



ROCKSTAR LEADERSHIP

Presented by:

Six Rivers CLMA



Event Date: October 2nd – 4th
Venue: Crowne Plaza Dayton
33 East Fifth Street
Dayton, OH 45402

★ ROCKSTAR LEADERSHIP ★

Tuesday, October 2, 2012

Early Registration 4:00– 8:00pm
Social Hour 6:00– 8:00pm

Wednesday, October 3, 2012

Registration & Breakfast 7:00-8:00am

HEADLINER ★ 8:00-9:30am

Rockstar Leadership

Dr. Todd DeWitt, BBA Business, MBA, PhD in Management

Understanding world-class leadership is the key to pushing a team from good to great. Nonetheless, the fundamentals of great leadership are often misunderstood. Join nationally recognized speaker Dr. Todd DeWitt as he addresses the essence of high performance leadership including how to successfully pursue your professional growth, the power of motivated and engaged employees, and the truth about conflict at work. Get ready to laugh and learn as leadership comes to life through interactive activities and truly memorable stories delivered by one of the best storytellers in America.

Vendor Exhibit 9:30-11:30am

Lunch/ Speaker 11:30-1:15pm

Dr. Todd DeWitt, BBA Business, MBA, PhD in Management

Vendor Exhibit 1:15-2:30pm

Breakout 1 2:30-3:45pm

The Power of “Like”: Social Media Marketing as a Tool for Laboratory Business Expansion

Scottia Miller

As the relatively new idea of social media begins to expand, it has become increasingly important for businesses to get on board. Social Media Networking is no longer only present in the homes, but in the professional world as well.

The Power of “Like” Session will introduce social media marketing from a laboratory perspective and will include strategic tactics for success such as online recruitment tools, tracking your impact, going above and beyond the competition, establishing goals and ways to effectively reach out to potential customers.

Breakout 2

2:30-3:45pm

Don't Pull Out Your Hair, It's Point of Care

Trish Darnell, MA, MT (ASCP)- Sponsored by CAP

POCT plays a vital role in the management of patient care. This session will help you to understand regulatory requirements and develop mechanisms to ensure compliance to meet the requirements in the current edition of the College of American Pathologist Accreditation Program POC Checklist, and assist you in providing successful patient testing outcomes.

Breakout 3

2:30-3:45pm

Pain Management and the Drug Testing Laboratory

Nathan Scanzillo, Ph.D., DABCC, FACB

A brief history of clinical drug testing with current technologies available for pain management drugs. Interpretive issues related to the metabolism of selected pain medications, adulteration and diversion.

Breakout 4

Human Resources Update

4:00-5:15pm

Speaker: Rosemary Rulka

This presentation will help you to understand your obligations as an employer in the areas of Fair Labor Standards Act, dealing with poor performing employees and updating your employee handbook.

Breakout 5

4:00-5:15pm

Anticoagulation Management

Sponsored by Roche Diagnostics Corp.

The program will provide a current perspective on Anticoagulation Therapy and Management with a focus on Systematic Anticoagulation Management (SAM) and Point of Care Testing. Included in the discussion will be creating awareness on what SAM is and how it impacts patient compliance and outcomes, the benefits of Point of Care testing vs. Lab, and Patient Self-Testing.

Breakout 6

4:00-5:15pm

Interpreting Hematology Scatter-Plots: One Cancer Center's Keys to Seeing the BIG Picture

Speaker: Barb Burch, ASCP- Sponsored by Sysmex

Practiced hematology scatter-plot interpretation can enable laboratories to deliver reliable results to clinicians in a timely manner, thus facilitating improved patient care. This session will use case studies to show how such interpretation has improved the care of patients in a New York cancer center; this will include audience group work. Keys to learning how laboratories can tease information out of their instruments will be discussed.

Gathering for the Groupies

6:30-10:00pm

Thursday, October 4, 2012

HEADLINER ★

8:00-9:30am

What Drives Productivity and Effectiveness?

Interdependence and Communication

Craig Rider

Participants will connect more deeply with their fellow professionals and have an opportunity to experience communication challenges that simulate common communication methods and dynamics at work. Using these as a springboard, they will explore ways to create more effective communication in the workplace. This session will be lively and interactive.

Breakout 7

9:45-11:00am

Leading Others Effectively

Craig Rider

Dwight Eisenhower defined leadership as, "Getting others to do what you want because they think they want to do it". Knowing our own leadership style is an important part of the leadership equation. However, that needs to be complemented by knowing how people with different styles actually want to be led. In this session you will have the chance to learn more about how to lead others, especially styles that are most challenging for you.

Breakout 8

9:45-11:00am

Human Papilloma Virus (HPV)

Dr. William DePond

This presentation will increase your understanding of the natural history and epidemiology of HPV, as well as discuss the reasons for the high prevalence of HPV and the relatively low occurrence of detectable manifestations. Dr. DePond will also touch upon recognizing the utility for testing for HPV and identifying appropriate management options that best reflect the natural history of HPV and current ASCCP recommended guidelines.

Lunch

11:00am-12:30pm

Breakout 9

12:30-1:45pm

Predicting and Preventing Laboratory Error

How Understanding Deviance in Procedures Identifies Gaps

Kathy Good, CLS, ASCP

With today's fast paced laboratory, we are asked to push our capacity to its limits. This includes our human capacity. Short cuts in procedures become the norm, but how do we recognize when the short cuts can lead to failure? Understanding the normalization of deviance can help you identify, predict and prevent laboratory errors.

Breakout 10

12:30-1:45pm

Is Microbiology Ready for Mass Spec?

Joel E. Mortensen, PhD, FAAM, HCLD (ABB)

A new technology has entered in Clinical Microbiology arena. How does it work? Does it have a role in “real” laboratory? What are it’s strengths and weaknesses? Come visit this breakout to find out these answers and more!

Encore ★

2:00-3:30pm

Medicare, Legislative and Regulatory Update for Clinical Laboratories

Chris Young, CHC

It is always a challenge to keep abreast of changes in the Medicare billing and coding requirements, as well as laws and regulations that affect clinical laboratories. These changes affect most aspects of laboratory operations including business, sales and marketing, budgeting, Medicare and Medicaid fee schedule and other changes that various government agencies require clinical laboratories. Include potential impacts of the election in 2012 and it becomes very important for laboratory leaders to remain current concerning upcoming changes. This program will provide the latest updates to government regulations and Medicare and Medicaid rules that will affect clinical laboratories in the near future.



CONFERENCE AGENTS

Vendor Agent:

Emily Adams

Paul Labbe

Cathy Listermann

Program Agent:

Jenny Murray

Jane Tester

Juli Wilbarger

Committee Agents:

Lena Alvis

Wanda Broerman

Jennifer Douglas

Sandy Frommeyer

Kathleen Good

Cynthia Griffith

Lena Guilfoil

Mary Beth Kasper

EXHIBITING COMPANIES

Hologic/ Gen-Probe

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Gathering for Groupies



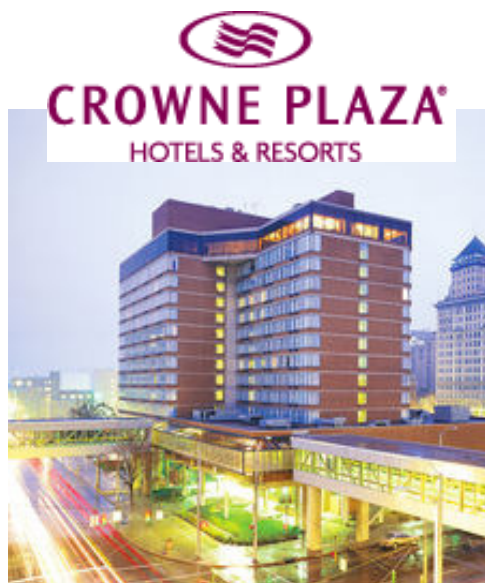
We will be dining on the Crowne Plaza Rooftop which has a spectacular view of Dayton and the surrounding areas!

Join us for a relaxing evening of stunning views, hilarious entertainment and a “ROCKING” time!

They are a new “Long Form Improv” group in Dayton!

Long form Improv is a completely improvised one act play, complete with multiple characters each with unique relationships often intertwining in ways that seem like they were written ahead of time.

Hotel Information



Dayton Crowne Plaza
33 East Fifth Street
Dayton, OH 45402
Phone: 888-233-9527

For reservations please call 888-233-9527 and ask for the Six Rivers CLMA 2012 Conference. Discounted room rates of \$104.00/night plus tax are available until September 17th.