



WEDNESDAY, MAY 23, 2012

8:30-9:30 a.m.

GENERAL SESSION

Communication Bleeps and Blunders in Business

Todd Hunt

You said one thing; your patient or physician heard something else. Nobody is wrong, but now everyone's confused! Laugh and learn as business humorist Todd Hunt inspires us to communicate not just so clearly that we're understood, but so precisely that we cannot possibly be MISunderstood. He'll laugh at himself first – he's a Recovering Anal Retentive Professional (RARP) who finally learned to lighten up. If you eat M&Ms in color order, alphabetize your cereal boxes or rearrange the dishwasher because you don't like the way your significant other loaded it, you may just relate. If not, you'll still enjoy Todd's communication lessons wrapped in humor.



Todd Hunt speaks to organizations that want to add fun to their general sessions and send members out the door smiling with tips to improve communication and success. As an executive at Ogilvy & Mather, one of the world's largest advertising agencies, he learned the inner workings of communication. As owner of a marketing company, he confirmed that people mess up every day! Now a professional speaker, he regales audiences with communication lessons wrapped in laughter.

• What Is Keeping You Up at Night: Driving Business to Hospital-Based Imaging?

Sherri Lewman and Laurie Slater

The climate has truly shifted and created difficult strategic challenges bound by regulations and financial constraints. Imaging costs have been the fastest growing segments in health care, triggering aggressive payor responses intended to force consolidation of the market. Thus, independent center administrators and staff are finding themselves either competing for space in the market or swimming in a sea of hospital-based regulation. The strategy hospital administrators have faced is to aggressively price services to payors to create allies that will, in turn, promote their facilities to patients and referring physicians coupled with aggressively marketing to these same customers. Understanding how to navigate through the issues is critical for overall success. Learn from a leader who operates in a highly competitive market with a hospital-based portfolio.

11 a.m.-noon

CONCURRENT SESSIONS

• Are You Considering Selling Your Imaging Center or Practice or Merging With Your Health Care System? Part 2 of 2

Richard Cooper, JD and Kirk Rebane, ASA, CFA

This presentation focuses on the key issues that organizations face when preparing for a sale or merger and provides a brief overview of the issues that arise during a transaction. This presentation will include a discussion on how to best position the business for sale or merger by identifying the key business, financial, legal, and operational matters that should be considered or addressed prior to beginning to solicit a transaction. This presentation will include a discussion of the factors impacting both deal structure and deal value as well as transactions efficacy, and methods to optimize each. In addition, this presentation will address the various agreements that will be created in a transaction, and the key legal, financial, and valuation issues related thereto, including issues under agreements such as the purchase/merger agreement, employment agreements, management and co-management agreements, professional services agreements, billing agreements, medical director agreements, lease agreements, etc. Finally, this presentation addresses the various stages in the deal process and the roles of attorneys, investment bankers, accountants, and other advisors.