



Fall Radiology & Imaging

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agenda

September 23–25, 2019
Kansas City, MO



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monday september 23



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11:30am–7:00pm

Registration for Suppliers & Sponsors

11:30am–4:00pm

Provider Registration

This special Provider Registration is for all Radiology & Imaging 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 **reverse** expo and how it works.

4:15pm–5:30pm

Provider Orientation & Sponsor Spotlight

All Radiology & Imaging 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–6:00pm

Welcome Reception & Networking Event *(all attendees)*



6:00pm–9:00pm

Hospitality 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)*



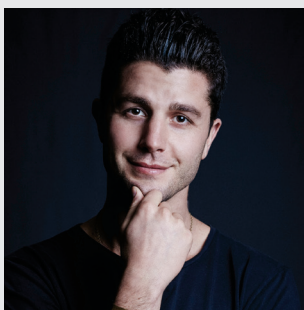
8:00am–9:30am

Opening Remarks & Keynote Address

Five Steps to Make the Impossible Possible

Ben Nemtin

Ben Nemtin is the #1 New York Times bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's highest rated show ever on iTunes and Amazon called *The Buried Life*. As the co-founder of *The Buried Life* movement, Ben's message of radical possibility has been featured on The Today Show, The Oprah Winfrey Show, CNN, FOX, and NBC News. President Obama called Ben and *The Buried Life* "inspiration for a new generation", and Oprah declared their mission "truly inspiring". An acclaimed keynote speaker, Ben has headlined business conferences and Fortune 100 leadership teams around the world, garnering standing ovations from AIG, Anthem, Amazon, FedEx, Harvard, Microsoft, Verizon, and more. Global Gurus ranked Ben as one of the Top 30 Best Organizational Culture Thought Leaders in the World in 2019.



It all stems from a battle Ben had with depression over a decade ago. In an attempt to feel more alive, he created the world's greatest bucket list with his three best friends. They borrowed a rickety old RV and crisscrossed North America, achieving the unthinkable. And most importantly, every time they accomplished a dream, they helped a complete stranger cross something off their bucket list. From playing basketball with President Obama to having a beer with Prince Harry, from reuniting a father and son after seventeen years to surprising a young girl with a much-needed bionic arm—Ben's bucket list quest has inspired millions to thrive personally and professionally.

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These experiences have taught him that articulating and prioritizing your personal goals is not a selfish act, but one that creates a positive ripple effect that inspires others to live their best life. Ben weaves the remarkable story of how *The Buried Life* grew from 100 impossible dreams into a global movement and connects his lessons to the fabric of our daily lives.

Ben's message of radical possibility combined with his 'Five Steps to Make the Impossible Possible', leaves audiences not only inspired but also equipped with tools to tackle the seemingly insurmountable. Ben's system of achieving impossible goals demystifies daunting tasks by turning 'dreams' into 'projects' and creates inspiration through action and accountability. Ben reminds us that it's never too late to start your list and leave your lasting impact on the world.

Learning objectives:

After attending this presentation, attendees will learn:

- *Why prioritizing personal goals is vital to your well-being, the well-being of those around you and your career*
- *How to unbury your dreams and keep them unburied*
- *To identify the #1 thing that holds you back from accomplishing your dreams*
- *How to accomplish seemingly impossible goals*
- *To identify the #1 regret people have at the end of their life and how to not have that regret*
- *To identify the most important dreams in your life and take actionable steps toward them*

9:30am–9:45am

Coffee Break





9:45am–10:45am



Educational Session

Rowboats vs. Canoes: Tools for Forward Looking Capital Planning

Co-Presenter **Robert Junk, AIA, AHRA**

Mr. Junk is President of RADIOLOGY Planning, a recognized global leader in radiology and imaging suite design. Rob has been involved in healthcare design and medical imaging for over 32 years. He is a subject matter expert contributor to the US Department of Veteran Affairs' and Department of Defense imaging series Design Guides and has served as an expert witness in cases involving imaging suite failures. Mr. Junk writes and speaks extensively on imaging suite safety and planning principals. Recent publications include, Asian Hospital & Healthcare Management, Advanced Imaging, Modern Healthcare. He served as a contributor to the current AHRA Asset Management in Radiology professional development series.

Mr. Junk speaks frequently at international healthcare conferences such as the American Healthcare Radiology Administrators Annual Meetings, Healthcare Facilities Symposium and the American Institute of Architects Academy of Architecture for Health. Mr. Junk most recently presented at the Middle East Patient Safety Congress in Dubai and the Global Healthcare Summit in Riyadh, Saudi Arabia.



Co-Presenter **Tobias Gilk, M.Arch., MRSO, MRSE**

Tobias Gilk's first project managed after receiving his Masters in Architecture was for a suite design and installation of an MRI scanner. That project sparked a career during which Tobias has dedicated more than two decades to the specialization in MRI imaging equipment, safety, and suite design.

With a penetrating knowledge of the technical and operational requirements of contemporary imaging equipment, Tobias provides clients with the ability to maximize both the performance of million-dollar imaging systems as well as operations in the physical facilities that support them.

Tobias served as Project Manager for the drafting of the new Department of Veterans Affairs National Design Guidelines for Imaging Services (due out this winter), and has written hundreds of articles published in radiology and design trade publications and websites. He is a member of the FGI's Healthcare Guidelines Revision Committee and is frequently invited to speak at meetings of professional imaging organizations.

Learning objectives:

After attending this presentation, attendees will learn to:

- *Understand the difference between retrospective (rowboat) and prospective (canoe) capital planning, including strengths and weaknesses of each*
- *Know the 'big picture' demographics of imaging utilization for future planning*
- *Appreciate the importance of master planning for clinical services for capital needs*



11:00am–12:00pm



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Educational Session

AI Beyond the Hype

Tom Shearer

With over 20 years of experience in diagnostic imaging, Tom Shearer has a history of successful consulting of implementations of new platforms to create value for health systems and patients. These platforms generated financial stability to major IDNs while enhancing patient care.

During his tenure at Vital Images, Tom consulted with some of the country's top health care systems to create 3D Labs to support Level 1 trauma centers. Additionally, Tom worked with the vast majority of PACS vendors for development of enhanced integrations that removed inefficiencies for radiologists and clinicians. He has a long history of positioning CAD solutions for Breast, Colon, and Lung. Tom has also positioned software for oncology, CT\PET\MR fusion software.

Prior to wide adoption of 3D printing, Tom worked with early adopters; showing financial impact to an IDN's bottom line, while improving patient outcomes. Range of printing included cardiac, vascular, MSK, as well as facial transplants.

With the expansion of EHRs, Tom worked with some of the leading healthcare providers to overcome IT challenges that allowed clinicians to access medical images directly from a vendor's EHR. These solutions allowed for Tom to consult in the implementation of one of the first HIEs to offer access to images.

Currently, Tom is the North American Director of Sales and Strategy for an FDA cleared AI solution, Aidoc. His work in this area has allowed facilities to experience a reduction in ED and Inpatient Length of Stay as well as a reduction in detection errors while increasing efficiency within the radiology department. Tom recently completed his MBA at the University of Michigan Ross School of Business.

Learning objectives:

After attending this presentation, attendees will learn:

- *To differentiate between CAD and next generation AI*
- *Why the new AI is better than what they may currently be using*
- *How to evaluate AI vendors and what to look for as a radiology department*
- *About actual use cases where AI has shown value in active clinical settings*

12:00pm–1:15pm

Lunch (all attendees)



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1:30pm–3:30pm



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

4:00pm–5:00pm



Educational Session

Unlocking Your Extraordinary Potential

Joe Walsh

Joe is a values-driven leader, with a 20 year track record of leading nationally recognized supply chain transformations and new business development ventures at organizations within healthcare and beyond. He is an outspoken advocate for the importance of investing in people and culture to enable the strategies and desired results of any organization.

For the last decade Joe has invested time to learn healthcare and understand the nuances of the supply chain while in progressive leadership roles at Intermountain and at Pensiamo.

Joe served as Intermountain Healthcare's Vice President of Supply Chain & Chief Procurement Officer, where he led the award-winning transformation effort and helped the team earn the number one ranking in Gartner's "Healthcare Supply Chain Top 25." Individually, Joe was recognized as the "Contracting Professional of the Year" in 2013 by Healthcare Contracting News.

Most recently, Joe served as the Executive Vice President of Operations for Pensiamo, where he led sourcing, purchasing, accounts payable, integrations and account management for UPMC while developing Pensiamo's offerings for external clients.

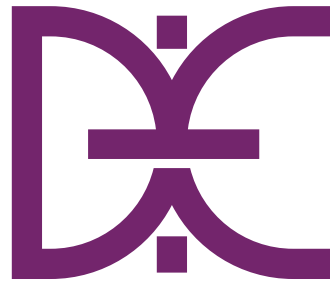
Prior to joining the healthcare industry, Joe held progressive procurement and business development roles at Foodbuy while helping the company grow to become the world's largest foodservice GPO. Joe also led the global sourcing transformation for Corporate Express (now Staples) after first helping the company launch its successful integrated supply business.

Learning objectives:

After attending this presentation, attendees will learn:

- *How to better understand the competencies necessary for leadership with multiple departments within their organization*
- *Quicker applications of practical leadership development lessons*
- *Better ways to formulate a leadership development plan for themselves and their team members*





dinner+entertainment

6:30pm–9:30pm

On Tuesday night, join us at Union Station–

Where Kansas City Connects for an evening of world-famous Jack Stack BBQ, open bars, live music and dancing in this iconic setting. Built in 1914, Union Station draws tourists from all over the world. In addition to the marvel of the Grand Hall's 95-foot ceiling, three 3,500-pound chandeliers and the six-foot-wide clock, you'll also find an interactive science center: Science City. Named one of the country's 25 best science centers, Science City is a place of wonder, where you can throw the "don't touch" mindset out the window.



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6:45am–7:45am



Breakfast *(all attendees)*

7:00am–12:00pm

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8:00am–10:00am



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10:30am–11:30am

Educational Session

Health Care State of the Union



Dave Willis

David Willis has more than 25 years of experience as an executive and a management consultant, including 15 years in health care advising some of the nation's largest health systems on strategy development and execution. Additionally, he has worked with more than half of the Fortune 100, advising global leadership teams on best practices in strategy, leadership, and organizational change.

As Vice President, Health System Strategy, Dave serves as a strategic partner to leading health care organizations across the globe, and as a thought leader on many of the most pressing issues facing executives today. His work spans such areas as growth strategy, margin enhancement, M&A, systemness, change management, consumerism, and population health. As a parent of two children with special needs, he is also extremely passionate about the issues of care coordination and patient experience.



CANOPY PARTNERS

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Across his two decades with The Advisory Board, Dave has been a featured speaker at many national and international conferences on health care leadership and strategy. He is a graduate of Carnegie Mellon University, has an MBA from Yale University School of Management and has done post-graduate work at The Wharton School at the University of Pennsylvania. Dave's passions include traveling, craft beer, crossword puzzles, and baseball history. Originally from the Boston area, he currently resides in Northern Virginia, but remains a diehard Red Sox fan (though he has learned to pronounce the letter "r.")

Learning objectives:

After attending this presentation, attendees will learn to:

- *Explain the political and economic forces that are shaping 2020 to be the year of "reform or revolution"*
- *Describe the various regulatory policies (both implemented and under consideration) that are impacting the health care industry*
- *Compare and contrast different market responses from payers, employers, and providers*

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Contact Information

Supplier Registration and Sponsorships

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Provider Registration

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Provider Recruiter

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