



Here's an opportunity you may never have again...

Take the entire EXECUTIVE WAR COLLEGE Back home with you!

HERE'S A GREAT OPPORTUNITY—for a cost that's less than half of a full registration, you can return with the entire *Executive War College* on audio recording!

It multiplies your *Executive War College* experience—because you can review any recording, at any time. Listen again and learn more from the presentations you liked best.

Bringing audio recordings back from the *Executive War College* can make you a hero, because it helps the people you work for...and the people who work for you. Everyone involved in the laboratory wants to learn the latest, and your *Executive War College* audio recordings brings them into the heart of the action!

Every year, attendees who get audio recordings tell us it multiplies their learning experience. Experts agree that the best way to capture and retain knowledge is to listen to audio recordings of spoken presentations. It's a superb way to build upon your personal *Executive War College* experience, as well as share it with others in your lab or hospital.

Bringing back *Executive War College* audio recordings says something about you—that you want to share with others this vast, concentrated knowledge, at a cost that's a fraction of what you've invested.

Every year *Executive War College* attendees tell us that one of the things they love most about the program is that it is a non-stop, jammed-pack series of compelling case studies and break-out session presentations. But many are frustrated that the speed of events and

constant activity makes it difficult to capture 100% of all the useful knowledge delivered from the podium—and then process that information to glean the most valuable insights.

It's the precise reason why we record each session and make it available to you on audio recordings. We are all here to learn and absorb as much as possible. By design, the *Executive War College* is an

managers had begged to come along, but there wasn't a travel budget for this individual.

When she showed up at the next year's *Executive War College*, she was accompanied by her young lab management protege. She brought him over and introduced him. She told us this individual had listened to every audio recording in the first months after her return.

Motivated by what he heard, this go-getter had energized the med techs to tackle a work flow redesign *and* a detailed productivity measurement program in the lab. Within six months, this hospital lab had cut its average cost-per-test by 18%! And all because a thoughtful manager brought audio recordings back from her *Executive War College* experience!

We recommend you use your *Executive War College* Recordings in many ways...

- Listen again and learn more from the presentations you liked best!
- Give your management team the important topics that will help them succeed!
- Use *Executive War College* recordings to educate your board and senior directors!
- Create a permanent knowledge library with the best in innovative lab management!

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with information,
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(Offer available only for on-site purchase
May 5, 2011, using this form.)

overwhelming barrage of learning. And that's why audio recordings are the secret weapon you can use to capture 100% of this knowledge and take it back home with you!

One of our favorite *Executive War College* stories involves a hospital lab administrator who attended her first *Executive War College*. At the recording table, she debated about which recording she wanted to take back with her. She finally decided on the complete set because one of her up-and-coming

Presented By



Use this form to order your audio recordings while you are here at the *Executive War College*. Take advantage of these wonderful on-site specials!

Tuesday, May 3, 2011

Concurrent Management Master Classes

Unlock Major Performance Gains by Managing Your Lab's Work Flow with Real-Time Performance Measures

R. Rodney Momcilovic, MBA, Consultant, ValuMetrix-OCD, Harlem, GA

Anatomic Pathology's Latest Transformation: Local Practice Consolidation, More CP Testing, and Regional "Test Exchange Networks" (TEN)

Lisa-Jean Clifford, CEO, Psyche Systems Corp, Milford, MA

Achieving Maximum Gains in 4th and 5th Generation Multi-Hospital Laboratory Consolidation

Susan Stegall, MBA, MHSA, MT(ASCP), Managing Partner, Sprick, Stegall & Associates LLC, Salem, OH

New Informatics Technology That Makes Your Lab's LIS-to-EMR Interfaces Faster, Cheaper, and Better

Rob Atlas, CEO, Atlas Medical, Calabasas, CA

Fixing the Anatomic Pathology Lab's Top Ten Disasters—Before They Happen!

Patrick Maul, MBA, MT(ASCP), Lean Sigma Black Belt - Principal Consultant, BD Diagnostics Healthcare Consulting, Franklin Lakes, NJ

Medicare and Private Payers New Attacks on Molecular Test Coverage: What Every Pathology Group and Clinical Laboratory Needs to Know

Rina Wolf, VP Strategic Commercialization, Consulting and Industry Affairs, XIFIN, Inc, San Diego, CA

General Sessions

ACOs, Medical Homes, and ObamaCare: Is the Glass Half-Full or Half-Empty for Lab Testing?

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

Designing, Building, and Operating the State-of-the Art Automated Laboratory

Rhonda Becker, MPA, Clinical Lab Manager, UC Davis Medical Center, Specialty Testing Center, Sacramento, CA

Designing the Lab of the Future Today: Preparing to Serve Medical Homes and ACOs

Rick Panning, MBA, MLS(ASCP), Vice President, Laboratory Services, Allina Hospitals and Clinics, Minneapolis, MN

Using Whole Human Genome Sequencing to Improve Patient Care at Beth Israel Deaconess Medical Center

Mark Boguski, Associate Professor, Center for Biomedical Informatics, Harvard Medical School, Boston, MA

General Session

Preparing for HIEs and Integrated Health Informatics: Ways that Laboratories Can Add Major Value

Phil Chen, MD, PhD, Director of Informatics, Department of Pathology, University of Miami Miller School of Medicine, Miami, FL

Concurrent Breakout Sessions

Using Real-Time Dashboards to Maximize Hospital Laboratory Outreach Revenue: Simple and Effective Steps to Boost Net Collected Dollars While Reducing Lost Clients

Charles V. Wilson, Administrative Director of Laboratories, Robert Wood Johnson University Hospital, New Brunswick, NJ

Going Paperless Transforms AR Performance: How Work Flow Redesign Boosts Collected Revenue and Reduces DSO

Daniel Spragle, MBA, Executive Vice President, COO, Physicians Reference Laboratory, Overland Park, KS

Meaningful Use: How Your Lab Can Help Physicians Successfully Qualify for Their Federal EMR Incentives

Pat Wolfram, Vice President, Marketing & Customer Services, Ignis Systems Corporation, Wilsonville, OR

Important Developments Involving Laboratory Compliance, Legal, and Managed Care Issues

Hope S Foster, Member, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., Washington, DC

Concurrent Breakout Sessions

Countering the New Managed Care Threat to Hospital Lab Outreach: Proven Ways to Improve Contract Terms and Reimbursement

Michael Snyder, Vice President, Medical Spend Management Services, LLC, Flemington, NJ

Target Your Lab's Top Five Leadership Challenges: Simple, Fast Ways to Raise Managers' Performance

Jeff Smith, Principal, Titan Group LLC, Roanoke, VA

Bellingham Pathology Uses Digital Pathology to Support Clinical Services in Alaska Hospitals

Berle Stratton, MD, Pathologist, Northwest Pathology, PS, Bellingham, WA

Lab Regulation and Compliance Roundtable: Latest Updates and Federal and State Actions

Alan Mertz, President, American Clinical Laboratory Association, Washington, DC
Michael J. Arnold, Legislative Advocate, California Clinical Laboratory Association, Sacramento, CA

Mark Birenbaum, PhD, Administrator, American Association of Bioanalysts/National Independent Laboratory Association, St. Louis, MO
Betty Kusel, President, Compliance Concierge Consulting, Voorheesville, NY

Solve Your Lab's Scheduling Headaches with an Automated Work Flow Solution, plus a New Approach to Maintain the Lab's Readiness for Surprise Inspections

Leo Serrano, FACHE, CLSup(NCA), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Sam Terese, MBA, MT(ASCP), Chief Operations Officer, Alverno Clinical Laboratories, LLC, Hammond, IN

Dawn Ver Hoeven, Laboratory Operations Manager, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Eight Years of ISO 15189 in Ontario: Surprising Benefits to Accredited Labs and Their Medical Technologists

Julie Coffey, Quality Manager, Quality Management Program - Laboratory Services, Toronto, ON

Applying Work Flow Redesign and Automation to Urinalysis to Unlock Major Gains in Quality, TAT, and Staff Motivation

Deborah C. Motika, Laboratory Services Manager, St. Joseph Medical Center, Reading PA

General Session

Deciphering How ACOs, Medical Homes, and Value-Based Reimbursement May Change Lab Testing Marketplace

Moderator: Khosrow Shotorbani, MBA, Senior VP, Sales, ARUP Laboratories, Salt Lake City, UT

Leo Serrano, FACHE, CLSup(NCA), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Michael Snyder, Vice President, Medical Spend Management Services, LLC, Flemington, NJ

Wednesday, May 4, 2011

Concurrent Management Master Classes

Cutting the Cost and Time to Interface Your LIS with Doctors' EMRs, Smartphones, and iPads

Charles Halfpenny, Chief Technology Officer and Founder, Halfpenny Technologies, Inc., Blue Bell, PA

Why Your Hospital Lab Outreach Program Leaves Big Money on the Table: Six Ways to Boost Net Revenue and Net Profits

Kathleen A. Murphy, PhD, CEO, Chi Solutions, Inc., Ann Arbor, MI

Understanding Developing Models of Care Integration Involving Hospitals and Physicians, and Its Implications for Pathologists and Clinical Laboratories

Keith E. Chew, CMPE, Senior Consultant, McKesson Practice Consulting Solutions, Chatham, IL

Innovative Ways to Use Your LIS to Help Providers Meet "Meaningful Use" Criteria

Kelly Feist, Vice President of Marketing, Sunquest Information Systems, Tucson, AZ

Strategic Thinking about Accountable Care Organizations: Understanding the Transformational Potential and How It Will Benefit Lab Testing

Khosrow Shotorbani, MBA, Senior VP, Sales, ARUP Laboratories, Salt Lake City, UT

Creating the "Inspection Ready" Laboratory: Simple Solutions to Maintain Peak Preparedness for Surprise Inspections

Rosalee Allan, Senior Vice President/Chief Operations Officer, Pathology Associates Medical Laboratories (PAML), Spokane, WA

Is Your Lab Prepared for Payer Pre-Authorization of Molecular and Genetic Tests? How to Be a Value-Added Payer Partner with Prospective and Collaborative Utilization Management

Matt Zubiller, Vice President, Advanced Diagnostics Management, McKesson, San Francisco, CA

General Sessions

Understanding ACOs: What's Worked and What's Not in California's 30-year ACO Experience

Tom Williams, PhD, MBA, Executive Director, Integrated Healthcare Association, Oakland, CA

Medical Homes' Role in Advancing Integrated Patient Care and How Clinical Labs Can Add Value

James M. Crawford, MD, PhD, Senior Vice President for Laboratory Services; Professor and Chair, Department of Pathology and Laboratory Medicine, North Shore-Long Island Jewish Health System and Hofstra North Shore-LIJ School of Medicine, Lake Success, NY

How Laboratories Can Serve the New Integrated Care Delivery Models and Deliver More Clinical Value

George Lundberg, MD, Editor in Chief, Cancer Commons; Editor at Large, MedPage Today, Collabrx, Los Gatos, CA

Panel: Perspectives on the Financial and Clinical Future of Laboratory Testing in a Value-based Reimbursement World

Moderator: Robert Michel, Panelists: Tom Williams, PhD, MBA, James Crawford, PhD, MD, George Lundberg, MD

Achieving the High-Performance Lab Management Team and Working Culture

Lynn Taylor, CEO, Taylor Protocols, Inc., Tukwila, WA

Concurrent Breakout Sessions

An Update and Key Trends in Compensation and Benefits for Laboratory CEOs and Executives

Adam Slone, CEO, Slone Partners, Miami Beach, FL

Generate Extra Value when Leasing, Buying, and Building Out Real Estate for Lab Facilities and PSCs

Marisa Manley, President, Healthcare Real Estate Advisors (HCREA), New York, NY

Achieving Consultative and Value-Added Lab Testing Services in Your Lab: Lessons from Hard-Won Experience

*Leo Serrano, FACHE, CLSup(NCA), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD
Sandy Richman, MBA, C(ASCP), Manager, Consultative Services, ARUP Laboratories, Salt Lake City, UT*

Lab Automation on the Grand Scale: What Makes the Nation's Largest Automated Hematology Testing Installation Successful

Mark Schroeder, Sr VP Supply Chain Operations, LabCorp, Burlington, NC

Using Lean and Automation to Create the 24-Hour Hospital Microbiology Lab

Joseph M. Campos, PhD, D(ABMM), F(AAM), Director, Microbiology Laboratory, Molecular Diagnostics Laboratory, and Laboratory Informatics, Children's National Medical Center, Washington, DC

Optimizing Your Laboratory's Billing System to Produce Clean Claims

Chris Peters, Manager Patient Accounts, ACL Laboratories, West Allis, WI

Lessons Learned in How to Build the Right Molecular Diagnostics Program at Cleveland Clinic

David Bosler, MD, Head, Cleveland Clinic Laboratories, Cleveland Clinic Laboratories, Cleveland, OH

General Session

Extracting the Important Lessons from the 2011 Executive War College

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

Optional Post-Conference Courses: Thursday, May 5, 2011

Option 1.

Lean For Lab Leaders: Achieving Mastery with Concepts, Implementation, and Outcomes

Steve Stone, Managing Director, Argent Global Services, Oklahoma City, OK

Option 2.

Exclusively for C-Suite and CEOs: Move Your Lab from Good to Great! Mastering New Leadership Strategies and Skills

Lynn Taylor, CEO, Taylor Protocols, Inc., Tukwila, WA

Option 3.

Mergers and Acquisitions Introduction and Overview

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

Acquisition and Deal Review for 2010 and 2011 Year-to-Date

Chris Jahnle, ASA, Managing Director and Owner, Haverford Healthcare Advisors, Paoli, PA

Current Trends in Valuations of Clinical Laboratories and Pathology Practices

Chris Jahnle, ASA, Managing Director and Owner, Haverford Healthcare Advisors, Paoli, PA

Laboratory Buyers Panel: Gauging Buyer Interest During 2011 and Beyond

Moderator: B. Kemp Dolliver, MBA, Managing Director, Avondale Partners, LLC, Boston, MA

*Jim New, Chief Executive Officer, Aurora Diagnostics, Palm Beach Gardens, FL
Alan Morrison, Managing Director, ZAC Capital Partners, LLC, Jenkintown, PA
Anil Asnani, Vice President, Strategic Planning and Corporate Development, Laboratory Corporation of America, Burlington, NC*

Laboratory Sellers' Panel: What Motivates Laboratory Sellers These Days

Moderator: Rick Cooper, Esquire, Member, Chair-National Healthcare Practice Group, Co-Chair Healthcare Restructuring Practice Group, McDonald Hopkins LLC, Cleveland, OH

Jake Dougrey, MBA, President, ProMed Associates, Cambridge, MA

Rick Nicholson, CEO, West Pacific Medical Laboratory, Newport Beach, CA

Prepare Now for the Deal in Your Lab's Future: Key Business and Tax Steps

*Tim Johnson, MBA, Managing Director, England & Company, Washington, DC
Anthony Konkoly, Esquire, Member, McDonald Hopkins LLC, Cleveland, OH
John Erwin, Partner, K&L Gates, LLP, Raleigh, NC*

Legal Overview of the Deal Process, Key Documents, and Deal Due Diligence

David C. Lowance, Jr., Partner, Alston & Bird LLP, Atlanta, GA

Jennifer Stapleton, Attorney, McDonald Hopkins LLC, Cleveland, OH

Specialty Labs: Sources of Capital and Key Considerations to Grow the Value of Your Lab and Its Intellectual Property

*Moderator: Anthony Konkoly, Esquire, Member, McDonald Hopkins LLC, Cleveland, OH
John C. Riddle, Managing Director & Principal, Brown Gibbons Lang & CO, Chicago, IL
Jake Orville, President and CEO, Cleveland HeartLab, Cleveland, OH
Lee Dilworth, Executive VP, American Pathology Partners, Brentwood, TN*

Hospital Laboratories: Business Strategies and Alternative Business Models to Optimize Value

Moderator: Rick Cooper, Esquire, Member, Chair-National Healthcare Practice Group, Co-Chair Healthcare Restructuring Practice Group, McDonald Hopkins LLC, Cleveland, OH

Thomas Tiffany, PhD, CEO, Pathology Associates Medical Laboratories (PAML), Spokane, WA

Anil Asnani, Vice President, Strategic Planning and Corporate Development, Laboratory Corporation of America, Burlington, NC

Case Study by Lab Seller: Lessons Learned at Clariant, Inc. during Its Recent Sale

Michael Rodriguez, Senior Vice President and CFO, Clariant, Inc., Aliso Viejo, CA

Protecting the Lab's Intellectual Property Assets: Legal and Practical Solutions

David Cupar, Attorney; Member, McDonald Hopkins LLC, Cleveland, OH

Key Considerations in Employment Contracts for Management and Essential Personnel

*Jim Giszczak, Member, McDonald Hopkins, Bloomfield Hills, MI
Tara Kochis, President, Slone Partners, Centerville, VA*

How to Prepare Your Hospital Lab and Outreach Program to Maximize Its Value in a Sale or Joint Venture

Earl Buck, MT(ASCP), COO, Chi Solutions, Inc., Ann Arbor, MI

Valuation Trends in Hospital Laboratory Outreach and Hospital Acquisitions of Physician Office Labs (POL)

Elliott Jeter, CFA, CPA/ABV, Partner, VMG Health, Dallas, TX

Panel: Business and Market Strategies for Specialty Labs with Proprietary Testing Technologies

Moderator: John C. Riddle, Managing Director & Principal, Brown Gibbons Lang & Co, Chicago, IL

Peter Klemm, President & CEO, Predictive Biosciences, Lexington, MA

Ted Hull, Chairman & CEO, Genova Diagnostics, Inc, Asheville, NC

Doug VanOort, Chairman and CEO, NeoGenomics Laboratories, Fort Myers, FL

Independent Labs: Valuation Basics and Developing a Reasonable Expectation of Deal Value for Your Lab

Kirk Rebane, Managing Director, Haverford Healthcare Advisors, Paoli, PA

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