

2007 EXECUTIVE WAR COLLEGE

Intercontinental Hotel • Miami, Florida
Presentation Descriptions

Wednesday, May 9, 2007: Optional Add-On Day

- 8:00 AM–5:00 PM **Using New Lab “Gateways” as Links to Physicians’ EMRs!**
Optional Pre-Event Workshop
Attendees must pre-register for this program, see program details attached.
- 6:30 PM–8:30 PM **Early Registration & Get Acquainted Welcome Reception with Refreshments**

Thursday, May 10, 2007: Day One

- 8:15 AM–9:00 AM **Impending Changes in Healthcare & Lab Medicine: Evolution or Revolution Ahead?**
Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX
- 9:00 AM–9:45 AM **Case Study: Kaiser Permanente Regional Laboratory, Denver, CO**
(Design & implementation of new lab facility, new automation and instruments)
Richard G. Spurlock, M.D., Regional Department Chief of Pathology
- 10:15 AM–11:05 AM **Case Study: Central DuPage Hospital, Winfield, IL**
(377-bed hospital laboratory with thriving outreach program)
Gene Heidt, General Manager, Laboratory
- 11:05 AM–11:55 AM **Case Study: Sunrise Medical Laboratories, Inc., Hauppauge, NY**
(Independent regional lab company grabs market share in nation’s toughest lab market)
Larry Siedlick, CEO
- 12 NOON–1:00 PM **Luncheon**
- 1:00 PM–1:50 PM **Case Study: Lancet Laboratories, Johannesburg, South Africa**
(Independent laboratory company builds national business that includes serving patients with Health Savings Accounts)
Peter Cole, M.D., Executive Director

Concurrent Breakout Sessions:

- 2:00 PM–2:50 PM **Creating the Regional, Integrated Anatomic Pathology Powerhouse**
Krista L. Crews, Executive Director, ProPath, Dallas, TX
- 2:00 PM–2:50 PM **New Approach to Creating Integrated, Regionalized Laboratory Organizations**
Richard Spooner, Ph.D., Consultant Clinical Scientist, Biochemistry, Gartnavel General Hospital, Glasgow, Scotland
- 2:00 PM–2:50 PM **Bringing Clinical Pathology into the Information Age: Giving Pathologists New Tools to Help Clinicians**
Alan Lloyd, M.D., Chief Systems Officer, Sonic Healthcare Ltd., Sydney, NSW, Australia
- 2:00 PM–2:50 PM **Sustaining Lean in Ongoing Lab Operations**
Sheryl Wilson, Senior Executive Director of Laboratory Services, Alegen Health, Omaha, NE
- 3:00 PM–3:50 PM **Effective Ways for Pathology Groups to Counter TC/PC Arrangements**
Joseph Plandowski, President, Lakewood Consulting Group, Lake Forest, IL
- 3:00 PM–3:50 PM **Integration of Informatics and Automation in Collection, Pre-Analytical, and Analytical to Eliminate Errors and Boost Both Productivity and Quality**
Keith Nelson, Administrative Director, Laboratory and Dialysis, Silver Cross Hospital, Joliet, IL; and Marilyn Nelson, MBA, MT(ASCP), Director of Laboratory Services, Ingalls Memorial Hospital, Harvey, IL
- 3:00 PM–3:50 PM **“Lean” Architectural Design in Clinical Laboratories: Getting More Per Square Foot in Existing and New Facilities**
Bill Boyd, Business Unit Manager and Tom Jeske, Improvement System Facilitator, ThedaCare, Appleton, WI, and Jeffrey R. Johnson, Senior Associate, Karlsberger, Birmingham, AL
- 3:00 PM–3:50 PM **Integrating Laboratory Data with Hospitals and Physicians’ Offices: How Excelleris Services 70% of British Columbia’s Physicians**
John Rayson, M.D., President, Excelleris Technologies, Burnaby, BC
- 3:00 PM–3:50 PM **Managing Utilization Of Lab Tests: How The Laboratory Can Promote Evidence-Based Ordering**
Brian R. Jackson, M.D., M.S., Medical Director of Informatics, ARUP Laboratories, Assistant Professor of Pathology (Clinical), University of Utah, Salt Lake City, UT
- 4:00 PM–4:50 PM **Using RFID from Sample Collection in Surgery to Histology: Goals and Outcomes from a Pioneering Pilot Project**
Schuyler Sanderson, M.D., Pathologist, Bruce R. Kline, Office of Intellectual Property, Mayo Clinic, Rochester, MN
- 4:00 PM–4:50 PM **How to Identify the Next Test Out of the Molecular Technology Chute: Which Developing Assays to Watch**
Mary Steele Williams, MT (ASCP)SM, COO and Director of Scientific Programs, Association for Molecular Pathology, Bethesda, MD
- 4:00 PM–4:50 PM **Matching Pathologist Compensation Packages to Productivity**
Cathy Witherspoon, Sr Vice President and Partner, Pathology, Slone and Associates, Greenville, SC
- 4:00 PM–4:50 PM **Putting The Patient First- If Toyota Ran Your Hospital**
Leo Serrano, Director of Laboratory Services, Avera McKennan Hospital and University Health Center, Sioux Falls, SD
- 5:00 PM–5:40 PM **Panel: UnitedHealth's National Contract: Opportunity or Threat for Local Labs?**
Moderator: Robert L. Michel; Panel: Larry Siedlick, Eugene Heidt, Jack Shaw

5:45 PM-7:30 PM

GRAND RECEPTION -*With food and refreshments*

Friday, May 11, 2007: Day Two

- 8:00 AM–8:45 AM **Managed Care Contracts for Laboratory Services: Important Changes Lie Ahead**
David P. King, Chief Executive Officer, Laboratory Corporation of America Holdings, Burlington, NC
- 8:45 AM–9:30 AM **Dissecting Today's Managed Care Contracting Trends: Views from Both Sides of the Negotiating Table**
David P. King, CEO, Laboratory Corp. of America; Michael Snyder, Principal, Clinical Lab Business Solutions, LLC, Flemington, NJ, Kerry Kaplan, President, Health Care Connections, Natick, MA; Moderator: Robert L. Michel
- 9:30 AM–10:15 AM **Full Service Diagnostics: The Coming Convergence of Imaging, Informatics, and In Vitro Diagnostics (IVD)**
Dave Hickey, Vice President of Strategic Marketing and Planning, Siemens Medical Solutions Diagnostics, Tarrytown, NY
- 10:35 AM–11:20 AM **Case Study: Clarian Health, Indianapolis, IN**
John N. Eble, M.D., MBA, FRCPA, Chief Pathologist, Clarian Health
- 11:20 AM–12:10 PM **Case Study: Detroit Medical Center Laboratories, Detroit, MI**
(Using a highly-automated central laboratory to boost productivity and support 30-minute patient turnaround in the emergency departments of a multi-hospital system)
William Neeley, M.D., Medical Director of DMC University Laboratories, Detroit Medical Center, Detroit, MI
- 12:10 PM–1:10 PM **Luncheon**
- Concurrent Breakout Sessions:**
- 1:10 PM–2:00 PM **Best of War College Case Study: 1997-2007 at Joint Venture Hospital Laboratories, Detroit, MI**
Jack Shaw, Executive Director, JVHL, Allen Park, MI
- 1:10 PM–2:00 PM **Using New Molecular Diagnostics to Help Clinicians and Grow Revenues**
Sydney F. Finkelstein, M.D., Co-Founder and Chief Scientific Officer, RedPath Integrated Pathology, Pittsburgh, PA
- 1:10 PM–2:00 PM **Laboratory Services in India: Is the Waking Giant a Threat to the US?**
Shravan Subramanyam, M.D., Director, Ehrlich Laboratories, Chennai, India
- 1:10 PM–2:00 PM **Avoiding New Legal Traps in Clinical Lab and Anatomic Pathology**
Richard S. Cooper, Partner, Health Law Practice Group, McDonald Hopkins, Cleveland, OH
- 2:10 PM–3:00 PM **Moving Laboratory Operations and Staff Performance to the 90th Percentile**
Jennifer Schiffgens, Director-Laboratories, California Pacific Medical Center, San Francisco, CA
- 2:10 PM–3:00 PM **Two Looming Compliance Threats to All Labs and Pathology Groups**
Joan Logue, Principal, Health Systems Concepts, Inc., Longwood, FL
- 2:10 PM–3:00 PM **Middleware that Drives Real-Time Management in All Phases of Lab Operations**
Gerard Clifford, Administrative Director, Pennant Laboratories, Wilkes-Barre, PA
- 2:10 PM–3:00 PM **Creating a New Management Culture of Achievement in the Clinical Lab**
Modena Henderson, Vice President/General Manager of Virginia and Tennessee Operations, and Jeff Smith, Director of Human Resources, Carilion Labs, Roanoke, VA
- 3:10 PM–3:30 PM **Extracting the Important Lessons from This Year's 45 Innovators**
Robert Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX

-Official End of Executive War College 2007-

Using New Lab “Gateways” as Links to Physicians’ EMRs!

Optional, attendees must pre-register for this program

Wednesday, May 9, 2007: Optional Pre-Event Day

- 8:00 AM–8:15 AM **Introduction–Program Opens**
Randall N. Spratt, Executive Vice President & CIO, McKesson Corporation, San Francisco, CA
- 8:15 AM–8:45 AM **Lab-to-EMR Case Study: PAML and PacLab Network Laboratories, State of Washington**
Mark Johnston, Chief Information Officer, PAML, Spokane, WA
- 8:45 AM–9:15 AM **Lab-to-EMR Case Study: Spectrum Laboratory Network, Greensboro, NC**
David Moore, CIO
- 9:15 AM–9:45 AM **Lab-to-EMR Case Study: Sunrise Medical Laboratories, Hauppauge, NY**
Eric Crugnale, CIO
- 10:00 AM–10:40 AM **Lab Compliance with OIG's Safe Harbor Guidance Concerning Hardware & Software**
Robert E. Mazer, Shareholder, Ober/Kaler, A Professional Corporation, Baltimore, MD
- 10:40 AM–11:30 AM **Understanding How Physicians Use EMRs**
- 10:40 AM–11:30 AM **Perspectives from General Electric (Centricity)**
Pat Wolfram, Global Product Manager, EMR Interoperability, GE Medical Systems Information, Beaverton, OR
- 11:05 AM–11:30 AM **Perspectives from Misys (Misys EMR)**
Dan Pollard, Ph.D., Director of Product Management, Misys Healthcare Systems, Raleigh, NC
- 11:30 AM–1:30 PM **Lunch and Software Vendor Showcase**
By special arrangement, vendors providing services in the design, creation, and maintenance of lab-to-physician-EMR gateways will have exhibits.
- 1:30 PM–5:00 PM **EMR Gateway Resource Roundtable**
- 4Medica**, Ravi Sharma, CEO, Los Angeles, CA
- Atlas Development Corp**, Rob Atlas, CEO, Calabasas, CA
- CareEvolve**, Cory Fishkin, President and COO, Elmwood Park, NJ
- Halfpenny Technologies**, Charles Halfpenny, President, Blue Bell, PA
- Labtest.com**, Jack Redding, President, Midland Park, NJ
- McKesson Laboratory Solutions**, Steve Whitehurst, GM/VP Laboratory Solutions, Alpharetta, GA
- MiSys Healthcare Systems**, Susan Flood, Director, Diagnostic Enterprise, Raleigh, NC
- Orchard Software Corporation**, Rob Bush, President, Carmel, IN
- Siemens Medical Solutions-Health Services**, Brenda Carbon, Product Analyst, Malvern, PA
- Soft Computer Consultants (SCC)**, Gilbert Hakim, CEO, Palm Harbor, FL
- Q & A and Day’s Faculty**, Moderated by Randall Spratt
- 6:30 PM–8:30 PM **EXECUTIVE WAR COLLEGE GET ACQUAINTED RECEPTION-** With food and refreshments