

# SPRING CONFERENCE AGENDA



## RADIOLOGY & IMAGING



### WEDNESDAY MAY 13

**7:00am–7:00pm**

**SUPPLIER REGISTRATION**

**9:00am–11:00am**

**PROVIDER BREAKFASTS** (BY INVITATION ONLY)

**11:30am–4:00pm**

**PROVIDER REGISTRATION**

This special Provider Registration is for all Radiology & Imaging 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.

Sponsored By:



**11:30am–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, all Providers and only 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 **Reverse Expo** and how it works.

**4:15pm–5:30pm**

**PROVIDER ORIENTATION & SPONSOR SPOTLIGHT**

All Radiology & Imaging 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**

**6:00pm–8:00pm**

**NEW EVENT: VIP LOUNGE** (PROVIDERS ONLY)

Join us for the newest and most exclusive event of the conference, custom designed to maximize networking opportunities. Come to relax, enjoy chef prepared bites and specialty drinks, while connecting with your provider colleagues in a fun and casual atmosphere. This is the ideal place to unwind at the end of the first day!

**This event will replace the Hospitality Suites.** Only Providers and registered Supplier attendees from companies who sponsor the VIP Lounge will be permitted into the event.

# RADIOLOGY & IMAGING



## THURSDAY MAY 14

**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)

#### **GENERATIONAL CONNECTION: HOW TO MOVE MULTI-GENERATIONAL TEAMS FROM ISOLATED TO ALL IN**

#### **RYAN JENKINS**

Ryan Jenkins is a Wall Street Journal bestselling leadership author on the topics of team connection, generational differences, and the future of work. Ryan's thought leadership has been featured in Forbes, Fast Company, Fortune, and CNBC.

For over a decade as a keynote speaker and consultant, he has helped hundreds of the world's leading organizations like Salesforce, Coca-Cola, Delta Air Lines, State Farm, and John Deere.

He is also the owner of Rivet, the AI- powered connection tool trusted by Netflix, Walmart, and PepsiCo to strengthen their teams and engage their audiences.

Today, Ryan is on a mission to help leaders and organizations Be Connectable™— unlocking the essential trait to move teams from isolated to all in.

Ryan lives in Atlanta, GA with his wife, three children, and a yellow Labrador.

### LEARNING OBJECTIVES

- *The latest science on connection and why it matters now more than ever*
- *Perspectives of each generation's varying views of work, leadership, and communication*
- *Proven tools to build trust, empathy, and collaboration across generations*
- *Real-world examples of companies creating strong intergenerational cultures*
- *Understanding of The Team Connection Model™ to create highly connected, future-ready, and all-in multi-generational teams*

# RADIOLOGY & IMAGING



THURSDAY MAY 14

9:30am–9:45am

**NETWORKING BREAK**

9:45am–10:45am

**EDUCATIONAL SESSION**

***IMAGING UNDER PRESSURE: HOW HEALTH SYSTEMS ARE STABILIZING RADIOLOGY SERVICES***

**CO-SPEAKER: SHANNON PETERSON**

Shannon Peterson is Senior Vice President and Head of Delivery at Medicus, where she has led delivery operations since 2012. She oversees high-performing teams that align interim clinicians with roles that meet both clinical demands and organizational culture, working side by side with healthcare leaders to stabilize workforces and sustain high-quality patient care.

A recognized voice in workforce stabilization, Shannon has led thought leadership panels with organizations including the American Hospital Association, Becker's Healthcare, and the American Association for Physician Leadership. Guided by Medicus' value The One Degree is Our Difference, she brings a collaborative, results-driven approach to solving complex workforce challenges, with a focus on execution, partnership, and long-term impact.

**CO-SPEAKER: REBECCA WILLIAMS**

Rebecca is the Director of Imaging and Diagnostics, Wound and Hyperbaric Medicine at Covenant HealthCare in Saginaw, Michigan, with more than 25 years of experience in diagnostic imaging and healthcare operations. In her current role, she provides strategic and operational leadership across multiple imaging modalities and specialized clinical service lines.

In 2024, Mrs. Williams led a significant, unplanned organizational transformation with the successful 60-day transition from outsourced radiology services to an employed radiology group. This initiative ensured uninterrupted patient care while establishing a fully operational in-house radiology service line. The transition required rapid recruitment and onboarding of 10 employed radiologists, 3 independent radiologists, and 3 advanced practitioners, supported by interim locum physician coverage through Medicus Solutions to maintain service continuity. Since the initial conversion, an additional six radiologists have been hired, resulting in a stable, sustainable, and fully integrated radiology service line.



**CO-SPEAKER CONTINUED ON NEXT PAGE**

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## THURSDAY MAY 14



### CO-SPEAKER: JEFFREY O. PENOYER, MHA, FACHE

Jeffrey Penoyer is an experienced healthcare leader with a focus in operations, change management, and the outpatient medical group environment. Jeff joined the Cayuga Health System leadership team as the Chief Operating Officer (COO) for Cayuga Medical Associates in 2019 and recently stepped into the role of Chief Operating Officer for Cayuga Health and Deputy Chief Operating Officer for Centralus Health in 2025. Centralus Health is an affiliation of Arnot Health and Cayuga Health in the Central New York region. Centralus Health is an integrated delivery system consisting of four hospitals, long-term care facilities, addiction and recovery services, and a multi-specialty provider group. Jeff is responsible for Cayuga Health System operations as well as multiple services across Centralus Health, including the 500 provider multi-specialty medical group, imaging services, and physical therapy. Jeff also provides oversight for the the Musculoskeletal, Oncology, Neurosciences, and Primary Care service lines.

Formerly Jeff served as the Director of Outpatient Revenue Cycle and Practice Operations at Ascension Lourdes in Binghamton, NY, Associate at Huron Healthcare in the Clinical Operations division with a focus on Case Management, Interdisciplinary Communications, and Surgical Flow/Services. Jeff completed the Veterans Health Administration Administrative Fellowship program where he trained at the Jesse Brown Veterans Administration (VA) Medical Center in Chicago, IL.



### CO-SPEAKER: ALLISON DONALDSON

Allison Donaldson is the Imaging Director at Lakeland Regional Health (LRH), a 900-bed hospital in Lakeland, Florida. LRH is home to the busiest stand-alone Emergency Room in the United States, as well 2 free-standing Emergency Rooms and eight Urgent Care facilities. With over 40 years of experience in the imaging field, Allison brings a wealth of expertise, including 35 years of front-line leadership. Her department is comprised of 320 employees, overseeing all imaging modalities including PACS and IT Imaging. Allison also has over-sight of the Radiologist group with an outpatient joint venture. She has played a pivotal role in advancing patient care and operational efficiency with extensive training in Studer principles.

Allison is a highly motivated and results-driven management professional with extensive experience in overseeing business strategy and execution within fast-paced, time-sensitive environments. Adept at designing and implementing innovative approaches to meet performance goals on time and within budget. Possesses a deep understanding of team leadership and cross-functional coordination, consistently managing large teams to drive optimal performance. Known for motivating teams to exceed expectations with professionalism and expertise, while cultivating strong, lasting relationships with clients and patients.

## LEARNING OBJECTIVES

- Understand current radiology workforce trends and how shortages, rising volumes, and evolving work preferences are shaping operational demands
- Evaluate different staffing and coverage models that support both onsite requirements and remote flexibility while maintaining service reliability
- Identify strategies to stabilize coverage, including approaches to workload distribution
- Explore real-world examples from health systems that have improved access, strengthened workflow, and maintained imaging continuity despite workforce constraints and challenges
- Gain insights into effective recruitment and retention tactics that resonate in a competitive radiology market

# RADIOLOGY & IMAGING



## THURSDAY MAY 14

11:00am–12:00pm



### EDUCATIONAL SESSION

#### THE R.T. INTELLIGENCE IN ARTIFICIAL INTELLIGENCE

**KENDALL C. YOUNGMAN, MSRS, RT(R)(CT)(MR)(ARRT)**

Kendall Youngman is the MRI/CT Program Director and an Assistant Professor in the Medical Laboratory and Radiation Sciences Program at Arkansas State University in Jonesboro, AR. Before entering academia, Kendall worked as a CT technologist for 14 years at a regional Arkansas hospital.

Her service activities include Lambda Nu National Honor Society Executive Secretary, American Society of Radiologic Technologist (ASRT) MRI and CT curriculum committee volunteer, and Arkansas Society of Radiologic Technologist (ArSRT) Chair. Kendall has most recently had the privilege to co-author a textbook titled Rad Tech's Guide to Clinical Computed Tomography scheduled to be released in May 2026.

### LEARNING OBJECTIVES

- Review the history of Artificial Intelligence (AI) and its integration to healthcare
- Outline the steps taken to train AI models
- Familiarize oneself with the role of the technologist/therapist in AI implementation and clinical application
- Summarize current applications of AI utilized in medical imaging and radiation sciences
- Discuss ethical considerations and challenges of AI in radiology

11:45am–1:00pm

### LUNCH

12:15pm–1:15pm

### LUNCH & LEARNS (BY INVITATION ONLY)

1:30pm–3:30pm



### SESSION 1

The Radiology & Imaging Leaders and GPO Executives host the exhibit booths in this very unique **Reverse Expo**.

# RADIOLOGY & IMAGING



THURSDAY MAY 14

4:00pm–5:00pm



## EDUCATIONAL SESSION

### *STATE OF THE UNION 2026: NATURE ABHORS A VACUUM*

#### **FORD KOLES, FOUNDER & CEO**

Ford Koles is a nationally recognized expert in health system economics and strategy—and the founder of Oboe Healthcare Insights. A trusted advisor to health care executives across the country, Ford is one of the most sought-after speakers in the industry.

Ford is renowned for his candid, engaging style, and his talent for bringing sharp clarity to complex health care issues. His work spans the full arc of reform—from coverage expansion and managed care to vertical integration, physician alignment and value-based payment models. Ford brings historical context and forward-looking strategy to each conversation, drawing on his deep industry knowledge and long-term relationships at the C-suite and board level.

Before launching Oboe, Ford served as a senior executive at the Advisory Board Company for 33 years. He was a key architect of the firm's business model and played a central role in shaping its voice and vision.

Ford holds a BA from Kenyon College and an MA in Economics from Johns Hopkins University. He began his career in management consulting at the Hay Group and Ernst & Young.

## LEARNING OBJECTIVES

- *Help the audience understand the current healthcare landscape and the financial, policy, and competitive dynamics currently shaping it*
- *Gain insight into which dynamics are likely to have the greatest impact on the healthcare landscape within the next three to five years*
- *Provide strategic and tactical guidance on steps incumbent industry players can take to position themselves for future success without compromising their core competencies or priorities*



# RADIOLOGY & IMAGING



*AND...THEY'RE OFF!*

Join us for an unforgettable Dinner and Entertainment night at the iconic Churchill Downs, home of the Kentucky Derby. Located in the exclusive Ford First Turn Club, this spectacular evening combines the thrill of horse racing and entertainment. Enjoy a delicious dinner and open bars while taking in breathtaking views of the legendary track—headquarters to the most exciting 2 minutes in sports. Experience the excitement of real-time horse racing and try your luck with betting on a winner! Step outside for quiet conversations and a view of the iconic Twin Spires. Whether you're networking with colleagues or simply enjoying the unique atmosphere of America's most famous racetrack, this evening promises to be a perfect blend of Kentucky hospitality, great food, and unforgettable entertainment in one of Louisville's most prestigious venues. Show off your best Derby look—hats and fascinators encouraged!

**Shuttles will depart from the Hotel Main Entrance and run continuously from 5:15pm - 9:00pm.**





# RADIOLOGY & IMAGING



## FRIDAY MAY 15

**7:00am–12:30pm**

**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**

**reverse expo**  **SESSION 2**

The Radiology & Imaging Leaders and GPO Executives host the exhibit booths in this very unique **Reverse Expo**.