



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,
for only \$4.23 per session!***

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 **THE DARK REPORT**

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, APRIL 29, 2014

MASTER CLASS SESSIONS

Enabling New Business Models for Pathology Labs By Using Practical Applications of Digital Medicine and Digital Pathology

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

Too Much Paper in Your Molecular Lab? What Innovators Are Doing with Scalable Molecular Informatics Solutions

Megan Schmidt, Director, Product Strategy, Sunquest Information Systems, Tucson, AZ

Why your Lab's New Vendor Contracts Leave 70% of the Biggest Savings Still on the Table

Leslie A. Sprick, CMC, MT(ASCP), Owner & CEO, Sprick Group, LLC, Charlotte, NC

CLIA's New IQCP Requirements Are In Effect, or Are They?: Implementing Laboratory Risk Management Now to Ensure Success

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

Leverage the Power of an EMPI to Increase Revenue and Extend the Value of Diagnostics

Robert D. Atlas, President & CEO, Atlas Medical, Calabasas, CA

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

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

GENERAL SESSIONS

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

Lessons from the Northwoods: How NorDx Labs Is Responding to Changing Clinical and Payer Needs in the Inpatient, Outpatient, and Outreach Sector

Stan Schofield, President, NorDx, Senior Vice President, MaineHealth / Co-Founder and Managing Principal, The Compass Group, NorDx, Scarborough, ME

Mastering the Art of Delivering Value: Using Change and Real-time Metrics to Achieve Stretch Goals

Jason Pincock, CMA, CEO, DynaLIFEDx, Edmonton, AB, Canada

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

LAB & PATHOLOGY MERGER & ACQUISITION SESSION

Lab & Pathology Merger & Acquisition Session
Opening Remarks

Richard Cooper, Esq., Chair, National Healthcare Practice, McDonald Hopkins LLC, Cleveland, OH

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

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

Why Sales of Labs Do and Don't Happen in Today's Lab Testing Marketplace: What Is the Right Revenue Multiple at the Moment?

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

Chasing the Next Generation of Lab Test Revenue: All the Latest on LDTs, Clinical Utility, and Demonstrating Value

Susan Garfield, DrPH, Senior Vice President, GfK Market Access, Wayland, MA

Mapping the Future of Clinical Lab and Pathology Testing: Finding Profits in Molecular and Genetic Testing

PANELISTS: Chris Graber, Principal, Waud Capital Partners, Chicago, IL; **Eric Lev**, Partner, Ampersand Capital Partners, Wellesley, MA

BREAKOUT SESSIONS

Aligning Workflow, Productivity, Quality in the Lab and Other Clinical Services Using Lean, Automation, and Real-Time Management Dashboards

Linda Guay, MBA/HCM, Associate Vice President, Laboratory Services, Franciscan Health System, Tacoma, WA

Managed Care Contracting in the Era of ACOs: How One Health System Negotiated Provider Status for its Lab Outreach Program

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

Revaluating Diagnostics: What the Pharma and Medical Device Models Teach About Providing the Evidence of How Lab Tests Contribute to Improved Patient Care

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

Taming the Cost of Esoteric and Reference Testing: Winning Strategies that Reduced Spending and Moved More Value to Physicians

Gregory J. Pomper, M.D., Associate Professor of Pathology; Medical Director of Clinical Laboratories, Wake Forest Baptist Health, Winston-Salem, NC

Combining Kaizen Events and the Master Patient Index to Increase Revenue, Collect More from Patients, and Boost Productivity in Billing and Collections

Jeanette Brooks, Director, Billing Services, Solstas Lab Partners, Roanoke, VA

Going the Next Mile in Lab Automation: Combining Software Analytics and Work Flow Redesign in the High Volume Reference Laboratory

John Butz, Administrator of Operations, Mayo Medical Laboratories, Rochester, MN

Molecular Diagnostics and Next-Gen Gene Sequencing for Community Hospital Labs: Picking the Winners and Avoiding the Losers

Frederick L. Kiechle, M.D., Ph.D., Medical Director, Clinical Pathology, Memorial Healthcare System/Pathology Consultants of South Broward LLP, Hollywood, FL

Understanding New Legislative, Regulatory, and Payer Policies that Affect Laboratory Testing Reimbursement and Regulation

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

BREAKOUT SESSIONS

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

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

Overcoming Common Challenges in Building and Expanding Your Lab Outreach Program and Its Sales Effectiveness

Tony Deluca, National Sales Manager, ChildLab, Columbus, OH

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

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

How Health Insurers See Healthcare's Evolution: What's Ahead with Integrated Care, Genetic Medicine, and Value-Based Reimbursement

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

Using Sophisticated Reporting Tools and “Big Data” Feeds of Lab Test Results to Generate New Revenue Streams for your Clinical Lab

Destry Sulkes, M.D., MBA, Executive Vice President & Co-founder, Medivo, Inc., New York, NY

GENERAL SESSION

Lab Test Utilization: New Approaches That Slash Costs and Improve Patient Outcomes

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

WEDNESDAY, APRIL 30, 2014

MASTER CLASS SESSIONS

Five Key Cost-Cutting and Productivity Targets to Help Labs Survive and Thrive

Thomas Joseph, MBA, MT(ASCP), President & CEO, Visiun, Inc., Ann Arbor, MI; **Denis Burke**, Chief Technology Officer, Visiun, Inc., Ann Arbor, MI

Leveraging Lab Information in New Ways to Benefit Healthcare in a Non-Fee-for-Service Environment

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

Understanding and Meeting 2014 Government Mandates: A Perfect Storm of ICD-10, Patient Reporting, and Meaningful Use Stage 2

Ken Willett, Vice President, Healthcare IT Strategies, Liaison Healthcare Informatics, Portland, OR

Boost Your Lab's Bottom Line: Why Cultural Change Works in Today's Market and How to Sustain High Performance

Adam Slone, CEO, Slone Partners, Miami Beach, FL; **Tara Kochis**, President, Slone Partners, Centreville, VA

Enhancing the Lab's Service Value while Achieving Sustained Cost Reductions through Informatics Integration

Eric Q. Reynolds, Vice President, Clinical Services, Emdeon, Nashville, TN

Healthcare Reform and the Lab: New Strategies to Resolve Pressing Problems

Kathy Murphy, Ph.D., CEO, Chi Solutions, Inc., Ann Arbor, MI

What Does Value Mean? How ACOs, Bundled Payments, Capitation, and Narrow Networks Will Change Labs' Relationships with Providers

Pam Maxwell, Chief Growth Officer, Orange Health Solutions, Jacksonville, FL; **Charles Halfpenny**, CTO, Halfpenny Technologies, Inc., Blue Bell, PA

GENERAL SESSIONS

Understanding Healthcare's New Triple Aim: Innovation, Transformation, and Partnerships

Ted Schwab, Partner, Oliver Wyman, San Francisco, CA

Diagnostic Management Teams and More at Vanderbilt: Moving Lab Medicine Closer to Physicians and Patients to Deliver More Value

Mike Laposata, M.D., Ph.D., Professor of Pathology and Professor of Medicine, Vanderbilt University Medical Center, Nashville, TN

Business Development in a Multi-Specialty Medical Group: Leveraging Pathology Services along with Radiology, Radiology Oncology, and Anesthesiology

David Landry, CEO, Spectrum Medical Group, South Portland, ME

A New Lab Business Model to Change How Cancer is Diagnosed, Treated, and Monitored

Michael J. Pellini, M.D., President & CEO, Foundation Medicine, Inc., Cambridge, MA

SPECIAL SESSIONS:

Academic Pathology Chairs & Pathology Administrators Roundtable

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

Lab Sales and Marketing VP Roundtable

CHAIR: Tony Deluca, National Sales Manager, ChildLab, Columbus, OH

FACILITATOR: Charlie Thompson, Principal, Atria, Inc., Atlanta, GA

BREAKOUT SESSIONS:

Lab Test Utilization in an Era of ACOS and Integrated Care

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

Laboratory Medicine in Europe: How Labs Are Dealing with New Challenges

Ian D. Watson, Ph.D., FRCPath, FACB, Past President EFLM, European Federation of Clinical Chemistry and Laboratory Medicine, Liverpool, UK

Responding to the Revised Blue Card Policy: Legal Issues and the Essential Actions Labs Can Take to Process Claims and Increase Collections

Charles Dunham, Esq., Attorney, Bond, Schoeneck & King, PLLC, Albany, NY

TriCore's Journey with ISO 15189: Lessons Learned in Earning Accreditation and Sustaining Use of the QMS

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

Combining Lab Automation and New Diagnostic Algorithms to Help Clinicians Achieve Improved Patient Outcomes at Less Cost per Healthcare Encounter

Holly McDaniel, M.D., Laboratory Medical Director, Banner Estrella Medical Center, Clin-Path Associates, Tempe, AZ

Successful ICD-10 Transition for Your Clients and Your Lab Outreach Program

Deb Loniewski, BS, MT(ASCP), Outreach Laboratory Representative, Sparrow Laboratories, Lansing, MI

Driving Value with a Hospital Laboratory Network in the Face of Healthcare Market and Regulatory Change

John Kolozsvary, CEO, Joint Venture Hospital Laboratories, Allen Park, MI

GENERAL SESSION

Extracting the Important Lessons from the Executive War College 2014

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

THURSDAY, MAY 1, 2014

POST CONFERENCE WORKSHOPS

ANTICIPATING NEW CLINICAL AND BUSINESS MODELS FOR CLINICAL LABS AND PATHOLOGY GROUPS

Opening Remarks

Khosrow R. Shotorbani, MBA, MT(ASCP), President & CEO, TriCore Reference Laboratories, Albuquerque, NM

Emerging Business Models in Clinical Laboratory and Anatomic Pathology Testing

Christopher Jahnle, ASA, Managing Director, Haverford Healthcare Advisors, Paoli, PA

How Neogenomics is Responding to a Changing Clinical Market and New Payment Models

Douglas VanOort, Chairman & CEO, NeoGenomics Laboratories, Fort Myers, FL;

New Clinical and Business Opportunities for the Regional Multi-Specialty Pathology Practice

Krista Crews, Executive Director, ProPath, Dallas, TX

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

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

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 Pomodoro**, CEO/Managing Partner, The Healthcare Legacy Group, Yorba Linda, CA

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

Closing Remarks

Khosrow R. Shotorbani, MBA, MT(ASCP), President & CEO, TriCore Reference Laboratories, Albuquerque, NM

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