



# Executive War College

Conference On Laboratory & Pathology Management

May, 1-2, 2018 • Sheraton Hotel, New Orleans, LA



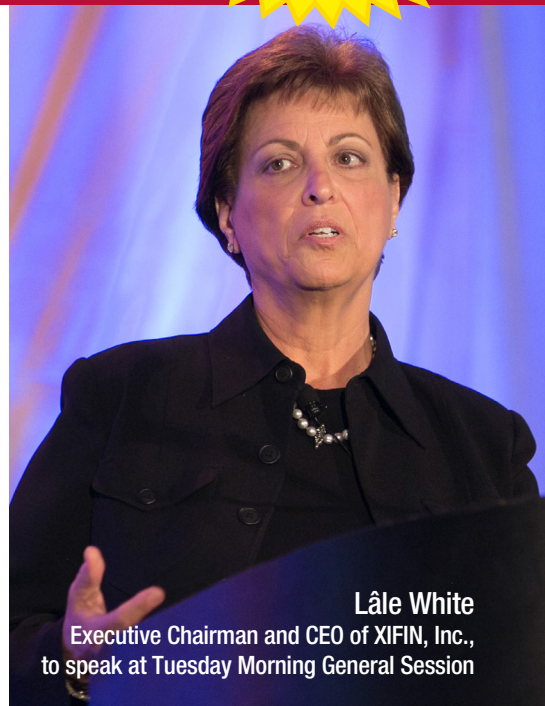
The Lab Industry's Most Important Conference of 2018!

## Master Essential Clinical and Financial Strategies as Healthcare Pivots to Integrated Care and Precision Medicine

**A** select group of labs is poised to prosper by meeting the changing needs of hospitals, physicians, and payers with added-value lab testing services! Will your lab be one of them?

At the upcoming *Executive War College*, we've lined up experts and sessions to help you offset current serious financial threats such as falling prices for lab tests, narrow exclusionary payer networks, more test prior-authorization programs, and tougher government/private payer audits.

But that's not all! Because we understand that successful, thriving labs will be those that also develop and deploy targeted new lab services that deliver value and earn your lab superior reimbursements, we'll be bringing you the latest and greatest on how to capitalize on those new opportunities!



**Lâle White**  
Executive Chairman and CEO of XIFIN, Inc.,  
to speak at Tuesday Morning General Session



**Aspinall**

### Keynote Speakers on Topics of Greatest Interest!

- **New Opportunities for Labs • Precision Medicine**
- **Update on Medicare price cuts • LDT regulation • & more!**

**Mara Aspinall**, President and CEO, Health Catalysts—Big Changes in Clinical Diagnostics: Why Your Lab is Now in the Information Business, with a Wet Lab on the Side

**William Morice, MD, PhD**, President, Mayo Medical Laboratories—How Pharma Money and Private Equity Investors Are Poised to Use the Coming Generation of Genetic Testing and Clinical Diagnostics to Reshape the Lab Test Marketplace

**Alberto Gutierrez, PhD**, former Director of the FDAS's Office of In Vitro Diagnostics and Radiological Health—How FDA, CMS, and Other Federal Agencies Are Responding to Rapid Changes in Diagnostic Technologies and the Lab Testing Marketplace

**Ajit Singh, PhD**, Managing Director and General Partner, Artiman Ventures—Artificial Intelligence as a Disruptor: What's Here Now, What's Coming, and How AI Can Boost the Value of Lab Testing and Digital Image Analysis



**Morice**



**Gutierrez**



**Singh**

## PLUS! 2 FULL-DAY WORKSHOPS — Thursday, May 3 *(separate registration required)*

### Using Digital Pathology for Primary Diagnosis

What All Pathology Labs Need to Know about Technology, Workflow Impact, Clinical Quality, and Financial Opportunity

Here is a must-attend event for every pathologist business leader and practice administrator! This special one-day intensive on the future of primary diagnosis using digital pathology systems and whole slide imaging covers the A-to-Z of essential clinical, operational, and financial issues. Explore the best options for your group, from acquiring DP systems to improving pathologist workflow and productivity. Learn how to use digital pathology to increase referrals and revenue.

### Transform Your Lab into Clinical Lab 2.0

- **Learn and Master Proven New Ways To Add Value with Lab Tests and Be Paid More!**
- **Be Clinically Innovative and Financially Sustainable!**
- **Offset Medicare Lab Test Price Cuts!**

Clinical Lab 2.0 is the essential next step for you and your lab to turn the tables on lab commoditization and reverse shrinking lab budgets! This workshop was so popular last year that we are offering it again, with new case studies from the lab innovators at Geisinger Health, Northwell Health, Henry Ford Health and TriCore Reference Laboratories. Learn effective ways to improve test utilization and patient outcomes while dramatically cutting the cost-per-episode of care.

For details and to register, visit [executivewarcollege.com](http://executivewarcollege.com) • 512.264.7103

## MONDAY, APRIL 30, 2018–TUESDAY, MAY 1, 2018

**5:30 PM - 7:30 PM** **Grand Ballroom Foyer**  
Early Registration

**5:30 PM - 7:30 PM** **Armstrong Ballroom**  
Get Acquainted Reception

### TUESDAY, MAY 1, 2018

**6:30 AM - 9:00 AM** **Grand Ballroom Foyer**  
Registration and Continental Breakfast

#### MASTER CLASS SESSIONS

**7:00 AM - 7:50 AM** **Grand Chenier**  
**Creation of Operational Excellence with Predictive Analytics: How Digital Distribution of Data and Real-time Data Improves the Performance of Lab Automation**

- Jonathan Northover, Director of Product Management, Sunquest Information Systems, Tucson, AZ
- J. Mark Tuthill, M.D., Division Head of Pathology Informatics, Henry Ford Health System, Detroit, MI

**7:00 AM - 7:50 AM** **Grand Ballroom D**  
**Weathering the Perfect Storm of Molecular and Genetic Testing: Responding to New Demands for Prior-Authorization, Physician Ease of Use When Ordering, And Getting Reimbursed for Lab Claims**

- Andrew Stimmler, Managing Partner, Shipwright Healthcare Group, LLC, Greensboro, NC
- Pat Wolfram, Director of EMR and Lab Integration, Liaison Technologies, Aurora, OR

**7:00 AM - 7:50 AM** **Grand Ballroom E**  
**Why Turbocharging our Lab's IT and LIS Created the Foundation for Ongoing Benefits, including Continuous Improvement in Lab Workflow and Productivity, Reduced IT Costs, and More Useful Analytics for Lab Staff and Clinicians**

- Eric Carboneau, MS, MT(ASCP), Director, Core Laboratory/ Research Institute, TriCore Reference Laboratories, Albuquerque, NM
- Kathy Hendrickson, MT(ASCP); Director, Clinical Systems, TriCore Reference Laboratories, Albuquerque, NM

#### BENEFACTOR SESSIONS

**7:00 AM - 7:50 AM** **Nottoway**  
**NOVOPATH Benefactor Session: Using Your LIS to Design and Improve your Lean Laboratory**

- Leo Serrano, FACHE, DLM(ASCP), Clinical and Operations Consultant, FirstPath LLC, Ft. Lauderdale, FL

**7:00 AM - 7:50 AM** **Grand Couteau**  
**ROCHE Benefactor Session: Expedited Access: Your Opportunity to Speed Patient Access to Breakthrough IVDs**

- Danelle R. Miller, J.D., Vice President, Global Regulatory Policy and Intelligence, Roche Diagnostics, Indianapolis, IN

**7:00 AM - 7:50 AM** **Oak Alley**  
**TELCOR Benefactor Session: From PAMA to Rate Reductions - How to Optimize Your Billing Staff and Proactively Manage AR to Offset Reimbursement Cuts**

- Joni Crumrine, Implementation Analyst, TELCOR, Inc., Lincoln, NE
- Kristina Findley, Special Projects Manager, TELCOR, Inc., Lincoln, NE

#### MASTER CLASS SESSIONS

**8:00 AM - 8:50 AM** **Grand Ballroom D**  
**Demonstrating Clinical Utility for New Molecular and Genetic Tests: Updated Insights When Seeking Decisions on Coverage and Reimbursement**

- Elaine K. Jeter, M.D., Retired MolDX Medical Director, Columbia, SC

**8:00 AM - 8:50 AM** **Grand Ballroom E**  
**Growing Your Hospital's Outreach Laboratory: New Opportunities in Today's Marketplace, Strategies to Offset PAMA Fee Cuts, and Lessons from Labs Continuing to Prosper**

- Stephen Finch, Regional Director of Laboratory Services, UNC Health Care System, Raleigh, NC
- Brian Kemp, Vice President, Change Healthcare, North Charleston, SC

**8:00 AM - 8:50 AM** **Grand Chenier**  
**Strategic Leadership to Move Your Lab Forward in Value-Based Healthcare: Identifying Threats and Opportunities Needed to Build the Right Roadmap**

- Karan Arora, Senior Global Marketing Director, Abbott Laboratories, Abbott Park, IL

**8:00 AM - 8:50 AM** **Grand Couteau**  
**Understand Your Lab's Revenue Mix and Profitability by CPT Code, By Payer, and By Client: Using Analytics to Identify and Guide Income-Boosting Efforts**

- Kwami Edwards, Vice President, Implementations, TELCOR, Inc., Lincoln, NE
- Kurt Matthes, Vice President, Reengineering and Service, Revenue Cycle Management, TELCOR, Inc., Lincoln, NE

#### BENEFACTOR SESSIONS

**8:00 AM - 8:50 AM** **Oak Alley**  
**SUNQUEST Benefactor Session: Using the Four Pillars of Success to Achieve Lab Order Nirvana**

- Amanda Caudle, Director of Product Management for Order, Result and Specimen Coordination, Sunquest Information Systems, Tucson, AZ

**8:00 AM - 8:50 AM** **Nottoway**  
**teviXMD Benefactor Session: Realizations After Implementing a Retail Approach to Operating a Lab Business. Key Decisions Required to Execute the Process and Ensure a Positive Financial Outcome**

- Carolyn Lange, Regional Director of Revenue Cycle, Aurora DX/LMC Diagnostic Services, Las Vegas, NV

## TUESDAY, MAY 1, 2018

### GENERAL SESSIONS

#### 9:00 AM - 9:30 AM **Grand Ballroom A-C**

**Using the Current State of Healthcare and the Clinical Lab Industry to Understand What's Coming Next to the Nation's Labs and Pathology Groups**

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

#### 9:30 AM - 9:50 AM **Grand Ballroom A-C**

**Are the Paths of Hospital and Health System Labs Diverging from the Path of Independent Labs? A Provocative Look at Why This May Be True**

- Lâle White, Executive Chairman and CEO, XIFIN, Inc., San Diego, CA

#### 9:50 AM - 10:20 AM **Grand Ballroom Foyer**

**Morning Break**

#### 10:20 AM - 11:00 AM **Grand Ballroom A-C**

**Understanding the Possibilities and Potential of Hospital and Health System Labs and Independent Labs in the Era of Precision Medicine: Four Perspectives**

- Rick L. Panning, MBA, MLS(ASCP)CM, Senior Administrative Director, Laboratory Services, HealthPartners, Bloomington, MN
- Jon R. Cohen, M.D., Senior Vice President and Group Executive – Diagnostic Solutions, Quest Diagnostics, Secaucus, NJ
- Bryan Vaughn, Senior Vice President, Health Systems, LabCorp Diagnostics, Burlington, NC
- James M. Crawford, M.D., Ph.D., Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY

#### 11:00 AM - 12:00 PM **Grand Ballroom A-C**

**Anticipating the Future of Clinical Lab Testing: Are Paths of Hospital Labs and Independent Labs Diverging, or Will Financial and Reimbursement Pressures Bring Them Closer Together? Will Collaboration or More Competition Be the Dominant Trend?**

- CHAIR: Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX
- PANELISTS: Jon R. Cohen, M.D., Senior Vice President and Group Executive – Diagnostic Solutions, Quest Diagnostics, Secaucus, NJ
- James M. Crawford, M.D., Ph.D., Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY
- Rick L. Panning, MBA, MLS(ASCP)CM, Senior Administrative Director, Laboratory Services, HealthPartners, Bloomington, MN
- Bryan Vaughn, Senior Vice President, Health Systems, LabCorp Diagnostics, Burlington, NC
- Lâle White, Executive Chairman and CEO, XIFIN, Inc., San Diego, CA

#### 12:00 PM - 1:30 PM **Napoleon Ballroom**

**Luncheon**

### Lab and Pathology Mergers & Acquisitions Session

**Business Opportunities in Molecular Diagnostics and Genetic Testing for Lab Owners and Investors**

#### 1:30 PM - 2:20 PM **Grand Ballroom A-C**

**Assessing Hospital/Health System Strategies for their Inpatient, Outpatient, and Outreach Lab Services: Sell? Joint Venture? Management Agreement?**

- CHAIR: Richard S. Cooper, Esq., Chair, National Healthcare Practice, McDonald Hopkins LLC, Dennis, MA
- PANELISTS: Anil Asnani, Senior Vice President, Corporate Development, LabCorp, Burlington, NC
- Vanessa Abate Green, Vice President, M&A and Business Development, Quest Diagnostics, Secaucus, NJ
- Noel K. Maring, MBA, Vice President, Hospital Affiliations, Sonic Healthcare USA, Spokane, WA
- Christopher Pomodoro, CEO and Managing Partner, The Healthcare Legacy Group, Vista, CA
- Bryan Vaughn, Senior Vice President, Health Systems, LabCorp Diagnostics, Burlington, NC

#### 2:20 PM - 3:10 PM **Grand Ballroom A-C**

**Business and Clinical Strategies for Anatomic Pathology Groups and Pathology Labs: Weighing the Options of Capital Infusion, Acquisition, Sale, or Merger**

- CHAIR: Christal L. Contini, Member, McDonald Hopkins LLC, Dennis, MA;
- PANELISTS: Tom Rehwald, Chief Executive Officer, Incyte Diagnostics, Spokane Valley, WA
- John Reiboldt, Managing Director, Coker Capital Advisors, Atlanta, GA
- Al Sirmon, Consultant, Pathology Practice Advisors, LLC, Pawleys Island, SC

#### 3:20 PM - 4:10 PM **Grand Ballroom A-C**

**What is the Revenue and Profit Future of Molecular and Genetic Lab Companies: For Investors, for Pathologists, for Payers**

- CHAIR: Richard S. Cooper, Esq., Chair, National Healthcare Practice, McDonald Hopkins LLC, Dennis, MA
- PANELISTS: Melissa Butterworth, BBA Marketing and Management, President & Managing Director, Advanced Strategic Partners, Sunny Isles Beach, FL
- Brent Gibbs, Vice President Managed Markets, Invitae, Celebration, FL
- Brian Kemp, Vice President, Change Healthcare, North Charleston, SC
- Michael Snyder, Senior Vice President, Avalon Healthcare Solutions, Flemington, NJ
- Andrei Soran, Chief Executive Officer, Novaseek Research, Inc., Newton, MA

### BREAKOUT SESSIONS

#### 1:30 PM - 2:20 PM **Grand Ballroom D**

**Achieving Alignment with Payers by Advancing the Stewardship of Genetic Test Utilization: Developing Effective Governance Supported by Data Analytics**

- Michael Astion, M.D., Ph.D., Medical Director, Dept. of Laboratories, Seattle Children's Hospital, Seattle, WA
- Jessie Conta, MS, CGC, Laboratory Genetic Counselor & Supervisor, SCH Dept. of Laboratories; Director of Genetic Counseling Services, PLUGS®, Seattle Children's Hospital, Seattle, WA

## TUESDAY, MAY 1, 2018

### 1:30 PM - 2:20 PM **Grand Ballroom E**

**How We Designed and Operate our Next-Generation Core Laboratory to Add Value in the Era of Integrated Care and Precision Medicine**

- Myra L. Wilkerson, M.D., Chair, Division of Laboratory Medicine, Geisinger Medical Laboratories, Danville, PA

### 1:30 PM - 2:20 PM **Grand Couteau**

**It's Still Possible to Thrive and Prosper in Ever-Tougher Times: Lessons from How the Nation's Best-Performing Hospital Outreach Labs Are Responding to Medicare Fee Cuts, Narrow Networks, and Tougher Competition**

- Jane M. Hermansen, MBA, MT(ASCP), Manager, Outreach and Network Development, Mayo Clinic, Rochester, MN

### 1:30 PM - 2:20 PM **Grand Chenier**

**Why Your Community Hospital Pathology Group is a Gold Mine of Data and How to Work with Pharma Companies to Mine that Data and Create a New Revenue Stream**

- Julie Ramage, National Account Director Diagnostics, Pfizer, Gig Harbor, WA

### SPECIAL SESSIONS

### 1:30 PM - 3:20 PM **Nottoway**

**Lab Finance and CFO Roundtable**

- Facilitator: Douglas G. Wussow Vice President of Financial Services, Rhodes Group, Inc., Doral, FL
- CHAIR: Trish Hankila, Vice President, Finance, South Bend Medical Foundation, South Bend, IN

### 1:30 PM - 3:20 PM **Oak Alley**

**Lab Informatics and Lab CIO Roundtable**

- Facilitator: Peggy McKee, Chief Executive Officer and Recruiter, PHC Consulting, Celina, TX
- CHAIR: David Moore, Chief Information Officer, Sonora Quest Laboratories, Tempe, AZ

### BREAKOUT SESSIONS

### 2:30 PM - 3:20 PM **Grand Ballroom E**

**CLIA Challenges in Laboratory Integration Across Multiple Hospitals and Satellite Labs: Lessons Learned at the Cleveland Clinic**

- Kandice Kottke-Marchant, M.D., Ph.D., Medical Director, Hemostasis and Thrombosis, Cleveland Clinic, Cleveland, OH

### 2:30 PM - 3:20 PM **Grand Ballroom D**

**Current Issues in Clinical Lab and Pathology Law, Compliance, Managed Care Contracting and More**

- CHAIR: David Gee, Partner, Davis Wright Tremaine, Seattle, WA
- PANELISTS: Karen S. Lovitch, Leader, Health Law Practice, Mintz Levin, Washington, DC
- Jeffrey J. Sherrin, President, O'Connell & Aronowitz, Albany, NY
- Jane Pine Wood, Esq., Chief Legal Officer, BioReference Laboratories, Inc., Elmwood Park, NJ

### 2:30 PM - 3:20 PM **Grand Chenier**

**Improving the Patient Service Center Experience: How We Combined Appointment Booking with Check-in, Insurance Card Scanning, Queue Management, and Balance-Due Collections at Time of Service**

- David Moore, Chief Information Officer, Sonora Quest Laboratories, Tempe, AZ

### 2:30 PM - 3:20 PM **Grand Couteau**

**Proven Ways to Leverage the New Technologies in Integrated Marketing for Clinical Labs, Pathology Groups, and IVD Companies**

- Debra A. Harrsch, President and Chief Executive Officer, Bandwidth Solutions LLC, Lansdale, PA

### BREAKOUT SESSIONS

### 3:30 PM - 4:20 PM **Grand Ballroom D**

**Panel: Everything You Need to Know about Washington, DC: Latest Update on Issues of Concern to Labs, including PAMA, FDA, CMS, Congress, and More**

- MODERATOR: Alan Mertz, MA, President, Mertz Strategies, Naples, FL
- PANELISTS: Jeff Jacobs, MA, Chief Officer, ASCP, Washington, DC
- Julie Khani, President, American Clinical Laboratory Association (ACLA), Washington, DC
- Erin W. Morton, Senior Vice President, CRD Associates, Washington, DC
- Susan Van Meter, Executive Director, AdvaMedDx, Washington, DC

### 3:30 PM - 4:20 PM **Grand Chenier**

**Global Insights on Medical Laboratory Operations: How World-Class Performers are Combining Dynamic Costing, Lean, and Quality Management Systems to Deliver More Value**

- Patrick Gontard, Ph.D., Chairman CEO & Founder, Gontard & Cie, Geneva, Switzerland

### 3:30 PM - 4:20 PM **Grand Ballroom E**

**Positioning Michigan's Ascension Health System Labs for the Future: How We are Integrating and Standardizing at the Hospital, Health System, and Statewide Levels**

- Carlton Burgess, MSM, Vice President, Laboratory Services, Ascension St. John Clinical Path, Grosse Pointe Woods, MI

### 3:30 PM - 4:20 PM **Grand Couteau**

**Using the Strategic Planning Process to Advance Key Initiatives through Staff Engagement**

- Amy Clayton, M.D. Division Chair, Anatomic Pathology, Department of Lab Medicine & Pathology, Mayo Clinic, Rochester, MN
- Muna Khan, MBA, MPH, Senior Principal Health Systems Engineer, Management Engineering and Consulting, Mayo Clinic, Rochester, MN

### GENERAL SESSION

### 4:30 PM - 5:20 PM **Grand Ballroom A-C**

**Panel: Understanding the Early Successes and Setbacks in Tapping Lab Test Data to Deliver Added Value to Key Stakeholders, including Physicians, Patients, and Payers**

- CHAIR: Robert L. Michel, Editor-in-Chief, THE DARK REPORT, Spicewood, TX
- PANELISTS: Michael Astion, M.D., Ph.D., Medical Director, Dept. of Laboratories, Seattle Children's Hospital, Seattle, WA
- Philip Chen, M.D., Ph.D., Chief Healthcare Informatics Officer, Sonic Healthcare USA, Austin, TX
- Richard Gentleman, MHA, Senior Director, National Ancillary Contracting, Aetna, Inc., Blue Bell, PA

### 5:30 PM - 7:30 PM **Armstrong Ballroom**

**Grand Reception**

## WEDNESDAY, MAY 2, 2018

### MASTER CLASS SESSIONS

**6:45 AM** **Grand Ballroom Foyer**  
Registration and Continental Breakfast

**7:00 AM - 7:50 AM** **Grand Couteau**  
Bringing Next Generation Sequencing (NGS) Tests into Your Hospital Lab

- Eric Y. Loo, M.D., Assistant Professor of Pathology and Laboratory Medicine, Dartmouth-Hitchcock Medical Center, Lebanon, NH
- Rakesh Nagarajan, M.D., Ph.D., Chief Executive Officer and Founder, PierianDx, St. Louis, MO

**7:00 AM - 7:50 AM** **Grand Ballroom E**  
Hire, Equip and Develop Effective Leaders to Drive Change and Navigate the Pressures of Cost Cutting, Shrinking Reimbursements and Overworked Staff

- Lee Hubert, Principal Consultant, Voltage Leadership, Hardy, VA
- Tara Kochis-Stach, President, Slone Partners, South Riding, VA
- Leslie Loveless, Chief Executive Officer & Partner, Slone Partners, South Riding, VA

**7:00 AM - 7:50 AM** **Grand Ballroom D**  
Prior Authorization of Molecular and Genetic Tests: What You Need to Know about How Anthem, UnitedHealthcare, and Lab Benefit Management Companies Are Changing the Way Labs Submit Claims and Get Paid

- Kyle Fetter, MBA, BA, Executive Vice President & General Manager of Diagnostic Services, XIFIN, Inc., San Diego, CA
- Ryan Monnin, Chief Revenue Officer, PriorAuthNow, Inc., Columbus, OH

**7:00 AM - 7:50 AM** **Grand Chenier**  
Taking Quality Assurance to the Next Level: New Tools for Managing Quality Control and Quantifying their Impact on Lab Quality Metrics

- Scott W. Leshner, Director, Technical QA, Sysmex America, Inc., Mundelein, IL
- Craig Vilks, Hematology Technical Specialist, MultiCare Health System, Tacoma, WA

### BENEFACITOR SESSIONS

**7:00 AM - 7:50 AM** **Oak Alley**  
CHANGE HEALTHCARE Benefactor Session: Intelligent Healthcare Network Partners with Telemedicine EMR Using Geo-location Technology, to Enable Electronic Orders and Results

- Michele Judge, Senior Director, Clinical Services, Change Healthcare, Nashville, TN

**7:00 AM - 7:50 AM** **Nottoway**  
ELLKAY Benefactor Session: One Patient, One Record – The Benefits of Operating with a Robust and Cost-Effective Enterprise Master Patient Index (EMPI) Solution

- Shreya Patel, Vice President, Product Management and Strategy, ELLKAY, LLC, Elmwood Park, NJ
- Philippe Flamant, Vice President of Client Services, ELLKAY, LLC, Elmwood Park, NJ

### MASTER CLASS SESSIONS

**8:00 AM - 8:50 AM** **Grand Couteau**  
Achieving Competitive Differentiation by Using Interconnectivity to Become a Physician- and Patient-Centric Lab

- Nick Sterling, International Product Manager, Roche Diagnostics, San Jose, CA

**8:00 AM - 8:50 AM** **Grand Ballroom E**  
Getting Ahead on Lab Test Utilization: How a System-Wide Lab Formulary Can Constrain High-Cost Testing

- Richard J. Zarbo, M.D., DMD, System Chairman, Pathology and Laboratory Medicine, Henry Ford Hospital, Detroit, MI

**8:00 AM - 8:50 AM** **Grand Ballroom D**  
How Molecular and Genetic Testing Labs Can Address Payer and Regulator Concerns about Analytical Accuracy and Clinical Utility

- Girish Putcha, M.D., Ph.D., Director of Laboratory Science, MolDX, Columbia, SC

**8:00 AM - 8:50 AM** **Grand Chenier**  
Maximizing Provider Cash Flow and Minimizing Patient Debt through a Consumer-Friendly, Retail Approach to Healthcare: The Essential Elements That Must be in Place to Easily and Quickly Shift to Retail

- William Andros, CEO, tevoxMD Corporation, Southeastern, PA

### BENEFACITOR SESSIONS

**8:00 AM - 8:50 AM** **Nottoway**  
SIEMENS HEALTHINEERS Benefactor Session: Sustaining the Business of Laboratory Testing Beyond PAMA and Reimbursement Cuts

- Kyle Fetter, MBA, BA, Executive Vice President & General Manager of Diagnostic Services, XIFIN, Inc., San Diego, CA
- Liana Romero, Ph.D., MBA, MT(ASCP), Senior Director, Strategic Marketing & Clinical Affairs, Siemens Healthineers, Newark, DE

**8:00 AM - 8:50 AM** **Oak Alley**  
XIFIN Benefactor Session: The Value Proposition of Diagnostic Data in Precision Medicine: Exploring How Laboratory Informatics Will Change the Course of Population Management and Patient Care

- Patricia Goede, MS, Ph.D., Vice President, Clinical Informatics, XIFIN, Inc., San Diego, CA

### GENERAL SESSIONS

**9:00 AM - 9:40 AM** **Grand Ballroom A-C**  
Big Changes in Clinical Diagnostics: Why Your Lab is Now in the Information Business, with a Wet Lab on the Side

- Mara Aspinall, President and CEO, Health Catalysts, Tucson, AZ

**9:40 AM - 10:20 AM** **Grand Ballroom A-C**  
How Pharma Money and Private Equity Investors are Poised to Use the Coming Generation of Genetic Testing and Clinical Diagnostics to Reshape the Lab Test Marketplace

- William G. Morice II, M.D., Ph.D., President, Mayo Medical Laboratories; Chair, Department of Laboratory Medicine and Pathology, Mayo Clinic, Rochester, MN

## WEDNESDAY, MAY 2, 2018

### 10:40 AM - 11:10 AM Grand Ballroom A-C

**How FDA, CMS, and Other Federal Agencies Are Responding to Rapid Changes in Diagnostic Technologies and the Lab Testing Marketplace**

- Alberto Gutierrez, Ph.D., Director - Office of In Vitro Diagnostics and Radiological Health, Food and Drug Administration, Silver Spring, MD

### 11:10 AM - 11:45 AM Grand Ballroom A-C

**Artificial Intelligence as a Disruptor: What's Here Now, What's Coming, and How AI Can Boost the Value of Lab Testing and Digital Image Analysis**

- Ajit Singh, Ph.D., Managing Director, Artiman Ventures, East Palo Alto, CA

### 11:45 AM - 12:00 PM Grand Ballroom A-C

**National Lab Sales Excellence Awards**

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

### 12:00 PM - 1:10 PM Napoleon Ballroom

**Lunch**

## SPECIAL SESSIONS

### 1:10 PM - 3:00 PM Oak Alley

**Academic Pathology Roundtable**

Co-CHAIRS:

- James M. Crawford, M.D., Ph.D., Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY
- Myra L. Wilkerson, M.D., Chair, Division of Laboratory Medicine, Geisinger Medical Laboratories, Danville, PA

### 1:10 PM - 3:00 PM Nottoway

**Lab VP of Sales and Marketing Roundtable**

- FACILITATOR: Peggy McKee, Chief Executive Officer and Recruiter, PHC Consulting, Celina, TX
- CHAIR: Tony DeLuca, Business Consultant, Lab Outreach Solutions, LLC, Hammonton, NJ

## BREAKOUT SESSIONS

### 1:10 PM - 2:00 PM Grand Ballroom E

**CDC's Division of Laboratory Systems: Protecting America's Health by Strengthening Clinical Laboratories**

- Reynolds M. Salerno, Ph.D., Director, Division of Laboratory Systems, CDC, Atlanta, GA

### 1:10 PM - 2:00 PM Grand Couteau

**Effective Ways to Determine the Profitability of New and Existing Clients while Improving Compliance and Customer Satisfaction with Lab Testing Services**

- Mike Rominiecki, MBA, Senior Vice President, Business Development & Customer Service, DRUGSCAN, Horsham, PA

### 1:10 PM - 2:00 PM Grand Chenier

**Implementing Lean Management as the Foundation for ISO 15189 in a Hospital Lab: Secrets of Gaining Staff Buy-In, Establishing Benchmarks, and Celebrating Success**

- Rita D'Angelo, MS, ASQ CQE, President & Chief Executive Officer, D'Angelo Advantage, LLC, Gibraltar, MI
- Ila Singh, M.D., Ph.D., Chief of Laboratory Medicine; Professor, Baylor College of Medicine, Texas Children's Hospital, Houston, TX

### 1:10 PM - 2:00 PM Grand Ballroom D

**Panel: Major Changes in How Health Insurers Handle Lab Tests: Assessing Developments in Prior-Authorization Programs, Network Contracting, and New, Value-Based Payment Models**

- MODERATOR: Michael Snyder, Senior Vice President, Avalon Healthcare Solutions, LLC, Flemington, NJ
- PANELISTS: Richard Gentleman, MHA, Senior Director, National Ancillary Contracting, Aetna, Inc., Blue Bell, PA
- Frank Dookie, Contracting Executive, Humana, Woodbridge, NJ
- Andrew Stimmler, Managing Partner, Shipwright Healthcare Group, LLC, Greensboro, NC

## BREAKOUT SESSIONS

### 2:10 PM - 3:00 PM Grand Ballroom D

**Harnessing the Power of Real-time Analytics Across the Full Range of Lab Activities, from Improving Productivity, Balancing Staff Workloads, and Benchmarking, to Collaborating with Physicians in Order to Achieve Better Utilization of Lab Tests**

- Kim Booth, MS, Assistant Director, Hospital Laboratory Operations, NorDx, Scarborough, ME

### 2:10 PM - 3:00 PM Grand Ballroom E

**How Pathologists and Labs Can Leverage Medicare's MIPS Quality Reporting to Improve Daily Performance and Quality while Benchmarking Against the Best in the Lab Industry**

- Alexandra Brown, M.D., FASCP, Medical Director, National Pathology Quality Registry, ASCP, Washington, DC

### 2:10 PM - 3:00 PM Grand Chenier

**How We Successfully Integrated Our Multi-site Health System Laboratory Organization in a Budget-Constrained World**

- Michelle Barthel, MT, MHA, System Director of Laboratory Services, Regional Health, Rapid City, SD

## GENERAL SESSION

### 3:10 PM - 3:30 PM Grand Ballroom A-C

**Extracting the Important Lessons from the *Executive War College 2018***

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

**THURSDAY, MAY 3, 2018 GRAND BALLROOM D****Post Conference Workshop – OPTION 1**

Move Your Lab to Clinical Lab 2.0 to Deliver More Value and Get Paid More \$\$\$!

**8:00 AM – 8:10 AM****Introduction and Overview of Clinical Lab 2.0**

- Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY

**8:10 AM – 8:40 AM**

**Clinical Lab 2.0: What It Is; Why It Is Different; How it Delivers Value that Brings More Revenue to your Lab (Moving from a ‘results’ mindset a ‘value emphasis’ mindset)**

- Khosrow R. Shotorbani, MBA, MT(ASCP), Lab 2.0 Industry Advocate, Member, Project Santa Fe Coalition, Salt Lake City, UT

**8:40 AM – 9:00 AM**

**Clinical Lab 2.0 Case Study: Using a Cross-disciplinary Approach to Improve the Diagnosis and Treatment of Sepsis**

- Donna Wolk, Ph.D., D(ABMM), System Director, Clinical Microbiology, Geisinger Medical Laboratories, Danville, PA

**9:00 AM - 9:20 AM**

**Clinical Lab 2.0 Case Study: How the Clinical Lab 2.0 Approach is Improving Care in Management of Diabetes and CKD as Patients Move from Physicians’ Offices to Hospitals and Back to Community Care Settings**

- Kathleen Swanson, MS, R.Ph., Director, Enterprise Clinical Solutions, TriCore Reference Laboratories, Albuquerque, NM

**9:20 AM - 9:40 AM**

**Clinical Lab 2.0 Case Study: Collaborating with Clinical Teams to Ensure Adequate Quantities in Each of our Health System’s 12,000 Monthly Blood Culture Specimens**

- Reeti Khare, Ph.D., Director of Microbiology, Northwell Health, Lake Success, NY

**9:40 AM - 10:00 AM**

**Clinical Lab 2.0 Case Study: Leveraging Lab Test Data to Add Value in Support of Office-based Physicians**

- Philip Chen, M.D., Ph.D., Chief Healthcare Informatics Officer, Sonic Healthcare USA, Austin, TX

**10:00 AM - 10:20 AM**

Morning Break

Grand Ballroom Foyer

**10:20 AM - 10:55 AM**

**Using Informatics to Leverage Lab Test Data and Create Actionable Clinical Intelligence**

- CHAIR: Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY
- PANELISTS: Tylis Y. Chang, M.D., Vice Chair, Pathology Informatics; Chief Medical Information Officer, Pathology Service Line; Northwell Health, Northwell Health, Lake Success, NY
- Philip Chen, M.D., Ph.D., Chief Healthcare Informatics Officer, Sonic Healthcare USA, Austin, TX

**10:55 AM - 11:30 AM**

**What’s Required to Evolve from Lab 1.0 (Volume) to Clinical Lab 2.0 (Value)**

- Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY

**11:30 AM - 12:30 PM**

Networking Lunch

Grand Ballroom A

**12:30 PM - 1:15 PM**

**What Payers Need and Value from Clinical Lab 2.0 Services: How to Create Added Value Services that Can Generate New Sources of Reimbursement to Your Lab**

- Patty Kehoe, RN, MPH, Innovative Health Care Executive Consultant, Wisdom Gate Consultant Services LLC, Albuquerque, NM
- Richard VanNess, MS, Product Manager, TriCore Reference Laboratories, Albuquerque, NM

**1:15 PM – 2:00 PM**

**Panel: What’s Needed for IVD Manufacturers to Support Clinical Lab 2.0: Envisioning the New Concept of IVD 2.0**

- CHAIR: Khosrow R. Shotorbani, MBA, MT(ASCP), Lab 2.0 Industry Advocate, Member, Project Santa Fe Coalition, Salt Lake City, UT
- PANELISTS: Karan Arora, Senior Global Marketing Director, Abbott Laboratories, Abbott Park, IL
- John Blackwood, Senior Vice President, Diagnostics Products and Services, Beckman Coulter, Brea, CA
- Liana Romero, Ph.D., MBA, MT(ASCP), Senior Director, Strategic Marketing & Clinical Affairs, Siemens Healthineers, Newark, DE
- Alan Wright, M.D., Ph.D., Chief Medical Officer, Roche Diagnostics Corporation, South San Francisco, CA

**2:15 PM – 3:00 PM**

Panel: Open Discussion with Attendees on Understanding and Implementing the Clinical Lab 2.0 Model

- CHAIR: Senior Vice President, Laboratory Services for Northwell Health, Great Neck, NY; Professor and Chair, Department of Pathology & Laboratory Medicine, Zucker School of Medicine at Hofstra/Northwell, Hempstead, NY
- PANELISTS: Khosrow R. Shotorbani, MBA, MT(ASCP), Lab 2.0 Industry Advocate, Member, Project Santa Fe Coalition, Salt Lake City, UT
- Myra L. Wilkerson, M.D., Chair, Division of Laboratory Medicine, Geisinger Medical Laboratories, Danville, PA
- Richard J. Zarbo, M.D., DMD, System Chairman, Pathology and Laboratory Medicine, Henry Ford Hospital, Detroit, MI

**THURSDAY, MAY 3, 2018 GRAND BALLROOM E****Post Conference Workshop – OPTION 2**

**Using Digital Pathology for Primary Diagnosis: What All Pathology Labs Need to Know about Technology, Workflow Impact, Clinical Quality, and Financial Opportunity**

**8:00 AM – 8:10 AM****Introduction and Goals for Today**

- CHAIR: Anil Parwani, M.D., Ph.D., MBA; Professor and Vice Chair, Ohio State University, Columbus, OH

**8:10 AM – 8:50 AM****Overview of Digital Pathology's Current State: Technologies, Systems, Capabilities, Limitations, and Opportunities**

- David S. McClintock, M.D., Associate CMIO, Pathology Informatics; Associate Professor, Pathology, Michigan Medicine, Dept. of Pathology, Ann Arbor, MI

**8:50 AM – 9:20 AM****Use Case–Academic: Ohio State University Wexner**

- Anil Parwani, M.D., Ph.D., MBA, Professor and Vice Chair, Ohio State University, Columbus, OH

**9:20 AM - 9:50 AM****Lessons Learned in the Use of Digital Pathology at Memorial Sloan Kettering Cancer Center**

- Victor E. Reuter, M.D., Vice Chair, Department of Pathology, Memorial Sloan-Kettering Cancer Center, New York, NY

**9:50 AM - 10:10 AM****Morning Break****10:10 AM – 10:40 AM****Expanding the Use of Digital Pathology to Drive Revenue and Create a Competitive Advantage for Your Lab**

- Dan Angress, President, Angress Consulting LLC, Manhattan Beach, CA

**10:40 AM – 12:00 PM****Digital Pathology Systems & Services Showcase**

- Brett Kimball, Business Development Manager - Southeast, Philips Digital Pathology Solutions, Sherrills Ford, NC
- Kevin Whiteley, Vice President, Market & Business Development - Pathology Imaging, Leica Biosystems, Buffalo Grove, IL
- Mark Lloyd, Ph.D., MSM, Executive Vice President, Founder, Inspirata, Inc., Tampa, FL
- Alfred Morgan Wright, M.D., FACP, Pathologist, Pullman, WA

**12:00 PM – 1:30 PM****Grand Ballroom A****Networking Lunch****1:30 PM - 2:10 PM****Future of Digital Pathology and Artificial Intelligence**

- Keith J. Kaplan, M.D., Chief Medical Officer, Corista, Concord, MA

**2:10 PM – 2:50 PM****Digital Pathology Beyond Primary Diagnosis: Integrating Pathology into the Care Team – A Workflow Solution to Meet Requirements for Quality Reporting and Patient Outcomes**

- Patricia Goede, MS, Ph.D., Vice President, Clinical Informatics, XIFIN, Inc., San Diego, CA
- Conor Ward, Vice President, Sales, XIFIN, Inc., San Diego, CA

**2:50 PM – 3:30 PM****Panel Discussion: Moving Forward with Digital Pathology in Daily Practice: What We've Learned about Acquiring, Implementing, and Using Digital Pathology Systems and Whole Slide Imaging**

- CHAIR: Anil Parwani, M.D., Ph.D., MBA, Professor and Vice Chair, Ohio State University, Columbus, OH
- PANELISTS: Patricia Goede, MS, Ph.D., Vice President, Clinical Informatics, XIFIN, Inc., San Diego, CA;
- Keith J. Kaplan, M.D., Chief Medical Officer, Corista, Concord, MA
- David S. McClintock, M.D., Associate CMIO, Pathology Informatics; Associate Professor, Pathology, Michigan Medicine, Dept. of Pathology, Ann Arbor, MI



# Are Paths of Hospital Labs Diverging from Paths of Independent Labs?

- What gives hospital labs clinical and financial advantage
- How your lab can offset Medicare Fee Cuts
- Exploring the future: collaboration vs. more competition

Big changes are about to reshape how hospital and health system labs are organized and deliver lab testing services! The good news is that hospital labs are poised to become a major clinical asset in their communities.

At the same time, Medicare lab test price cuts, narrow networks, and more types of value-based reimbursement are primary threats that all labs must address to sustain clinical excellence and financial stability. Evidence is growing that the paths for

hospital and health system laboratories may be diverging from that of independent labs.

To provide you with strategic insight on these critical issues, the *Executive War College* is bringing together leaders from four of the nation's prominent labs to discuss important developments. Their goal is to provide you with powerful knowledge and strategies to help you smartly respond to lab price cuts while positioning your lab to succeed and prosper going forward.



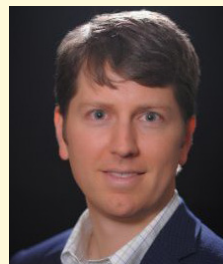
**Rick Panning**  
Health Partners  
Minneapolis, MN



**James Crawford, MD**  
Northwell Health  
Lake Success, NY

## Meet, hear, learn!

**These four national lab leaders reveal what's next for hospital labs and independent labs!**



**Bryan Vaughn**  
LabCorp  
Raleigh-Durham, NC



**Jon R. Cohen, MD**  
Quest Diagnostics  
Madison, NJ

## All the information you need to succeed!

### Lab Industry Breakthroughs\*

- Responses of FDA, CMS, and other Federal Agencies to Rapid Changes in Diagnostic Technologies and the Lab Testing Marketplace
- Future of Clinical Lab Testing: Are Paths of Hospital Labs and Independent Labs Diverging?
- Inside Washington, DC: Issues of Concern to Labs, including PAMA, FDA, CMS, Congress
- Genetic Tests: Prior-Authorization Requirements and Getting Reimbursed for Lab Claims
- Major Changes at Payers: Network Contracting, and New, Value-Based Payment Models
- Leadership in Value-Based Healthcare: Identifying Threats and Opportunities for Your Lab
- How World-Class Performers Combine Dynamic Costing, Lean, and Quality Management Systems

\*supplemented with extra learning sessions

### Powerful Case Studies\*

- **Northwell Health**  
Lake Success, NY
- **Mayo Medical Laboratories**  
Rochester, MN
- **Ascension Health System Lab**  
Detroit, MI
- **Geisinger Health**  
Danville, PA
- **Texas Children's Hospital**  
Houston, TX
- **Cleveland Clinic**  
Cleveland, OH
- **Health Partners**  
Minneapolis, MN
- **Sonora Quest Laboratories**  
Tempe, AZ

\*plus other compelling lab stories!

### Premier Lab Experts\*

- **Elaine K. Jeter, MD**, on: demonstrating Clinical Utility for New Genetic Tests
- **Michael Astion, MD, PhD**, on: Aligning with Payers Using Stewardship of Genetic Test Utilization
- **Attorneys Richard Cooper, David Gee, Karen Lovitch, Jeff Sherrin, Jane Pine Wood** on: current issues in lab law, compliance, payer audits, and more
- **Khosrow Shotorbani** on: Moving to Clinical Lab 2.0 to add value, be paid more
- **Keith Kaplan, MD, and Anil Parwani, MD, PhD**, on: Using Digital Pathology for Primary Diagnosis
- **Kyle Fetter** on: Prior-Authorization of Genetic Tests: What's Happening with Anthem, UnitedHealthcare, and Lab Benefit Management Companies

\*more than 80 sessions

For details and to register, visit [executivewarcollege.com](http://executivewarcollege.com) • 512.264.7103