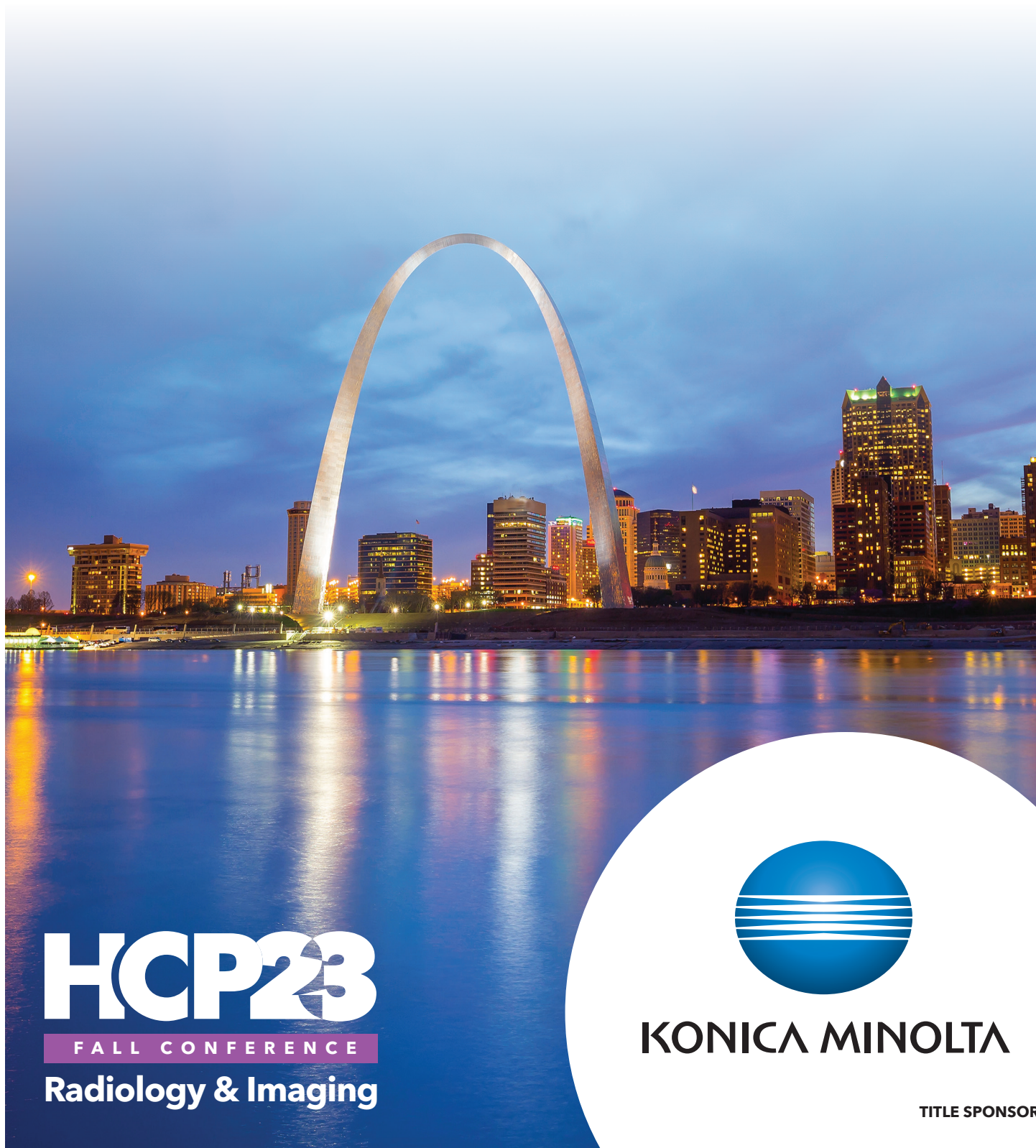


AGENDA



HCP23

FALL CONFERENCE

Radiology & Imaging



KONICA MINOLTA

TITLE SPONSOR

St. Louis, MO October 16-18, 2023


KONICA MINOLTA
11:30am–4:00pm
PROVIDER REGISTRATION

This special Provider Registration is for all Radiology Leaders and GPO Executives. Relax and enjoy a light meal and networking with your peers as you register for the conference. Lunch for Providers will be served between 11:30am and 3:00pm.

11:30am–7:00pm
SUPPLIER REGISTRATION
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. Please note that lunch is not provided for Suppliers or Showcase exhibitors. There are several restaurant outlets in the convention center which are available at your convenience.

2:00pm–2:30pm
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 Leaders 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)



KONICA MINOLTA

7:00am–6:00pm

7:00am–8:00am

8:00am–9:30am



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.

BREAKFAST (ALL ATTENDEES)

OPENING REMARKS & KEYNOTE ADDRESS (ALL ATTENDEES)

BECOMING AN IDEA FACTORY: HOW TO TURN YOUR ORGANIZATION INTO AN INNOVATION MACHINE (EVEN WHEN TIMES ARE TOUGH)

KYLE SCHEELE

Kyle Scheele has been called “the patron saint of crazy ideas”. Whether he’s having a Viking funeral for the regrets of 21,000 people, hosting the world’s first fake marathon, or gaining a million TikTok followers in just 25 hours, Kyle is always on the lookout for crazy ideas that produce wildly outsized outcomes.

Over the last decade, his projects have been featured in outlets like Fast Company, WIRED, The Washington Post, Yahoo!, BuzzFeed, Upworthy, Goalcast, and more. His videos have been viewed over 250 million times, and he has spoken to hundreds of thousands of audience members across the United States. More than anything, Kyle hopes that his story can inspire others to chase their own crazy ideas and become the people they were meant to be.

Sponsored By:



9:30am–9:45am

LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Get more (and better) ideas out of themselves and their team by using the practical tips from the presentation
- Identify the 5 things that every idea needs
- Understand how to avoid common idea-killers in an organization
- Recognize the role that constraints play in the ideation process

COFFEE BREAK



KONICA MINOLTA

10:00am–12:00pm



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

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11:45am–1:00pm

1:30pm–2:30pm



LUNCH (ALL ATTENDEES)

EDUCATIONAL SESSION

**AMERICAN COLLEGE OF RADIOLOGY ACCREDITATION
AND SITE SURVEYS**

STACEY DISHION, BSMITS, RDMS, (AB, OB/GYN, BR)

Stacey is a registered diagnostic medical sonographer with the American Registry of Diagnostic Medical Sonography (ARDMS) in the abdomen, OB/GYN, and breast specialties. She earned her Bachelor's degree in Medical Imaging and Therapeutic Sciences from the University of Nebraska Medical Center.

Stacey has worked with the American College of Radiology as an Accreditation Specialist for many years. As part of the Quality and Safety team, her main objective is helping facilities successfully navigate the accreditation and site survey process. She also currently serves as a staff member for the American College of Radiology Patient- and Family-Centered Care: Quality Experience Committee. Stacey's past professional experiences include teaching faculty at the regional ultrasound program in northern Virginia, being a chapter reviewer for an ultrasound scanning protocol textbook, and she has held various clinical roles.

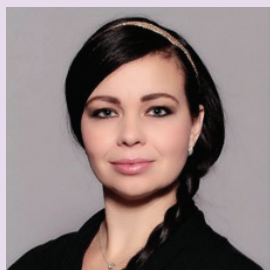
Sponsored By:



LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Discuss ACR accreditation
- Identify the value of ACR accreditation
- Understand modality specific accreditation
- Prepare for the process of validation site surveys


KONICA MINOLTA
2:45pm–3:45pm

EDUCATIONAL SESSION
AI DESIGN: IMPACT ON HEALTHCARE INEQUITY
KRISTINA ELIZABETH HAWK, MS, MD, PHD, MBA, DABR, DABNM

Dr. Hawk is a Nuclear Medicine Physician and Neuroradiologist. Following an undergraduate degree in Molecular Cell Biology at UC Berkeley, Dr. Hawk completed a master's in medical radiation physics and a PhD in Neuroscience. She then completed her medical doctorate, residency, and dual fellowship requirements at the University of Southern California (USC) and is now dual board-certified in Nuclear and Molecular Medicine as well as Radiology. She also completed an executive MBA at the Graziadio School of Business at Pepperdine University.

Dr. Hawk is the interim Nuclear Medicine Chief at the University of California San Diego. Dr. Hawk is also an Assistant Professor for the Stanford School of Medicine, Nuclear Medicine, and is on the Board of Directors for the American Board of Nuclear Medicine.

Currently, Dr. Hawk's research focuses on artificial intelligence applications in patient-centered care and the ethical challenges in artificial intelligence adaptation.

She holds several national leadership positions in organized medicine and is a proud member of the RADequal board, promoting diversity in medical informatics.

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4:00pm–5:00pm

AFTERNOON KEYNOTE (ALL ATTENDEES)
STAYING POWER: HOW TO KEEP EMPLOYEES LONGER
SHELONDA DARLING

Workforce Retention Strategist Shelonda Darling from Magnet Culture helps organizational leaders identify what's happening with the current employment landscape to shift manager mindsets so they can better lead and retain today's new workforce. Her real-world, engaging approach and tactics make managers more effective in their roles.

Shelonda has discovered the power in storytelling that gives employees a sense of belonging and pride in their company through her variety of corporate roles in Training and Development, Employee Engagement, HR Communications, and Corporate Communications.

And a self-proclaimed Xillennial born in 1980 on the cusp of Gen X and Millennials, she sits in the sweet spot for bridging the generational gaps because she can speak to both the expectations of traditional managers and the evolved expectations of today's younger workers.

Magnet Culture is a firm committed to reducing unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As workforce thought leaders and trainers, the Magnet team presents 200+ programs annually exploring today's new workforce and sharing proven retention strategies from their book, *Staying Power: Why Your Employees Leave & How to Keep Them Longer*.

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LEARNING OBJECTIVES
AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Discover current employee turnover trends and future staffing projections
- Uncover the real reasons employees leave most organizations and ways to encourage them to stay
- Learn how to become a M.A.G.N.E.T. leader who attracts better applicants and keeps staff longer

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KONICA MINOLTA



D & DINNER & ENTERTAINMENT

6:00PM–9:00PM

ADVENTURE AWAITS: CLIMB, SLIDE, AND GET LOST AT THE SERIOUSLY FUN AND DELIBERATELY UNUSUAL CITY MUSEUM!

Housed in the former International Shoe Company in Downtown St. Louis, the City Museum is filled with floors of **CONSTANTLY EVOLVING** installations, attractions, collections and much more! This **MASTERFULLY ENGINEERED** experience lets you flex your imagination as you explore this eclectic mix of fun house, surrealistic pavilion and playground. Enjoy delicious smokehouse BBQ and an open bar while networking with your colleagues throughout the caves, tunnels, in the 4-story wrought-iron slinky, 10-story spiral slide, a Rocketship or the World's Largest Pencil. Get a great city view while riding the Big Eli Ferris Wheel on the City Museum's rooftop - and don't forget the DJ and plenty of dancing. Dress to play and prepare yourself for some serious fun!




KONICA MINOLTA
7:00am–12:00pm
REGISTRATION DESK OPEN

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6:45am–7:45am
BREAKFAST (ALL ATTENDEES)
8:00am–9:30am
EDUCATIONAL SESSION
THE HEALING TOUCH: EMOTIONS, DIFFICULT PEOPLE, AND THE PATIENT EXPERIENCE
BARBARA KHOZAM


As the founder of Barbara Khozam Speaking and Consulting, Barbara is an internationally recognized speaker and trainer having delivered over 1900 presentations to 75,000 people in 12 countries on Customer Service, Patient Experience, Leadership, and Communication. Barbara is known for her "High Energy/High Impact" delivery, outrageous wit, and ability to tackle real issues posed by her audience. In 2019 Barbara was chosen as the Top Customer Service Consultant of the Year by the International Association of Top Professionals. Also in 2019, Barbara was awarded the CSP® (Certified Speaking Professional™) from the National Speaker's Association. Barbara is one of only three women in the world to have achieved BOTH this designation as well as the Toastmaster Accredited Speaker designation. In 2021, Barbara achieved the Certified Patient Experience Professional (CPXP) designation from the Patient Experience Institute. In her spare time, you can find her on the beaches of southern California playing the best sport ever invented: Beach Volleyball!

LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Recognize your own "triggers" and learn fast and easy strategies to control them
- Unlock the 3 bottlenecks in your organization that are suffocating employee motivation, and profits.
- Uncover the simple, tried and tested 4 step formula to ensure patient loyalty and, as a result, employee engagement.

10:00am–12:00pm


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

Sponsored By:

CONTACT INFORMATION

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