

HCP  
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# agenda

*Live!* **ONLINEHCP21**  
FALL CONFERENCE

**Radiology & Imaging**

August 10–27



# VIRTUAL suppliershowcase



Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase. The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the Virtual Reverse Expo or selecting a specific date and time for an on-demand meeting outside of the Virtual Reverse Expo times.

*To maximize this experience for everyone, only Providers and Supplier attendees from companies with a Virtual Showcase will be able to access the showcase area.*

**ON-DEMAND**

## **educational**sessions

**Tuesday August 10th**

Session **One** 8:00am CT

**Thursday August 12th**

Session **Two** 8:00am CT

**Tuesday August 17th**

Session **Three** 8:00am CT

**Wednesday August 18th**

Session **Four** 8:00am CT

**Thursday August 19th**

Session **Five** 8:00am CT

*Each Educational Session is available to view **ON-DEMAND** any time from the morning it goes live, until 10:59pm CT on Thursday, August 19th*

## Impact of Clinical Decision Support and Appropriate Use Criteria on CT Dose



### Dr. Vino Durairaj, Ph.D., DABR

Dr. Vinobalan (Vino) Durairaj is the Regional Vice President and Senior Medical Physicist at West Physics, a leading nationwide provider of Diagnostic Medical Physics services. Vino leads a team of Medical Physicists and manages all aspects of the delivery of physics services to clients worldwide. Specialized in diagnostic patient care and safety, he is a level headed leader converging his focus on radiation safety and dose management initiatives for healthcare facilities. Vino also provides technical support and resources to his workforce to ensure absolute technical excellence, monitors customer satisfaction, plans and manages strategic growth, formulates policies and develops new products and services.

Vino holds a doctorate degree in Physics from the University of Kentucky and he is board certified by the American Board of Radiology (ABR). Vino has over 13 years of experience in Medical and Health Physics consulting, and he has also been serving as a Radiation Safety Officer (RSO), managing radiation safety program for a level II trauma center. Vino regularly speaks at national conferences presenting on various subjects in Medical Physics such as MRI Safety, CT Dose Optimization, Fluoro Dose Optimization, ACR Accreditation and other patient care topics.

Prior to his move into healthcare, Vino was engaged in Space Physics research at the Indian Space Research Organization (ISRO), where he pursued studies on Quasi-biennial oscillations and on Equatorial waves in the Tropopause level. He was also briefly pursuing research in Cosmological Theoretical Physics prior to venturing into novel electronic materials exploration for his Ph.D. research. Vino is an avid cricket player and fan of the sport.

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

- Order The Right Exam – This section focuses on ordering appropriateness of CT scans. The presenter will address strategies to both avoid unnecessary studies and tools to aid when deciding the most appropriate imaging study for a given patient
  - ACR Appropriate Criteria
    - Appropriateness Criteria Tutorial – Examples will be given of how the appropriateness criteria can be searched. Both the website and the app will be covered
    - Common Issue #1: Low Dose Kidney Stone
    - Common Issue #2: Suspected Appendicitis – Pediatric and pregnant patients
  - Patient Shielding
  - Separate Protocols for Pregnant Patients
  - Large Pediatric patients: Pediatric protocols can be challenging when the pediatric patients present as adult sized. The presenter will discuss potential strategies in dealing with this common problem
- Clinical Decision Support Systems – CDSS's are becoming increasingly common, the presenter will discuss what they are and how they can benefit imaging departments

**Thursday, August 12, 8:00am–9:00am CT**

Session is available to view **ON-DEMAND** any time from 8:00amCT, Tuesday, August 10th, until 10:59pm CT on Thursday, August 19th

## Hospital Cybersecurity – How We Got Here, and Where We Need to Go



### **Mike Murray**

Mike Murray is the founder and CEO of Scope Security. At Scope, Murray builds on his nearly two decades of experience leading teams of highly skilled security professionals to solve critical security problems in healthcare.

Throughout his career, Murray has helped discover some of the world's most notorious breaches and nation state threats, and is sought out by industry, media and security teams for insights on today's most pressing issues in cybersecurity

Prior to founding Scope, Murray served as the Chief Security Officer at Lookout, where he presided over the protection of nearly 200m mobile users and their data. Previously, he led Product Development Security at GE Healthcare, where he built a global team that secured all of GE Healthcare's portfolio of pre-market medical devices and services. Murray also co-founded The Hacker Academy and MAD Security, and has held leadership positions at companies including Lookout, nCircle Network Security, Liberty Mutual Insurance and Neohapsis.

Mike has spoken at all of the largest security conferences - RSA Conference, Blackhat Briefings, BSides, Defcon, Infosec Canada, Infosec Europe, SectOR, etc. etc.

### learning objectives

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

- Understand why do I have so many old operating systems on my network and why can't my security team protect these devices?
- Determine who is really attacking us and what are they after?
- Ask how have these attackers evolved?
- Discuss what is the crucial cybersecurity visibility gap?
- Develop how do we support the future and innovation?

## ACR Changes: MRI & Radiology



### **Tobias Gilk, MRSO (MRSC), MRSE (MRSC), M.Arch**

Tobias Gilk has been an architect specializing in MRI / radiology facilities for nearly 25 years, and has become deeply involved in MRI safety. He has twice served on the ACR's MRI Safety Committee, co-authoring both the 2007 ACR Guidance Document on MR Safe Practices, and the 2020 ACR Manual on MR Safety. He is one of the founding Board Members and past Chair of the American Board of Magnetic Resonance Safety (ABMRS), and holds both MRSO and MRSE certifications from the organization.

In addition to his MRI safety-specific knowledge, he has also been intimately involved in the development of MRI (and the rest of medical imaging) planning and design standards. Tobias is a member of the Facilities Guidelines Institute (FGI) Healthcare Guidelines Revision Committee that authors the hospital, outpatient, and residential care facility design standards, and served as the Imaging Task Group co-Chair for the 2018 revision that completely restructured the design criteria for medical imaging services.

Tobias was also the project manager for a complete re-write of the US Department of Veteran Affairs' Imaging Services Design Guide which was just released in 2020, with planning and design criteria for MRI and MRI safety. That freely-accessible publication includes narrative and graphical information on planning, design, and construction of MRI facilities for optimal equipment performance, operational efficiency, and safety.

He currently serves as the Senior Vice President of RADIOLOGY-Planning, a specialty planning and design firm that helps hospitals, clinical practices, and research institutions with radiology, nuclear medicine, and radiation therapy-driven projects. Additionally, he offers MRI safety consulting services through his own company, Gilk Radiology Consultants. He is also the founder of the MRI Safety Group (found on Facebook) with 25,000 worldwide members sharing MRI safety best practice information.

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

- Understand the scope of changes in the ACR's MRI safety best practice documents from the prior issue (2013) to the current issue (2020)
- Identify the ways in which the new MRI safety best practice document is and is not referenced by ACR for their MRI accreditation program
- Outline how ACR accreditation, alone, may not meet CMS MRI safety requirements or industry best practices

### **learning objectives**

## AI–Are We There Yet? 2021 Predictions for Continued AI Adoption



Co-Presenter

### **Dr. Nina Kottler**

Nina Kottler has been a practicing radiologist for over 15 years. With her clinical experience combined with a graduate degree in applied mathematics and optimization theory, she has been using technological innovation to improve quality and drive value in radiology.

As the first radiologist to join Radiology Partners, Dr. Kottler has held multiple leadership positions within the practice. Currently, she is the associate Chief Medical Officer for Clinical AI, serving on RP's Innovation Steering Committee and Working groups and leading the Data Science and Analytics division of the Clinical Value Team. As a VP of Clinical Operations, Dr. Kottler also developed and practices in Radiology Partners' remote imaging division, serves internally on their AI, IT, and Culture & Leadership support boards, and runs the Education and Development affinity group for RP's Belonging committee.

Externally Dr. Kottler serves on the following committees: ACR Metrics Committee, ACR Quality, and Safety Conference Planning Committee, SIIM Machine Learning Committee, SIIM Program Committee (Scientific Abstract Reviewer), RSNA Educational Exhibits Committee (Radiology Informatics Subcommittee), and the RADxx Steering Committee.

In 2018, Dr. Kottler received the Trailblazer Award – an award recognizing a pioneering female leader in the field of imaging informatics.



Co-Presenter

### **Reed Humphrey**

Reed Humphrey serves as the Vice President of Technology Consulting for Canopy Partners. He is responsible for new business growth, marketing and strategic partnerships.

Reed has 25 years of experience in technology services, and has led business development at three successful start-up ventures. During his tenure with Canopy Partners, the company has experienced rapid growth, becoming one of the 15 fastest growing companies in Central NC and being named to the Inc. 5000 list of America's fastest growing private companies for three consecutive years.

Reed holds a Master's degree in Broadcast Communications from the University of Tennessee, and a BA in Mass Communications from North Carolina State University.

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

- Discuss the evolution and current state of AI
- Review the opportunities & challenges for AI and why AI adoption has only been deployed in limited-case scenarios
- Analyze and discuss two successful AI case studies
- Share our crystal ball predictions for where AI is headed
- Explain the key considerations for an AI strategy which improve patient care and deliver proven ROI

**learning  
objectives**



## The Next Generation of Radiotracers

Moderator

**Gina McCormack, BS, RT(R)**

Gina McCormack is the Vice President of Sales for Shared Medical Services, and started her career with SMS in January of 2021. Prior to joining SMS, Gina was the Director of Contracting for a GPO. Gina holds a registry in Radiography by the ARRT and has been in the healthcare industry for over 30 years. Gina is an experienced leader, and has strong negotiation, contracting and sales skills. Gina spent over five years as the board chair for Health Connect Partners and has been published in "What's Right in Health Care, 365 stories of purpose, worthwhile work and making a difference". She was also recognized as Radiology Executive of the Year in 2015 by Health Connect Partners.

When not working, Gina enjoys spending time with her husband, son, three step children, and four grandchildren. She also enjoys spending time outdoors and has a passion for staying active.

Co-speaker

**Robert S. Bridwell, M.D., M.B.A**

Dr. Bridwell is founder of Appian 360 and is a medical advisor for SOFIE and Zionexa. He has extensive knowledge and experience in continuous quality improvement programs for PET/CT imaging, and achieves this by utilizing physician empowerment training, protocol development assistance, and quality assurance guidelines.

Dr. Bridwell is board-certified in both Internal Medicine and Nuclear Medicine. He is the former Chief of Nuclear Medicine and Director of PET/CT Services at Walter Reed Army Medical Center in Washington, D.C.

He currently works with SOFIE to educate reading and referring physicians on the proper utilization of PET, created digital training methods to launch the newest FDA approved radiopharmaceutical and is solely responsible for training radiologist as well as offering comprehensive peer to peer support in the United States for FES PET/CT. Additionally, he provides peer to peer support services for all radiopharmaceuticals throughout the United States and has provided over 120,000 peer reviews for numerous clients.

In the last ten years, Dr. Bridwell has been invited to make presentations in over 60 different countries in Asia, the European Union, Russia, the Caribbean, the Middle East, Latin America, Canada, the Netherlands and the United States.

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## The Next Generation of Radiotracers

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Co-speaker

### **Paul Flaten, RSO**

Paul Flaten is the Director of Radiation, Compliance and Fleet at Shared Medical Services, Inc., a leading national provider of specialized diagnostic mobile imaging equipment and services. He is responsible for all compliance, isotope & hot lab procurement, operational oversight, and safe use of radiation diagnostic imaging equipment (PET/CT, Mammography, CT) for mobile and stationary units across multiple states. In addition, he directs the national-level fleet program, ensuring DOT compliance, vehicle procurement and mobile design.



Paul brings a unique background of over 20 years of experience in Occupational Safety, Transportation and Training with a Bachelor of Science Degree from the University of Wisconsin-Whitewater. For the last 15 years, his strategic and operational focus as the Radiation Safety Officer (RSO) has centered on providing technical support, resources, and training to ensure organizational excellence within patient care, client services, quality control and technical reliability. Paul is based in the Shared Medical Services corporate office in Cottage Grove, WI but travels to and leads the various programs within 19 states.

### After attending this presentation, attendees will learn about:

#### learning objectives

- Prostate Cancer Imaging agents
- Beta Amyloid Imaging for Alzheimers Disease
- Neuroendocrine Tumor Imaging
- Breast Cancer Imaging with FES-PET



# **Live! ONLINE** **reverse expo**

**8:00am–5:00pm CT *daily***

**Session ONE**  
**Tuesday August 24th**

**Session TWO**  
**Wednesday August 25th**

**Session THREE**  
**Thursday August 26th**

**Session FOUR**  
**Friday August 27th**