



HEALTH  
CONNECT  
PARTNERS

*Bringing Providers and Suppliers Together*

# HCP18 SPRING

Radiology & Imaging Conference

May 2-4, 2018 Atlanta GA

# agenda

Title Sponsor

**HITACHI**  
Inspire the Next

11:30am–7:00pm

## Registration for Suppliers & Sponsors

11:30am–4:00pm

## Provider Registration

This special Provider Registration is for all Hospital Radiology Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00pm.



12:00pm–4:00pm

## Supplier Showcase

Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate.

2:30pm–2:50pm

## Supplier Orientation

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the **reverseexpo** and how it works.

4:15pm–5:30pm

### Provider Orientation & Sponsor Spotlight

All Hospital Radiology Directors and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.

5:30pm–6:30pm

### Welcome Reception & Networking Event *All Attendees*

# Amico

6:30pm–9:30pm

### Evening Suites Hosted By Our Sponsors *All Attendees*



7:00am–6:00pm

## Registration Desk Open

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00am–8:00am

## Breakfast *All Attendees*



8:00am–9:30am

## Opening Remarks & Keynote Address *All Attendees*

### *Hacking the Learning Curve*

#### **Bronkar Lee**

Bronkar is a peak performance expert, author, internationally acclaimed performer, entertainment producer, and keynote speaker. He uses his authentic passion for connecting with people and his creative talents (which he's honed through discipline and commitment) to motivate audiences, lighting a spark of possibility and delivering powerful results.

Bronkar has always been fascinated by learning, as both an enthusiastic student and insightful teacher. He has learned musical instruments and languages, crafted beatboxing techniques, and mastered numerous physical skills – even to the point of breaking world records. More impressively, he's transformed his personal abilities in record time. He applies these skills (as well as his interpersonal expertise in human connection) as a performer, coach, and educator, to inspire countless audiences and individuals. A sampling of credits includes touring Europe as ringmaster to a world-renowned circus, teaching at-risk youth to develop the confidence to overcome abuse and addiction, and appearing with Jay Leno on the Tonight Show.

As a peak performance coach, Bronkar has helped clients to achieve personal breakthroughs and accomplish goals for health, success, and well-being. His one-man variety show continues to be in great demand – everywhere from Disney cruise ships to corporate conferences for Google and Facebook to half-time shows at Madison Square Garden. As a keynote artist and speaker, he delivers an innovative experience using original artforms, personal connection, and applied technology in order to help others find greatness within themselves.

Over the years, Bronkar's desire to produce, coach, and collaborate has led him to form multiple performance groups including duo show *Collision of Rhythm*, 4-man variety show *Bounce*, and even fronting the rock band *All Styles to Groove*. In 2014, Bronkar collaborated with original STOMP member and Blue Man Group coach Ameenah Kaplan to create *Raditatical* – a multimedia-filled, rhythm-based theatrical show with a 6-person cast that enjoyed success at the Ricardo Montalban Theater in Hollywood.



HEALTHCARE  
DELIVERED IT

Most recently, Bronkar collaborated with his wife Cyndi Harvell Lee to write the book *BAM: Bold Achievement Method*, outlining his 6-step process for accelerated learning. They used the methodology to complete the book and (most importantly) in raising their newborn son, Elijah.

**Learning objectives:**

***After attending this presentation, attendees will learn to:***

- Accelerate learning in your organization
- Acquire the tools needed to leverage skills more effectively
- Gain a fresh perspective and unique approach that will subsequently increase creativity and productivity
- Inspire your people to take action, create accountability and achieve massive success in every endeavor
- Ignite innovation and be at the top of your business game every day

9:30am–9:45am



**Coffee Break**

10:00am–12:00pm



KONICA MINOLTA



The Hospital Radiology Directors and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

12:00pm–1:15pm



**Lunch** *All Attendees*

1:30pm–2:30pm



## Educational Session

### *MRI Safety - How To Make A Meaningful Impact On Your MRI Safety Practices from an MR Safety Officer and MR Safety Expert*

#### **William Faulkner, Jr. B.S., R.T.(R)(MR)(CT), FSMRT, MRSO(MRSC)**

Bill Faulkner is currently working as an independent consultant through his own company, William Faulkner & Associates, providing MRI and CT education as well as MRI safety and clinical operations consulting for 19 years. His clients include health care facilities, and medical companies such as GE, Philips, Siemens, Aspect Imaging, Invivo, Medtronic, Bracco Diagnostics and Metrasens. He has been teaching and lecturing on MRI in for over 25 years.

He is an active member and Fellow of the SMRT; serving as the first president. He is a founding board member of the American Board of Magnetic Resonance Safety (ABMRS) and is a credentialed MR Safety Officer. Bill is the author of "Rad Techs Guide to MRI: Basic Physics, Instrumentation and Quality Control". He is the co-author of "Review Questions for MRI", and a contributing author for "MRI for Technologists", "Handbook for MRI", and the first edition of "The Physics of Clinical MR Taught Through Images".



#### **Dr. Zachary Friis. Ph.D., DABR, MRSE**

Dr. Friis practices diagnostic medical physics, medical nuclear physics, and health physics at West Physics. He came to West Physics from the field of advanced plasma physics. His research encompassed the design of fusion reactors, which utilize extremely powerful magnetic fields to confine plasmas for the purpose of energy production.

During Dr. Friis's tenure at West Physics, he has practiced medical physics in 49 states, 2 US Territories, and internationally. Now he primarily covers clientele in Florida and the Caribbean. Dr. Friis is the primary MRI subject matter expert for West Physics, which encompasses all aspects of MR Safety. Dr. Friis is board certified by the American Board of Radiology and the American Board of Magnetic Resonance Safety as a credentialed MR Safety Expert. Dr. Friis is originally from Valdosta, Georgia.

#### **Learning objectives:**

##### ***After attending this presentation, attendees will learn to:***

- Review the history of the ACR MRI Safe Practice Guidelines
- Review the implementation of the Joint Commission's Sentinel Event Alert and 2015 Imaging Standards
- Discuss the MRI elements of performance the JC field surveyors have focused on, and the recommendations for improvement they have made to accredited facilities
- Discuss the MRI elements of performance physicists have focused on in accordance with new ACR testing guidelines, and the recommendations for improvement that they have made to accredited facilities
- Discuss the changing culture in MR Safety, and the formalized roles that are evolving for the MRMD, MRSO, and MRSE



2:45pm–3:45pm



## Educational Session

### *AI in Radiology: When will it be ready?*

#### **Nick Howard**

Nick Howard earned a BS in Analytics from the United States Military Academy (USMA), and then led troops in combat during 3 tours in Iraq and Afghanistan. After command in Afghanistan, he earned a MS in Analytics from MIT, and then served as an Assistant Professor in the Math Department at USMA. Nick then joined a software startup working on advanced scheduling and supply chain algorithms. For the last two years Nick has been focused on applying Data Science and AI to Radiology while working at Candescent Health and Envision.

#### **Learning objectives:**

##### ***After attending this presentation, attendees will learn to:***

- Discuss an overview of current technologies and state of AI in Radiology
- Analyze where can AI provide business value in Radiology
- Determine what information is needed for AI to become mainstream in Radiology

4:00pm–5:00pm



## Educational Session *All Attendees*

### *Strategic Leadership Development: Do we need it?*

#### **Melissa Jackowski, Ed.D., R.T.(R)(M)**

Melissa Jackowski has been in healthcare for over 30 years. She earned her certificate in radiography at Wilkes Regional Medical Center. Dr. Jackowski obtained her Bachelor's degree in Radiologic Science from the University of North Carolina at Chapel Hill and both her Master's and Doctoral degree in Health Professions Education from North Carolina State University. She has worked as a diagnostic radiographer, a hospital administrator and a university professor.

Dr. Jackowski has over 15 years of experience in developing healthcare communication skills and leadership talents in the classroom, through involvement in management and through leadership roles and coaching in state and national organizations. She is currently the President-Elect of the American Society of Radiologic Technologists Board of Directors and is employed as a Competency Management Development Specialist for Siemens Healthineers.

#### **Learning objectives:**

##### ***After attending this presentation, attendees will learn to:***

- Improve the skills and traits needed to be an effective leader
- Describe the key success factors in designing a leadership development program
- Apply the specific leadership skill of "giving feedback"

# agenda

thursday may 3

# HITACHI

Inspire the Next

6:00pm–10:00pm



GEORGIA AQUARIUM

## Dinner & Entertainment *All Attendees*

### Georgia Aquarium

On Thursday night, join us for an unforgettable evening in the Ocean's Ballroom at the Georgia Aquarium, one of the world's most magical aquariums. You'll enjoy a spectacular view of the Ocean Voyager gallery, as well as the playful antics of beluga whales with a view of their habitat. Ocean Voyager is the world's largest indoor aquatic exhibit at 6.3 million gallons of water which houses four whale sharks - the largest fish in the world - and four manta rays - the only manta rays in a U.S. aquarium - in addition to hundreds of other animals.

Come prepared for a spectacular evening of wonderful food, open bars, live music and dancing in this enchanting setting.

*Shuttles will run continuously from 5:15pm–10:00pm, between the hotel and Georgia Aquarium.*



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7:00am–12:00pm

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6:45am–7:45am

## Breakfast *All Attendees*



8:00am–9:30am

## Educational Session

### *Leaders - Need to Inspire, Encourage and Empower*



### **Kenneth Fazzino, BA, CRA, RTR, PMP, FAHRA**

Ken Fazzino brings over 30 years of a diverse background in radiology, working in multiple areas as technologist, management, sales, consultant and service provider. After fulfilling numerous clinical roles including interventional radiology and cardiology, Ken transitioned to management where he led the design and operation of numerous outpatient imaging centers along with restructuring and renovating numerous hospital departments. His experience includes in depth knowledge of business indicators, regulatory agencies and restructuring teams to improve morale, efficiency and financial success.

Ken has successfully sold PACS solutions for Philips Medical, implemented process enhancements and key member of growth as Vice President of Account management for Radisphere National Radiology Group. Ken led implementations for hundreds of Nuance Powerscribe implementations across the country. He has also held roles of distinction with AHRA for over 18 years, authored articles for Radiology Management, co-authored *The Book on Evidence Based Management* and is a frequent speaker at regional and national meetings.

Currently Ken is the Regional Practice Director for Envision Health – Radiology.

### **Learning objectives:**

#### ***After attending this presentation, attendees will learn to:***

- Review and highlight different leadership styles and when they may be best used
- Discuss leadership skills compared to managing and business skills
- Share how other inspirational leaders have impacted our world
- View how those inspiration traits can help us be effective



# agenda

friday may 4

# HITACHI

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10:00am–12:00pm



KONICA MINOLTA

## reverse expo **Session II**

The Hospital Radiology Directors and GPO Executives host the exhibit booths in this very unique **reverse expo**.



join us in **atlanta**



### Registration and Sponsorship contact

**Andy Baker**  
Senior Director  
541-953-8555  
[andy.baker@hlthcp.com](mailto:andy.baker@hlthcp.com)