:50 PM
Understanding New Legislative, Regulatory, and Payer Policies that Affect Laboratory Testing Reimbursement and Regulation  
GRAND BALLROOM D
MODERATOR: Elissa Passiment, Ed.M., CLS, Executive Vice President, American Society for Clinical Laboratory Science (ASCLS), McLean, VA
PANELISTS: Alan Mertz, President, American Clinical Laboratory Association, Washington, DC; Julie Scott Allen, Senior Vice President, District Policy Group representing the National Independent Laboratory Association, Washington, DC; John Scott, Vice President, Division of Policy and Advocacy, College of American Pathologists, Washington DC; Michael J. Arnold, Legislative Advocate, Arnold and Associates, Inc., Sacramento, CA
SPECIAL SESSION

3:00 PM-4:50 PM
Lab CIO Roundtable

CHAIR: Eric Crugnale, Director of Connectivity, Sonic Healthcare USA, Hicksville, NY
FACILITATOR: Peggy McKee, CEO/Recruiter, PHC Consulting, Celina, TX

BREAKOUT SESSIONS

3:00 PM-3:50 PM
Blending Lab Automation with Integrated Informatics for Workflow Redesign, Faster Client Set Up and Better Interaction with the Beaker EHR
Bobbi Jo Kochevar, MBA, MLS(ASCP), Director of Diagnostic and Therapy Services, North Memorial Health Care, Robbinsdale, MN

3:00 PM-3:50 PM
How ACOs and Integrated Delivery Networks Change the Value Proposition for Molecular and Genetic Tests
Kuo Bianchini Tong, MS, CEO, Quorum Consulting, Inc., San Francisco, CA

3:00 PM-3:50 PM
Overcoming Common Challenges in Building and Expanding Your Lab Outreach Program and Its Sales Effectiveness
Tony Deluca, National Sales Manager, ChildLab, Columbus, OH

4:00 PM-4:50 PM
Achieving the Ideal of High-Performance in the Core Lab: Leveraging Informatics to Get More from Workflow Redesign and Automated Systems
Sharon Cox, MT(ASCP) SC, Core Laboratory Supervisor, Saint Francis Health System, Tulsa, OK

4:00 PM-4:50 PM
CMS Announces A2LA as the Newest CLIA Accreditation Body: Introduction to A2LA as Source for Simultaneous CLIA and ISO 15189 Accreditation
Larnell C. Simpson, Director of Marketing and Medical Affairs, American Association for Laboratory Accreditation (A2LA), Frederick, MD
4:00 PM-4:50 PM
How Health Insurers See Healthcare's Evolution: What's Ahead with Integrated Care, Genetic Medicine, and Value-Based Reimbursement
GRAND BALLROOM D
MODERATOR: Michael Snyder, Principal, Clinical Lab Business Solutions, LLC, Flemington, NJ
PANELISTS: Frank R. Dookie, MBA, Contracting Executive, Humana, Woodbridge, NJ; Diana Brandon, Vice President, Strategic Development & Payor Relations, Bako Integrated Physician Solutions, Alpharetta, GA

4:00 PM-4:50 PM
Using Sophisticated Reporting Tools and "Big Data" Feeds of Lab Test Results to Generate New Revenue Streams for your Clinical Lab
GRAND COUTEAU
Destry Sulkes, M.D., MBA, Executive Vice President & Co-founder, Medivo, Inc., New York, NY

4:00 PM-4:50 PM
How Regional & Community Labs Are Adapting To A Changing Health Care System: The NILA Members’ Perspective
SOUTHDOWN
Erin Will Morton, Washington Representative, NILA, Washington DC; Pat Lanza, Chair, NILA, St. Louis, MO

GENERAL SESSION

5:00 PM-5:40 PM
Lab Test Utilization: New Approaches That Slash Costs and Improve Patient Outcomes
GRAND BALLROOM ABC
MODERATOR: Frederick L. Kiechle, M.D., Ph.D., Medical Director, Clinical Pathology, Memorial Healthcare System /Pathology Consultants of South Broward LLP, Hollywood, FL
PANELISTS: Bradley Brimhall, M.D., MPH, Professor, Pathology and Medicine and Medical Director, Clinical Laboratories, University of Mississippi Health Care, Jackson, MS; Gregory N. Sossaman, M.D., System Chairman, Pathology & Laboratory Medicine, Ochsner Health System and Foundation, New Orleans, LA; Ian D. Watson, Ph.D., FRCPath, FACB, Past President EFLM, European Federation of Clinical Chemistry & Laboratory Medicine, Liverpool, UK

5:45 PM-7:30 PM
Grand Reception
ARMSTRONG BALLROOM
Wednesday, April 30, 2014

6:30 AM-9:00 AM
Registration and Continental Breakfast
GRAND BALLROOM FOYER

MASTER CLASS SESSIONS

7:00 AM-7:50 AM
Five Key Cost-Cutting and Productivity Targets to Help Labs Survive and Thrive
GRAND CHENIER
Thomas Joseph, MBA, MT(ASCP), President & CEO, Visiun, Inc., Ann Arbor, MI; Denis Burke, Chief Technology Officer, Visiun, Inc., Ann Arbor, MI

7:00 AM-7:50 AM
Leveraging Lab Information in New Ways to Benefit Healthcare in a Non-Fee-for-Service Environment
GRAND BALLROOM D
Bradley Brimhall, M.D., MPH, Professor, Pathology and Medicine and Medical Director, Clinical Laboratories, University of Mississippi Health Care, Jackson, MS; Curt Johnson, COO, Orchard Software Corporation, Carmel, IN

7:00 AM-7:50 AM
Understanding and Meeting 2014 Government Mandates: A Perfect Storm of ICD-10, Patient Reporting, and Meaningful Use Stage 2
GRAND BALLROOM E
Ken Willett, Vice President, Healthcare IT Strategies, Liaison Healthcare Informatics, Portland, OR

7:30 AM-8:50 AM
BECKMAN BENEFACTOR SESSION
Breakfast - Navigating Today’s Challenges to the Laboratory Through Process Innovation
OAK ALLEY

8:00 AM-8:50 AM
ROCHE BENEFACTOR SESSION
Breakfast - Connecting with Roche
NOTTOWAY
MASTER CLASS SESSIONS

8:00 AM-8:50 AM
Boost Your Lab's Bottom Line: Why Cultural Change Works in Today's Market and How to Sustain High Performance
GRAND BALLROOM E
Adam Slone, CEO, Slone Partners, Miami Beach, FL; Tara Kochis, President, Slone Partners, Centreville, VA

8:00 AM-8:50 AM
Enhancing the Lab's Service Value while Achieving Sustained Cost Reductions through Informatics Integration
GRAND CHENIER
Eric Q. Reynolds, Vice President, Clinical Services, Emdeon, Nashville, TN

8:00 AM-8:50 AM
Healthcare Reform and the Lab: New Strategies to Resolve Pressing Problems
GRAND COUTEAU
Kathy Murphy, Ph.D., CEO, Chi Solutions, Inc., Ann Arbor, MI

8:00 AM-8:50 AM
What Does Value Mean? How ACOs, Bundled Payments, Capitation, and Narrow Networks Will Change Labs' Relationships with Providers
GRAND BALLROOM D
Pam Maxwell, Chief Growth Officer, Orange Health Solutions, Jacksonville, FL; Charles Halfpenny, CTO, Halfpenny Technologies, Inc., Blue Bell, PA

GENERAL SESSIONS

9:00 AM-9:40 AM
Understanding Healthcare's New Triple Aim: Innovation, Transformation, and Partnerships
GRAND BALLROOM ABC
Ted Schwab, Partner, Oliver Wyman, San Francisco, CA

9:40 AM-10:20 AM
Diagnostic Management Teams and More at Vanderbilt: Moving Lab Medicine Closer to Physicians and Patients to Deliver More Value
GRAND BALLROOM ABC
Mike Laposata, M.D., Ph.D., Professor of Pathology and Professor of Medicine, Vanderbilt University Medical Center, Nashville, TN

10:20 AM-10:40 AM
Morning Break
GRAND BALLROOM FOYER
10:40 AM-11:20 AM
Business Development in a Multi-Speciality Medical Group: Leveraging Pathology Services along with Radiology, Radiology Oncology, and Anesthesiology
GRAND BALLROOM ABC
David Landry, CEO, Spectrum Medical Group, South Portland, ME

11:20 AM-12:00 PM
A New Lab Business Model to Change How Cancer is Diagnosed, Treated, and Monitored
GRAND BALLROOM ABC
Michael J. Pellini, M.D., President & CEO, Foundation Medicine, Inc., Cambridge, MA

12:00 PM-1:00 PM
Luncheon
ARMSTRONG BALLROOM

SPECIAL SESSIONS:
1:10 PM-2:50 PM
 Academic Pathology Chairs & Pathology Administrators Roundtable
OAK ALLEY
CO-CHAIRS: James Crawford, M.D., Ph.D., Senior Vice President, Laboratory Services and Chair, Pathology and Laboratory Medicine, North Shore-LIJ Health System, Lake Success, NY; Josh Yelen, Vice Chairman for Administration, University of Miami Miller School of Medicine, Miami FL

1:10 PM-2:50 PM
Lab Sales and Marketing VP Roundtable
NOTTOWAY
CHAIR: Tony Deluca, National Sales Manager, ChildLab, Columbus, OH
FACILITATOR: Charlie Thompson, Principal, Axtria, Inc., Atlanta, GA

BREAKOUT SESSIONS:
1:10 PM-2:00 PM
Lab Test Utilization in an Era of ACOS and Integrated Care
GRAND BALLROOM D
Gary W. Procop, M.D., MS, Chair, Molecular Pathology, Section Head, Molecular Microbiology, Director, Parasitology and Mycology Laboratories, Professor of Pathology, Cleveland Clinic, Cleveland, OH

1:10 PM-2:00 PM
Laboratory Medicine in Europe: How Labs Are Dealing with New Challenges
GRAND BALLROOM E
Ian D. Watson, Ph.D., FRCPPath, FACB, Past President EFLM, European Federation of Clinical Chemistry and Laboratory Medicine, Liverpool, UK
1:10 PM-2:00 PM
Responding to the Revised Blue Card Policy: Legal Issues and the Essential Actions Labs Can Take to Process Claims and Increase Collections
GRAND COUTEAU
Charles Dunham, Esq., Attorney, Bond, Schoeneck & King, PLLC, Albany, NY

1:10 PM-2:00 PM
TriCore’s Journey with ISO 15189: Lessons Learned in Earning Accreditation and Sustaining Use of the QMS
GRAND CHENIER
Cordelia Sever, M.D., Laboratory Medical Director, Tricore Reference Laboratories, Albuquerque, NM; Eric Keith Carbonneau, MS, MT(ASCP), Director, Core Laboratory Operations, TriCore Reference Laboratories, Albuquerque, NM

2:10 PM-3:00 PM
Combining Lab Automation and New Diagnostic Algorithms to Help Clinicians Achieve Improved Patient Outcomes at Less Cost per Healthcare Encounter
GRAND BALLROOM E
Holly McDaniel, M.D., Laboratory Medical Director, Banner Estrella Medical Center, Clin-Path Associates, Tempe, AZ

2:10 PM-3:00 PM
Successful ICD-10 Transition for Your Clients and Your Lab Outreach Program
GRAND CHENIER
Deb Loniewski, BS, MT(ASCP), Outreach Laboratory Representative, Sparrow Laboratories, Lansing, MI

2:10 PM-3:10 PM
Driving Value with a Hospital Laboratory Network in the Face of Healthcare Market and Regulatory Change
GRAND COUTEAU
John Kolozsvary, CEO, Joint Venture Hospital Laboratories, Allen Park, MI

GENERAL SESSION
3:10 PM-3:30 PM
Extracting the Important Lessons from the Executive War College 2014
GRAND BALLROOM ABC
Robert Michel, Editor-in-Chief, The Dark Report, Spicewood, TX

-Official End of Executive War College 2014-
Thursday, May 1, 2014

POST CONFERENCE WORKSHOPS – SEPARATE REGISTRATION REQUIRED (SPACE STILL AVAILABLE)

7:30 AM-8:00 AM
Continental Breakfast

BUILDING A SALES ORGANIZATION THAT OVERACHIEVES:
ESSENTIAL STRATEGIES AND INSIGHTS FOR LAB EXECUTIVES AND SALES/MARKETING MANAGERS
GRAND COUTEAU

8:00 AM-4:10 PM
Building a High-Performance Lab Sales Program: Essential Strategies and Insights for Lab Executives and Sales/Marketing Managers
Karl Scheible, President, Market Sense, Inc., Austin, TX

12:00 PM-1:00 PM
Luncheon

ANTICIPATING NEW CLINICAL AND BUSINESS MODELS FOR CLINICAL LABS AND PATHOLOGY GROUPS
GRAND BALLROOM E

8:00 AM-8:10 AM
Opening Remarks
Khosrow R. Shotorbani, MBA, MT(ASCP), President & CEO, TriCore Reference Laboratories, Albuquerque, NM

8:10 AM-9:00 AM
Emerging Business Models in Clinical Laboratory and Anatomic Pathology Testing
Christopher Jahnle, ASA, Managing Director, Haverford Healthcare Advisors, Paoli, PA

9:00 AM-9:45 AM
How Neogenomics is Responding to a Changing Clinical Market and New Payment Models
Douglas VanOort, Chairman & CEO, NeoGenomics Laboratories, Fort Myers, FL;

9:45 AM-10:10 AM
Morning Break

GRAND BALLROOM FOYER
10:10 AM-11:00 AM
New Clinical and Business Opportunities for the Regional Multi-Specialty Pathology Practice
Krista Crews, Executive Director, ProPath, Dallas, TX

11:00 AM-11:45 AM
Claritas Genomics: Transforming a Hospital-based Molecular Lab into a Next-Generation Pediatric Diagnostic Company
Patrice M. Milos, Ph.D., CEO, President, Claritas Genomics, Cambridge, MA

12:00 PM-1:00 PM
Luncheon

1:00 PM-1:45 PM
Creating Regional Collaboration in Clinical Lab and Pathology Testing: What's Working in Mississippi
Janice Lage, M.D., Professor and Chair, Department of Pathology, University of Mississippi Medical Center, Jackson, MS

1:45 PM-2:30 PM
Bay State's Clinical Lab Growth Plan: How Can We Collaborate with Your Hospital Lab?
Robert Bourgeault, Director, Laboratory Operations, Department of Pathology, Baystate Medical Center, Springfield, MA; Chris Pomidoro, CEO/Managing Partner, The Healthcare Legacy Group, Yorba Linda, CA

2:30 PM-2:30 PM
PM Break

2:45 PM-3:30 PM
Assessing the Economic Future of Pathology Technical Labs: Finding Solutions and Opportunity During Lean Times
Richard Cooper, Esq., Chair, National Healthcare Practice, McDonald Hopkins LLC, Cleveland, OH

3:30 PM-3:45 PM
Closing Remarks
Khosrow R. Shotorbani, MBA, MT(ASCP), President & CEO, TriCore Reference Laboratories, Albuquerque, NM