

**JOIN US IN NEW ORLEANS  
FOR THE LABORATORY WORLD'S  
PREMIER EVENT!**

Two exciting days of learning and discovery on  
the financial/income/management side of today's  
rapidly changing lab-pathology community.  
Mingle with the movers and shakers...  
meet the field's celebrated leaders and innovators.

**May 7-8, 2002**

**Astor Crowne**

**Plaza Hotel**

**New Orleans**

**Louisiana**



Unleash the Power!  
**AUTOMATION**  
Solutions



# Executive War College

**A complete curriculum for lab administrators,  
pathologists, and industry executives:**

- **Achieving operational excellence!**
- **Coping with labor shortages!**
- **Solutions for tough problems!**
- **News about Web-based test ordering/reporting!**
- **Enhancing lab info to add value!**

Presented and Underwritten by  
**THE DARK REPORT**  
Continuing Education Units Provided by the AACC

**2002 EXECUTIVE**  
**WAR COLLEGE**  
On Lab and Pathology Management

# 2002



# **Great Meeting!**

# **Great Topics!**

# **Great Crowd!**

# **Great City!**

*Be a winner! Join us on May 7-8 to learn the latest in laboratory management. Master everything you need to turbocharge your laboratory's productivity and profitability.*

*Join 400 lab managers and pathologists from the United States, Canada, and countries as far away as Australia, Brazil, and Oman.*



## *Why attendees return year-after-year to the WAR COLLEGE*

### *...in their own words*

- “For our lab, the WAR COLLEGE is now a must! We are amazed at the volume of useful and practical ideas we get for managing our laboratory. Of equal value is the personal networking, because your attendees are just as innovative and bright as your faculty!”
- “This program is first-rate, passionate about excellence. It dares to differentiate in a business that has driven itself into becoming a commodity.”
- “This is knowledge that can be used in my lab. I chose the WAR COLLEGE over the national conventions this year.”
- “I appreciate the straight talk about issues facing today's laboratory in a managed care world.”
  - “Brings together diverse, talented, hands-on people who learn from each other.”
  - “Presentations are succinct and practical.”
  - “By coming here, I got to network with the *right* people—those who are doing it or have done it!”
  - “I liked the intimacy of this program and the easy access to key people I wanted to meet.”
  - “My third visit. Your information was very specific to my job responsibilities!”
- “The WAR COLLEGE has come a long way since its first year. I like the ‘think tank’ concept with the action format of its information.”
- “WAR COLLEGE people are different, an entrepreneurial crowd, not like the ‘hospital’ mentality.”
- “It was my first WAR COLLEGE. It exceeded all my expectations.”
- “Great City! Great Food! Great Meeting!”

- *It's an unbeatable opportunity!*
- *Join us at the Executive War College and...*
- *Get solutions to your lab's biggest problems*
- *Network with the industry's movers & shakers*
- *Learn what's hot — and what's not*
- *Enjoy New Orleans' great food and hospitality*

## ***Big News for Labs of All Sizes!***

# ***Join us for the Latest in Lab And Pathology Management***

You won't want to miss the upcoming *Executive War College* on May 7-8. This year's theme is "Operational Excellence in Big and Small Laboratories: Using Techniques, Technology, and Automation to Boost Productivity and Cut Costs."

We've criss-crossed the country to find the best examples of effective lab management. You'll be surprised to learn that even small rural hospital labs are expanding testing services while delivering a lower average cost per test. That's one unusual feature of this year's faculty. We are showcasing innovative lab case studies about big and small labs.

There's more! Lab automation is a hot topic throughout the country and we've scheduled a host of presentations that deal with all forms of lab automation, including TLA (total lab automation), modular automation, workstation consolidation, and task-oriented automation. You'll get candid answers to your toughest questions.

This is the year you'll want to be with us in New Orleans to learn the latest in what's working--and what's not--in lab and pathology management. It's an opportunity to participate in one of the lab industry's most exciting events during 2002! Make your plans now to be with us in one of America's best-loved cities.

You'll watch almost 50 presentations and learn information you won't find anywhere else — including proven methods to lower your lab's costs. We'll bring you some of the toughest answers to your toughest questions at this War College.





## War College Agenda for Tuesday May 7

8:15 a.m. - 9:00 a.m.

### Lab Industry's Big Bang: E-Health Collides With Genetic Diagnostics

*Robert L. Michel, Editor-In-Chief, THE DARK REPORT*

9:00 a.m. - 9:45 a.m.

### Sentara Health System Laboratories, Norfolk, Virginia (Lab automation, hospital lab outreach, regional lab network)

*Sylvia M. Richendollar, Laboratory Services Director*

10:15 a.m. - 11:15 a.m.

### Side by Side Case Study—Mt. Sinai Health System/New York and Sutter Healthcare/Sacramento

*Elkin Simson, M.D., Medical Director, Mt. Sinai Health System*

*Ron Workman, M.D., Director of Laboratories, Sutter Healthcare*

11:15 a.m. - 12:00 p.m.

### Case Study: West Tennessee Healthcare

(Rural hospital system implements lab outreach, lab automation, and lab information improvements)

*Leo Serrano, Administrative Director, Laboratory Services, Jackson, TN*

1:15 p.m. - 2:00 p.m.

### Great Britain Moves To Create Regionalized Laboratory Services (Multiple hospital lab consolidation)

*Christopher Price, Ph.D., Director of Global Clinical Research, Bayer Diagnostics Corp., London, England*

2:00 p.m. - 2:50 p.m.

### Concurrent Breakout Sessions 1

#### A: Connecting POCT to LIS and Billing Systems: Geisinger Gets It Together!

*Jay B. Jones, Ph.D., Director, Chemistry & Health Group Labs, Danville, PA*

#### B: How Local Pathology Groups Can Acquire and Profit From Advanced Diagnostic Technologies

*Thomas Siskron, III, M.D., Partner, Delta Pathology Group LLP, Shreveport, LA*

#### C: Using Lab Automation to Impact Lab Testing Costs: Mt. Sinai's Seven-Year Performance

*Elkin Simson, M.D., Medical Director, Mt. Sinai Health System, New York, NY*

#### D: Simple Secrets For Implementing HIPAA Compliance in the Lab

*John Travis, Director of Product Management, Cerner Corporation, Kansas City, MO*

3:00 p.m. - 3:50 p.m.

### Concurrent Breakout Sessions 2

#### E: Why Med Techs Are In Short Supply and Effective Strategies for Retention and Recruiting

*Robert A. Neri, Executive Director, Clinical Laboratory Management Association, Wayne, PA*

#### F: Achieving Big Gains in the Small Hospital Laboratory

*Sammy Sue Hendrix, Laboratory Director, Citizen's Medical Center, Victoria, TX*

#### G: Proven Methods For Boosting the Value of Pathology Group Practices

*Christopher Jahnle, Managing Director, Haverford Healthcare Advisors, Paoli, PA*

#### H: Low-Cost, "Do-It-Yourself" Hospital Lab Automation: Pre-Analytical and Analytical

*William Neeley, M.D., Medical Director of Laboratories, Detroit Medical Center, Detroit, MI*

4:00 p.m. - 4:50 p.m.

### Concurrent Breakout Sessions 3

#### I: Low-Cost, "Do-It-Yourself" Hospital Lab Automation: Post-Analytical

*William Neeley, M.D., Medical Director of Laboratories, Detroit Medical Center, Detroit, MI*

#### J: Using Laboratory Data to Change Care and Cost Outcomes in the Hospital

*Amy Haara, Laboratory Quality Systems Officer, Loyola University Medical Center, Chicago, IL*

#### K: Fixing the Black Hole of Hospital Billing for Lab Outreach Testing

*Becky Damiani, Director of Laboratory Services, Mary Washington Hospital, Fredericksburg, VA*

#### L: How Labs Can Get Extra Value From Diagnostics Manufacturers

*Robert Hamon, Vice President, Clinical Laboratory Services Premier, Inc., Charlotte, NC*

5:00 p.m. - 5:30 p.m.

### Panel: How New Paradigms of Lab Management Add Value to Lab Testing Services

*Moderator: Robert L. Michel, Editor-In-Chief, THE DARK REPORT;  
Panel: Bruce Friedman, M.D., William Neeley, M.D., Robert Hamon, Mike Danzi*

5:30 p.m. - 7:30 p.m.

### Reception

## War College Agenda for Wednesday May 8

8:00 a.m. - 8:40 a.m.

### **The Terrible Gift: How Genetic Technology Will Transform Society**

*Rick Carlson, President, Health Strategy Group, Aspen, CO*

8:40 a.m. - 9:20 a.m.

### **How Managed Care Looks at New Diagnostic Technology and Establishes Reimbursement**

*John Monaghan, Director, Medical Economics, Horizon Blue Cross/Blue Shield New Jersey, Newark, NJ*

9:20 a.m. - 10:00 a.m.

### **Clinical Decision Support Systems Come of Age: Vanderbilt's Experience**

*William W. Stead, M.D., Assoc. Vice Chancellor, Health Affairs, Vanderbilt University Medical Center, Nashville, TN*

10:20 a.m. - 11:00 a.m.

### **New Pitfalls Ahead in Managed Care Contracting for Lab Testing Services**

*Kerry Kaplan, President, Healthcare Connection, Natick, MA*

11:00 a.m. - 11:40 a.m.

### **Case Study: Grant Riverside Hospital (Hospital lab boosts productivity with quality management program.)**

*Susan Fuhrman, M.D., Director of Pathology & Laboratory Services, Columbus, OH*

11:40 a.m. - 12:20 p.m.

### **USLabs, Inc., Irvine, California (National company offering anatomic pathology services)**

*Mike Danzi, Chairman, President & CEO*



1:20 p.m. - 2:10 p.m.

### **Concurrent Breakout Sessions 4**

#### **M: Five Most Costly Errors in Pathology Billing and Coding**

*Bama Saltzman, Director, Operations, Pathology Service Associates, Charleston, SC*

#### **N: Managing the Rural Hospital Lab Into a Value-Added Revenue Generator**

*David Buhr, Director of Ancillary Services, Audrain Medical Center, Mexico, MO*

#### **O: Value Added in the Lab: Lab Information Supports Medical Risk Management**

*Paul R. Landauer, Director, External Affairs & Healthcare Economics, Abbott Laboratories, Abbott Park, IL*

#### **P: Crisis Management: Hermann Hospital Lab's Remarkable Destruction and Rebirth**

*James Faucett, Assistant Vice President, Laboratory Services, Houston, TX*

2:20 p.m. - 3:10 p.m.

### **Concurrent Breakout Sessions 5**

#### **Q: Why the Digital Health Record Is Changing How Physicians Order Lab Tests and Access Results**

*Pat Wolfram, Vice President, Product Integration, MedicaLogic, Inc., Beaverton, OR*

#### **R: Building Collaborative Lab Services Among Rural Hospitals: New Hampshire's Regional Laboratory Alliance**

*Robert Ryan, Director of Laboratory, Speare Memorial Hospital, Plymouth, NH*

#### **S: Implementing Advanced Automation in the Pathology Laboratory**

*Janice LeMond, Histology Manager, Memorial Hermann Hospital, Houston, TX*

#### **T: Secrets of Dispersing POCT Throughout the Health System To Reduce TAT and Maintain Quality**

*Ron Keeland, Administrative Director, Pathology, Methodist Medical Center, Dallas, TX*

3:20 p.m. - 3:50 p.m.

#### **Making Your Lab a Winner: Key Learnings From the War College Faculty**

*Robert L. Michel, Editor-In-Chief, The Dark Report*

3:50 p.m.

**EXECUTIVE WAR COLLEGE ends.**

Optional Full Day  
Program On  
Lab Automation



It's our  
**No-Spin Zone\***  
on lab automation



**IT'S A LAB INDUSTRY FIRST!**

# Doing Lab Automation The Right Way:

## Effective Solutions For Large *and* Small Hospital Labs

- Get the *right* answers to your questions!
- What automation is best for my lab?
- How do I negotiate the best price and terms?
- What is needed for a trouble-free implementation?
- How do I avoid the pitfalls and guarantee success?

### **\*Why a “No-Spin” Zone?**

Because our panel of experts are working lab managers just like you. They've pledged to be candid, open, and objective. They want to share with you the reality of what lab automation can do — and what it can't. No vendor spin, no vaporware, just hard-hitting facts that you can use in your own lab!

## You asked for it! A special one-day Boot Camp about the practical issues of lab automation

To help you master the essentials of lab automation, we've assembled some of the nation's most experienced lab administrators. On May 9 they will share with you the truth about automation in their lab. It's your first-ever opportunity to learn the secrets known to the insiders, but never made public.

The first labs to pioneer automation struggled, both operationally and financially. Nothing was easy in those days. The first generation of automation solutions didn't always perform as expected. Glitches with lab information systems and unplanned expenses plagued many of these projects. But much of the bad news was hidden from the lab public during this time because the pioneering labs were somewhat embarrassed about the disappointing outcomes.

But that story is beginning to change. Vendors are offering newer generations of automation solutions that target specific areas of lab operations. Lab managers are savvier at planning and implementing automation projects. Success with lab automation is now easier to achieve than ever before — but only if you know the truth about what's working — and what isn't!

That's the goal of our unprecedented lab automation boot camp. It's to teach you success secrets known only to the insiders. You'll learn to identify the pitfalls and avoid them, how to buy the automation solution that's best for your lab, and how to install it and boost your lab's productivity and quality.

Automation solutions can help both big labs and little labs. This unique lab automation boot camp is your perfect place to meet the experts, learn their secrets, and take back to your lab the information you need to be successful with your lab automation project. Call today to register or to get more details.

**This vital strategy session is a  
“must-attend” event,  
space is limited.  
REGISTER NOW  
and avoid disappointment  
Call 800-560-6363!**



register separately for  
**Thursday May 9**  
**8 a.m – 4:45 p.m.**

## **Agenda for Thursday May 9: Lab Automation Boot Camp**

8:00 a.m. - 8:30 a.m.

### **What You Need to Know about Different Lab Automation Solutions**

*William Neeley, M.D., Medical Director of Laboratories, Detroit Medical Center, Detroit, Michigan*

8:30 a.m. - 9:45 a.m.

### **The Lab Automation Story: Why Japan Developed It; How it Got to the United States; and Understanding Today's Automation Solutions**

*Rodney S. Markin, M.D., Ph.D., Professor & Vice Chairman, Department of Pathology, University of Nebraska Medical Center, Omaha, Nebraska*

10:10 a.m. - 11:00 a.m.

### **How to Identify Your Lab's Needs, Then Buy the Best Automation Solution**

*Dixie McFadden, Administrative Director, Laboratories Kaiser Permanente Northwest, Portland, Oregon*

11:00 a.m. - 11:45 a.m.

### **"Must-Know" Secrets to Prepare Your Lab and Successfully Implement Lab Automation**

*George Krempel, Associate Vice President, Healthcare Services Loyola University Medical Center, Chicago, Illinois*

1:00 p.m. - 1:45 p.m.

### **Fine-Tuning Your Lab's Automation Project: What to Benchmark and How to Generate Ongoing Productivity Gains**

*Douglas Jaciow, Director, Pathology Services Baystate Health System, Springfield, Massachusetts*



1:45 p.m. - 2:30 p.m.

### **Making LIS and LAS Mesh: Getting Information Systems to Support Automation's Success**

*Lee Green, CEO Triple G Systems Group, Inc., Markham, Ontario, Canada*

2:45 p.m. - 3:30 p.m.

### **Case Study: MDS Metro Laboratory Services Moves To Second Generation TLA**

*Robbie Bowers, Project Coordinator, Burnaby, British Columbia, Canada*

3:30 p.m. - 4:15 p.m.

### **Panel — Lab Automation "Best Practices": Essential Lessons for Success**

*Panel: Dr. Markin, McFadden, Krempel, Jaciow, Green. Moderator: Dr. Neeley*

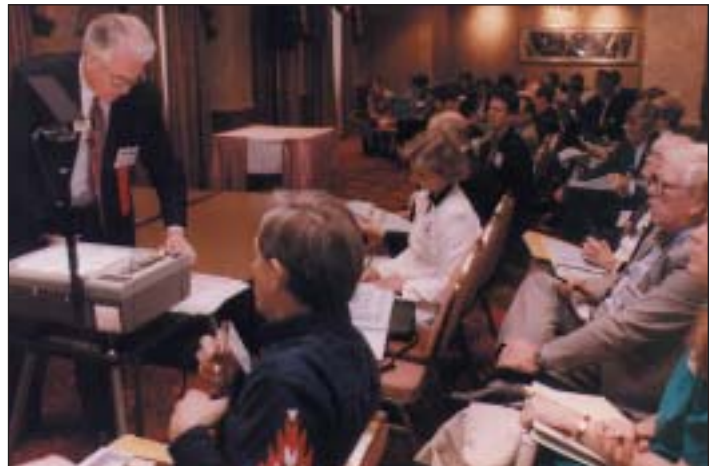
4:15 p.m. - 4:45 p.m.

### **Summary, Conclusions, and Recommendations**

*William Neeley, M.D.,*

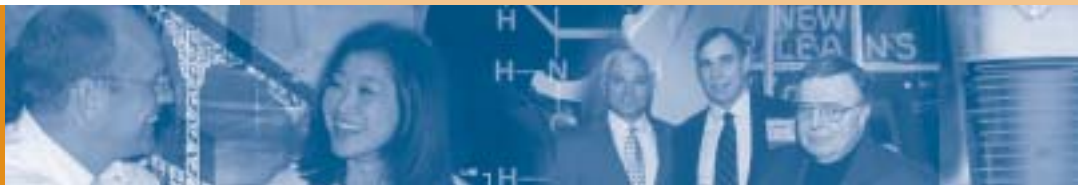
4:45 p.m.

### **Official End of "Lab Automation Boot Camp"**



*Doesn't it make sense to learn about the opportunities and pitfalls of lab automation before you buy?*

**Making TLA, Modular, and Workstation Solutions Succeed in Your Lab!**



## Lab Services Are Moving to the Internet!

“It’s the absolute best source of what’s happening with early-adopter labs and the Internet.”

# Get Your Lab on the Web!

- ▶ Understand the new technologies supporting Web-based services!
- ▶ Learn from the nation’s leading lab info gurus!
- ▶ Acquire practical strategies for choosing the right vendor for your lab!
- ▶ Master the fundamentals of selecting, buying, and operating these systems!
- ▶ Give your laboratory competitive advantage through Web-based solutions!
- ▶ Avoid “reinventing the wheel” and duplicating the mistakes of early-adopter labs!

Our third national  
showcase of  
Web-based lab  
information  
services!

## Master from early market leaders in Web-based lab test ordering & results reporting.

*Learn everything you need about how to buy — how to implement — how to operate — systems that put your lab on the Internet!*

**I**T’S THE ERA of the electronic medical record (EMR) and laboratories must be ready to meet the needs of their physicians for electronic lab test ordering and results reporting.

This fast-moving trend is catching some labs by surprise. To give you the competitive edge, we’ve assembled the smartest minds in Browser-based lab test ordering and results reporting.

When you join us on May 9 in New Orleans, you’ll have the unprecedented opportunity to learn the practical success secrets of moving your laboratory onto the Internet. This special day has one goal: to arm you with the information you need to develop and implement a winning Internet strategy for your lab.

How can we do this? By giving you direct access to experts and early-adopter lab managers who’ve already fought the battles and have the right answers about browser-based lab test ordering and results reporting.

They not only have the answers, but they also know the right questions to ask!

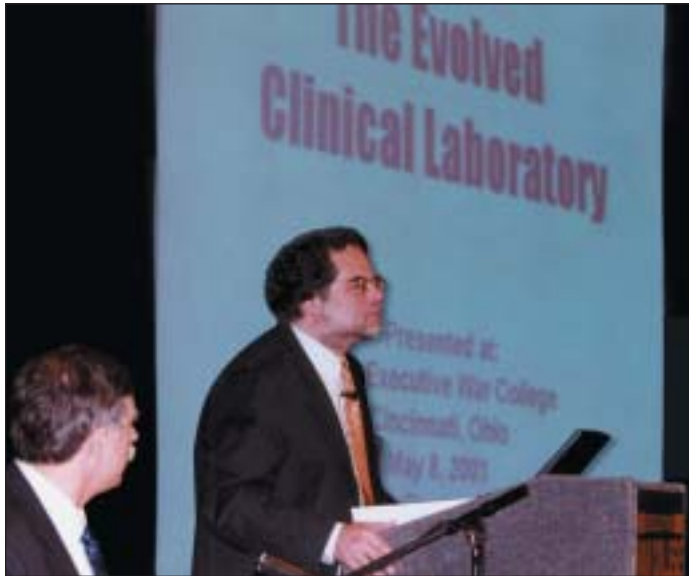
It’s the only place and the only time where you can meet and interact with the shrewdest minds in this field of lab information services. Learn about the failures that vendors hope to keep hidden. Hear about the victories and what it takes to guarantee success when you roll these services out to your own physician-clients. It’s the perfect ‘how-to’ and you won’t want to miss it!



register separately for  
**Thursday May 9**  
**8 a.m – 4:45 p.m.**

## **Agenda for Thursday May 9: Get Your Lab on the Web!**

### **A Complete “How-to” Day for Browser-based Lab Systems**



**Appropriate for all lab directors, & information managers**

- Hospital laboratories
- Hospital lab outreach
- Anatomic pathology services
- Diagnostics companies
- Reference laboratories
- Specialty testing labs



8:00 a.m. - 9:00 a.m.

#### **Overview of the Market: Why Web-Based Services Are Changing Labs’ Relationships With Physicians**

*Bruce A. Friedman, M.D., Director, Ancillary Information Systems, Professor of Pathology, Univ. of Michigan Health System, Ann Arbor, Michigan*

9:00 a.m. - 9:45 a.m.

#### **Understanding the Technology and Capabilities of Competing Browser-Based Lab Ordering/Resulting Products**

*Charles Halfpenny, President, Halfpenny Consulting, LLC, New Hope, Pennsylvania*

10:00 a.m. - 10:45 a.m.

#### **Secrets of Building the Right RFP, Choosing the Best Pricing Model, and Negotiating Perfect Terms**

*Cory Fishkin, President  
C. Fishkin & Associates, New York, New York*

10:45 a.m. - 11:30 a.m.

#### **Implementation Do’s and Don’ts: Make Web Test Ordering/Resulting Work Right — The First Time!**

*Lee Barnard, Chief Information Officer  
Centrex Clinical Laboratories, New Hartford, New York*

11:30 a.m. - 1:30 p.m.

#### **Vendor Showcase and Lunch: See the Latest Generation of Systems for Lab Test Ordering and Results Reporting**

1:30 p.m. - 2:15 p.m.

#### **Case Study: Beth Israel Hospital’s Experience With Browser-Based Lab Test Ordering/Resulting**

*Joe Testani, Director of Business Development  
Beth Israel Medical Center, New York, New York*

2:15 p.m. - 3:00 p.m.

#### **Diagnostics Manufacturers Entering the Lab Information Market: New Resources for Clinical Labs**

*David Quick, Vice President  
Roche Diagnostics Inc., Indianapolis, Indiana*

3:00 p.m. - 3:45 p.m.

#### **Summary, Conclusions, and Recommendations**

*Panel: Halfpenny, Fishkin, Barnard, Testani, Quick. Moderator: Dr. Bruce Friedman*

3:45 p.m.

#### **Official End of “How To Get Your Lab On the Web”**



“  
**What they  
say about the  
WAR COLLEGE...**



**CAP TODAY**

“The War College packs a punch for busy people. My schedule only permits me to attend one, maybe two lab meetings per year. Two days at the WAR COLLEGE leaves me much smarter about the industry and allows me to meet the people who are helpful and relevant to my work.”

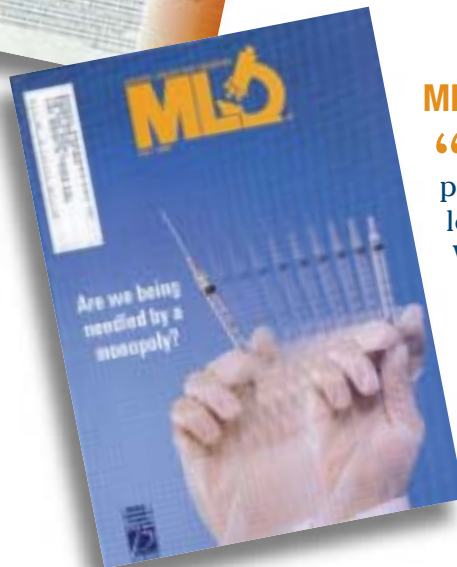
— *Sherry Rice, Editor*



**CLINICAL LABORATORY NEWS**

“It’s my ‘must-attend’ meeting for two reasons. One, WAR COLLEGE presenters don’t tell you how to cope with the lab industry’s volatility—they tell you how to use it to your advantage! Second, it gives me personal access to our most forward-thinking individuals in lab management.”

— *Sue Auxter, Editor*



**MLO**

“Presenters had plenty of candid, practical advice for clinical lab directors looking for better business strategies. We’ve asked several presenters for manuscripts to publish in MLO, and their work gets outstanding peer reviews.”

— *Darlene Berger, Editor*

”

## JOIN LEADERS IN LAB & PATHOLOGY FOR TWO DAYS OF DISCOVERY!

Use this registration form to reserve your place the WAR COLLEGE 2002! This year's faculty tops another first-class event. Podium presenters include innovative laboratory executives from the United States and Canada. Join our third national showcase for Web-based laboratory information products or the first ever laboratory automation "boot camp" and you'll find answers to your most pressing management challenges. Join us for two productive days in fun-filled New Orleans!

## CEU CREDITS

Application has been made to make CEU credits available at this year's WAR COLLEGE.

## ACCOMMODATIONS 888-696-4806

Call the Astor Crowne Plaza Hotel in New Orleans, 888-696-4806 for hotel reservations at the convention room rate of \$152 for single rooms. To guarantee that rate, make reservations by April 10, 2002. Accommodations for individuals who qualify under the Americans with Disabilities Act are available upon request at the hotel.

# REGISTRATION EXECUTIVE WAR COLLEGE

May 7-8, 2002 • Astor Crowne Plaza • New Orleans

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_

Attach list of additional registrations. Groups of 2 or more save \$50 per registration.

## REGISTRATION OPTIONS:

**Seminar Tuition:** \$755 is payable to THE DARK REPORT. Tuition includes all meeting materials, lunches and refreshments.

**Web-Based Lab Informatics:** Please register me for "How to Get Your Lab on the Internet" on Thursday, May 9. My tuition covers all meeting materials, lunch and refreshments.

**Lab Automation "Boot Camp":** Please register me for "Doing Hospital Lab Automation the Right Way" on Thursday, May 9. My tuition covers all meeting materials, lunch and refreshments.

	<i>Through April 16</i>	<i>After April 16</i>
___ EXECUTIVE WAR COLLEGE Only:	\$695	\$755
___ Web-Based Lab Info Day (5/9):	\$255	\$295
___ Lab Automation Boot Camp (5/9):	\$255	\$295
Total Tuition:	_____	_____

### Method of Payment:

\_\_\_ Check made payable to: THE DARK REPORT

\_\_\_ Please Charge My:

Visa     Mastercard     American Express

\_\_\_\_\_  
Number

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Expiration date

\_\_\_\_\_  
Signature

**Registration & Tuitions:** All registrations will be confirmed in writing with receipt of your payment if received at least two weeks prior to the meeting. After that date, please call 800.560.6363 to confirm your registration. Telephone 503.699.0616 for special requests or information.

**Cancellation & Substitution Policy:** Substitutions may be made at any time. Cancellations made after May 2, 2002 are subject to a \$75 cancellation fee.

**Space is limited. It is essential to register early!  
QUESTIONS! 800.560.6363**

## THREE EASY WAYS TO REGISTER:



**By Phone**  
800.560.6363



**By Fax**  
503.699.0969



**By Mail**

THE DARK REPORT  
1731 Woodland Terrace Ctr.  
Lake Oswego, OR 97034

## DISCOUNTS ON AIR FARE!

For War College attendees, both American Airlines and United Airlines will extend *additional discounts* of up to 10% on any published air fare for travel booked in advance through Imperial Travel. Call 800-888-2887 between 8:00 a.m. and 5:30 p.m., PST.

## SATISFACTION GUARANTEE

If you don't gain everything we promise—and all that you expected—from this program, we'll refund your tuition in full, promptly and courteously.

**FAX THIS FORM  
FOR QUICK ACTION!**

**503.699.0969**

## Plus Full Day Programs

Lab Automation Boot Camp!

(see pages 4-5)

Get Your Lab on the Web!

(see pages 6-7)

# You've Heard About the Executive War College!

Join us this year and find out why it's become  
THE "Must-Attend" Event in Lab Management!

## Lab Industry Breakthroughs

- ▶ **Impact of genetics and proteomics on lab finances**
- ▶ **Getting managed care to pay more for lab testing services**
- ▶ **Clinical decision support systems now improving lab test utilization**
- ▶ **Ways that small & rural hospitals can turbocharge their labs**
- ▶ **Boosting pathology group income and net profits**
- ▶ **Best ways to move lab services onto the Internet**

\*supplemented with extra learning sessions

## Powerful Case Studies

- **Sentara Health Systems**  
Norfolk, Virginia
- **Mt. Sinai Health System**  
New York, New York
- **Sutter Health Systems**  
Sacramento California
- **USLabs, Inc.**  
Irvine, California
- **West Tennessee Healthcare**  
Jackson, Tennessee
- **Grant Riverside Mem. Hospital**  
Columbus, Ohio

\*plus other compelling lab stories!

## Relevant Topics

- ▶ **All about lab automation**
- ▶ **Hiring & retaining med techs**
- ▶ **Using lab data to add value**
- ▶ **Improving lab outreach billing**
- ▶ **Managed care contracting secrets**
- ▶ **Getting paid for new assays**
- ▶ **Redesigning lab work processes**
- ▶ **Boosting the value path labs**
- ▶ **Connecting POCT to LIS**

\*more than 45 presentations!

## THE DARK REPORT

1731 Woodland Terrace  
Lake Oswego, OR 97034

### Please Route To:

- Administrative Director, Laboratory Services
- Medical Director, Department of Pathology
- Project Leader, Laboratory Operations
- Laboratory Manager
- Pathologist
- General Manager
- Vice President, Operations

**Last  
Chance!**

PRESORTED  
FIRST CLASS MAIL  
US POSTAGE  
PAID  
PORTLAND OR  
PERMIT #5