

SPRING

**HCP**

DALLAS, TX

MAY 20-22, 2024

# RADIOLOGY & IMAGING



HEALTH  
CONNECT  
PARTNERS



**MONDAY MAY 20**

**8:00am–7:00pm**

## SUPPLIER REGISTRATION

**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.

**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 hotel 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 **reverseexpo** 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 (ALL ATTENDEES)

**6:00pm–9:00pm**

## HOSPITALITY SUITES HOSTED BY OUR SPONSORS (ALL ATTENDEES)



TUESDAY MAY 21

**7:00am–6:00pm**

**7:00am–8:00am**

**8:00am–9:30am**



the  
**water**  
coolers™

**Sponsored By:**

**MCKESSON**

**9:30am–9:45am**

### **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)**

### **GETTING TO GREAT PERFORMANCE**

#### **THE WATER COOLERS**

Do you ever feel like you've got all your eggs in one basket, six balls in the air, 2 kids waiting to be picked up from lacrosse practice, and 7000 emails to return? Well gather 'round. This award-winning singing comedy act delivers a high powered, laugh-out-loud combination of sketch comedy and music about what we go through just making each day happen - life, work, kids, husbands, wives, travel, technology - and trying to balance them all. THE WATER COOLERS hilarious brand of song and sketch comedy celebrates anyone who's ever been held captive by a help line, pretended to understand an IT guy, weathered a Zoom call or furiously Googled "retrieve sent email". Like a mash up of high-end song parody and American Auto, THE WATER COOLERS uses top NY talent to answer the question "does this stuff happen to anyone else?"

THE WATER COOLERS have been making audiences laugh since 2000 with their unique blend of music and comedy performed by top Broadway singers and comedians. THE WATER COOLERS writing team is made up of professional comedy writers and people working in the "real world" and is headed up by one of the creators and co-authors behind New York's longest running comedy hit ever, TONY 'N TINA'S WEDDING. They have twice been named the best entertainment in the events industry. See what made one magazine writer exclaim, "I laughed so hard my cheeks hurt."

### **LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- Share skills and secrets to assist performance in leadership
- Place yourself in a better place for building relationships and collaboration
- Improve methods to focus on task and goals

### **COFFEE BREAK**

**TUESDAY MAY 21**

**9:45am–10:45am**



**EDUCATIONAL SESSION**

**CMS RULE CHANGE 2025 - CT DOSE AND IMAGE QUALITY MEASURE:  
HOW IMAGING PROVIDERS CAN PREPARE**

**ANDREW SCOTT, MS, DABR**

Andrew is a board certified diagnostic medical physicist with West Physics. He earned his MS in medical physics at Duke University while working in the Duke University Radiation Dosimetry lab investigating occupational exposure to PET technologists and developing novel approaches to facility shielding design. Mr. Scott entered active-duty military service upon completion of his graduate studies. As an officer in the United States Air Force's Biomedical Science Corps, he provided diagnostic imaging physics and radiation protection services to military medical facilities across the country.

At West Physics, Mr. Scott acts as director for the Chicago field office as well as the national subject matter expert for CT equipment performance and CT dose optimization. He has over a decade of experience in the field and is licensed or registered to work in over 20 states. He is active in the American Association of Physicists in Medicine (AAPM), where he has accepted invitations to participate in panel discussions and to serve as a voting member on working groups such as the Alliance for Quality Computed Tomography.

**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- Discover content and scoring methodology of the NQF measure "Excessive Radiation Dose or Inadequate Image Quality for Diagnostic Computed Tomography in Adults."
- Review the specific CME programs in which this measure appears and how a facility can best determine whether to participate.
- Discuss and compare compliance pathways and implementation strategies for this new measure.



## TUESDAY MAY 21

**11:00am–12:00pm**



### EDUCATIONAL SESSION

#### **CONSCIENCE MANAGEMENT**

#### **MARK LERNER, R.T.**

Mark Lerner has more than 30 years' experience as a radiology administrator, having held leadership positions at Children's National Medical Center and George Washington University Hospital, both in Washington, D.C. More recently, he served as Administrative Director of Radiology at Temple University Health System in Philadelphia, where he oversaw the radiology departments at Fox Chase Cancer Center and Jeanes Hospital; and Director, Medical Imaging and Interventional Procedures at Holy Cross Hospital in Silver Spring, Maryland. For the last year, Mark has worked as a traveling radiology manager where he completed assignments at Providence Queen of the Valley Medical Center in Napa, California, and at Finger Lakes Health in Geneva, New York.

Throughout his career, he has managed large teams of professionals, overseeing diagnostic imaging services, nuclear medicine, radiation oncology, and radiation safety in both the academic and freestanding imaging center setting with special experience in a facility known for treating U.S. Presidents, Vice Presidents, and other dignitaries.

In addition, Mark has experience in finance, human resources, and operations as well as in healthcare recruiting in various other roles. He began his career as a nuclear medicine technologist, performing patient examinations and taking part in clinical studies.

Mark earned his bachelor's degree in political science at George Washington University in Washington, D.C., and a master's of public administration from George Mason University in Fairfax, Va. In addition, he holds an associate's degree in nuclear medicine technology from George Washington University, and completed didactic nuclear medicine training at the National Naval Medical School of Health Sciences in Bethesda, Maryland.

An active member of the AHRA, the professional organization for radiology administrators, he wrote the "Workplace Planning" column for its peer-reviewed journal Radiology Management for a decade. Also, over the last 10 years, he has provided the Performance Improvement lecture for AHRA's Aspiring Leaders program at the organization's national meetings. He is certified as a Lean Six Sigma Green Belt.

#### **LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Understand the definition of Conscience Management.*
- *Be able to identify the acronym of Studer's AIDET.*
- *Understand the meaning of the Studer Group's The Promise.*
- *Comprehend the 10 principles of Conscience management.*

**11:45am–1:00pm**

### LUNCH

**12:15pm–1:15pm**

### LUNCH 'N' LEARNS (BY INVITATION ONLY)

**TUESDAY MAY 21**

**1:30pm–3:30pm**

**Sponsored By:**



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



**4:00pm–5:00pm**



**AFTERNOON KEYNOTE (ALL ATTENDEES)**

**A WINDOW INTO WASHINGTON**

**KEN PEREZ**

Ken Perez is a healthcare industry thought leader with over 20 years of experience working for public and privately held healthcare IT companies. Ken serves as the Chief Strategy Officer and Director of Health Policy for ScriptPro. From 2014 to 2023, Ken served as the Vice President of Healthcare Policy and Government Affairs for Omnicell, and from 2009 to 2013, he served as Senior Vice President of Marketing and Director of Healthcare Policy for MedeAnalytics.

Ken is also a journalist, with over 200 published articles. He has served as a health policy columnist for hfm, the peer-reviewed journal of the Healthcare Financial Management Association, for 12 years.

Ken holds a bachelor's degree in International Relations with an emphasis in Economics from Stanford University and an MBA with concentrations in Finance and Accounting from UCLA Anderson.

**Sponsored By:**



**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *The most significant health policies and legislation of the past year*
- *The proposed healthcare policies of the leading presidential candidates*
- *What health policies and legislation can be expected in the coming years*

TUESDAY MAY 21



# DINNER & ENTERTAINMENT

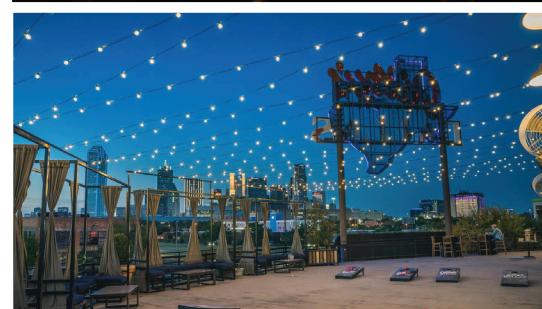
**6:00PM–9:00PM**

## **Y'ALL ARE INVITED TO A RIP-ROarin' TEXAS HOEDOWN!**

Join us on Tuesday evening for a night of Texas sized fun. Dust off your cowboy hat and polish those boots because you'll be kickin' up your heels all night long at Gilley's Dallas. Gilley's Dallas is a vibrant must-see for the movie fanatic. The original Gilley's is featured in the 80's movie *Urban Cowboy* as the place where John Travolta's character Bud struggles to win and keep the heart of Sissy (played by Debra Winger). The original bull used in the movie, El Toro, still occupies this world-class music venue today.

This party will be as big as the Lone Star State itself and you won't want to miss it. There will be plenty of cold beverages, games and good ol' boot-scootin' boogies from a live band. Sink your teeth into mouthwatering brisket and all the fixins' that will make your taste buds holler "Yeehaw!"

Can't wait to see y'all there for a boot-stompin', BBQ-eatin', two-steppin' good time!



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READY FOR THE WORKDAY®

**WEDNESDAY MAY 22**

**7:00am-12:00pm**

**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.

**6:45am-7:45am**

**BREAKFAST (ALL ATTENDEES)**

**8:00am-10:00am**

**reverseexpo SESSION 2**

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

**Sponsored By:**

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**FALL CONFERENCES OCTOBER 14-16, 2024**

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