

The #1 Process-Improvement Event of the Year!

Join Us For Our Fifth Annual

Lab Quality Confab **PROCESS IMPROVEMENT INSTITUTE**

Pursuing Excellence in Continuous Improvement



November 15-16, 2011 • Hyatt Regency • San Antonio, Texas

A must-attend event for all labs and pathology groups

Help your lab achieve top performance now

Special sessions you won't want to miss!

- What's changing in Medicare accreditation, plus how and why CLIA inspections are becoming tougher.
- Powerful new ways to apply Lean and process improvement.
- The new lab-performance paradigm: How smart labs are integrating automation, informatics and Lean to achieve sustained gains in TAT, staff productivity, and reduced costs.
- Energizing case studies of labs improving microbiology, histology, billing/collections, pre-analytical, and more.
- **GREAT DEBATE:** CMS and CLIA Standards versus Quality Management Systems of ISO 15189 and CSLI.
- Can't-miss speakers from CMS, The Joint Commission, and CAP on laboratory accreditation and licensure.
- Top training in basic, intermediate, & advanced Lean Six Sigma.

SPECIAL THANKS TO SPONSORS:



Presented & Produced by: **THE DARK REPORT**

Plus!



National Awards for Best Lean Six Sigma Project!

Poster presentations of Lean Six Sigma projects in clinical laboratories and anatomic pathology laboratories will be judged, with national awards and trophies for winners! Your laboratory can get national recognition for its accomplishments! Learn the details and enter your quality management project at www.labqualityconfab.com.

Special Post-Conference Workshop:

Lean Boot Camp on Achieving Mastery with Concepts, Implementation, and Outcomes

Acquire the skills, knowledge, and confidence you need to succeed! Understand Lean principles and how to use them more powerfully. Our popular one-day Lean Boot Camp is about the basics, along with hands-on mastery of core concepts. Register at www.labqualityconfab.com.

To register, or for more information, go to:
www.labqualityconfab.com or call 800-560-6363

Join us at this year's Lab Quality Confab and Process Improvement Institute

What's new this year

- SPECIAL KEYNOTE ADDRESS
BY JUDY YOST OF CMS
- 41 INFORMATION-PACKED
WORKSHOPS
- INNOVATIVE LAB AND PATHOLOGY
BEST PRACTICES
- ISO 15189 AND QUALITY
MANAGEMENT SYSTEMS
- FOUR POWERFUL KEYNOTE SPEAKERS

Three more reasons to attend:

1. Save on multiple registrations
2. Plenty of opportunities to network
with your peers
3. Extend your learning experience with
our special post-conference Lean Boot
Camp!

Who should attend:

SENIOR EXECUTIVES

Learn how to use Lean and Six Sigma more effectively and develop a quality management culture.

DIRECTORS and MANAGERS

Advance your knowledge and skills, exchange strategies, and improve capabilities in change management.

TEAM MEMBERS

Expand your understanding of Lean and Six Sigma tools, improve your knowledge, and expand your personal network.

Putting your laboratory or pathology group on the road to world-class excellence



EXECUTIVE MEMORANDUM

TO: Laboratory and Pathology Professionals
FROM: Robert L. Michel, Editor, THE DARK REPORT
RE: using Lean, Six Sigma, and other quality management tools to unlock substantial gains in your lab!

WITH AN ECONOMY still struggling and patient co-insurance for Medicare lab testing a real possibility (again), it's becoming ever more critical for laboratories across the country to reduce operating costs and increase cash flow.

Many innovative laboratories are meeting these challenges using Lean, Six Sigma, quality management, and process improvement techniques. Growing numbers of clinical laboratories, pathology groups, and hospitals now use the same management tools that revolutionized so many industries in recent decades. So why shouldn't you?

Lab Quality Confab will provide insight into the various ways your lab can achieve impressive cost reductions using Lean—while at the same time improve quality and service levels.

Register today and you'll get unprecedented access to more than 40 quality-management and process-improvement experts, plus information about how laboratories and hospitals are using these techniques in almost every aspect of laboratory management and operations.

Find out how you can help your laboratory boost its cash flow during these tough economic times. Join us for the fifth annual Lab Quality Confab in San Antonio, November 15-16. Learn how the nation's leading hospitals, laboratories, and pathology groups are using Lean Six Sigma to advance their clinical mission while increasing revenue.

Both beginners and veterans alike will learn how to advance their skills in this exploding field of laboratory management. Our full range of learning opportunities provides unparalleled access to the successes and secrets of the nation's leaders in applying Lean Six Sigma methods in the clinical laboratory, hospital, as well as histology and surgical pathology. Register today to guarantee your place at these "must-attend" sessions!

Best,

Robert L. Michel
Lab Quality Confab Founder and Host

“Absolute Must for Anyone Involved in Lean, Six Sigma, & Process Improvement!”

Lots of great networking!

Ten compelling reasons why you and your quality team should be at Lab Quality Confab!

- 1 40+ presentations give you the full picture on what's really happening!
- 2 Get solutions to your most pressing quality-improvement challenges.
- 3 Learn from early-adopter labs the truth about what works, what doesn't, and how to save time and money by doing it right the first time!
- 4 Expand your personal network and meet experts not found at other lab gatherings!
- 5 Get vital information that will keep your lab moving in the right direction.
- 6 Two days at the Lab Quality Confab, gives you ten times the advice, insight, and information you'd get from a lab consultant—at a fraction of the price!
- 7 Get lessons learned from working lab directors that will help you separate fact from fiction.
- 8 Access quality management knowledge that's simply not available anywhere else.
- 9 Build your knowledge base of useful ideas and industry resources necessary to keep your laboratory competitive.
- 10 All this and more, while enjoying a fine hotel and excellent food in one of America's best-loved cities!

Read What Lab Quality Confab's Satisfied Customers Say...

You'll get high-quality content, plus powerful ideas you can use now!

“Definitely a first-class event!”

“Gained a lot of new fresh ideas. It's great to see so many people out there doing Lean.”

“Let's do this again – Good input from many sources. This has been a wonderful confab.”

“Every speaker has information that you can put to use. Books are no replacement for personal accounts as given by the speakers here.”

“Even though we are farther along, there were ideas and methods that were innovative and unique. Good program.”

“Thank you for putting this together and providing a forum to share ideas and learn new ones. Excellent!”

“The ideas shared by speakers were not all big. I got enough small culture-changing hints that I can incorporate immediately.”

“Every session I attended was beneficial, gave me food for thought on ideas to implement in our laboratory. Lean and work standardization are doable and sustainable.”





Concurrent Master Classes

7:00 AM-7:50 AM

Intersection of Lean and Process Improvement with the Lab Information System

Megan Schmidt, Product Manager, Sunquest Information Systems, Tucson, AZ

Patrick J. O'Sullivan MS, MT(ASCP)SBB, Laboratory Director, Florida Hospital Orlando, Orlando, FL

Easy Ways to Fix Microbiology's Five Biggest Problems

Anne Beall BS, MT, Corporate Accounts, Solutions Consultant, bioMérieux, Raleigh, NC

Innovative Approaches to Boost Cytology Lab Throughput and Get the Most from the Same Tube

Maryann Kirschner, Corporate Director Pathology and Laboratory Operations, Abington Health System, Abington, PA

8:00 AM-8:50 AM

Overcoming the 5 Major Roadblocks That Prevent Continual Improvement in Your Lab

Anne T. Daley MS, CMQOE, CSSBB, CLC, MT, Senior Consultant, Chi Solutions, Inc., Mesa, AZ

Pull vs. Push: Managing Batch Size to Optimize Productivity and Quality in Your Lab

Steve Stone, Managing Director, Argent Global Services, Oklahoma City, OK

An Assessor's Perspective: The Best and Worst Lessons Learned from Labs Implementing ISO 15189

William Greg Cooper, CLS, MHA, CQA, Principle, W Gregory Cooper LLC, Denton, TX

General Sessions

9:00 AM-9:40 AM

Quality Management's Evolution from an Operations Tool to Boosting Analytical Integrity in Laboratory Testing

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

9:40 AM-10:20 AM

How Quality, Continuous Improvement, and Customer Service Built the "Lexus" of Laboratories

Rogério Rabelo, Executive Director, Fleury Group, São Paulo, Brazil

10:40 AM-11:20 AM

Sustaining Lean in Pathology and Laboratory Medicine Across the Health System: Lessons from Year 6 of The Henry Ford Production System

Richard Zarbo, MD, DMD, Senior Vice President and Chair, Pathology and Laboratory Medicine, Henry Ford Health System, Detroit, MI

11:20 AM-12:00 PM

How We Use ISO 15189 Accreditation to Differentiate Our Lab in the Market

Phil Pawlowski, Area Vice President, Quality Assurance, Southeast Division, Laboratory Corporation of America, Tampa, FL

Concurrent Breakout Sessions

2:00 PM-2:50 PM

Attacking Pre-Analytical's Three Biggest Sources of Error: Hemolyzed Specimens, Contaminated Blood Cultures, and Specimen/Patient Misidentification

Dennis Ernst, Executive Director, Center for Phlebotomy Education, Corydon, IN

Patrick Maul, Consultant, BD Diagnostics Healthcare Consulting, Franklin, NJ

2:00 PM-2:50 PM

Creating the Integrated Clinical Laboratory to Add Value to ACOs and Medical Homes

Jennifer Rhamy, Executive Director, Lab Accreditation Program, The Joint Commission, Oakbrook Terrace, IL

2:00 PM-2:50 PM

Achieving Inspection Preparedness in the ISO 15189 Accredited Laboratory

Cheryl Wildermuth, Lab Quality Management Manager, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

3:00 PM-3:50 PM

Essentials of a Quality Management System and How to Use It to Improve Your Laboratory

Luci Berte, President, Laboratories Made Better! P.C., Broomfield, CO

3:00 PM-3:50 PM

Point-of-Care Testing at Nursing Stations: How QMS Improves the Operators' QA/QC

Brendon Sato, MLS (ASCP), Supervisor, Laboratory Operations/POC Testing, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

3:00 PM-3:50 PM

How We Reduced Hemolyzed Specimens Throughout Our Hospital and What We Do to Sustain Those Gains

Charlene Harris, System Director, Laboratory Services, Sarasota Memorial Health Care System, Sarasota, FL

Dana J. Rickard, Pre-Analytical Manager, Laboratory Services, Sarasota Memorial Health Care System, Sarasota, FL

Charlotte Damato, Six Sigma/Lean Quality Coach, Sarasota Memorial Health Care System, Sarasota, FL

4:00 PM-4:50 PM

Using Process Redesign to Achieve Better Quality with Point-of-Care Testing and the Electronic Medical Record

James H. Nichols, Medical Director, Baystate Health, Springfield, MA

4:00 PM-4:50 PM

Lean Culture of Empowered Workforce: How the Lab as Supplier Can Help its Customers to Sustain Continuous Improvement

Rita F. D'Angelo, Manager, Quality Systems Division, Henry Ford Health System, Detroit, MI

4:00 PM-4:50 PM

Powerful Ways to Use the Internal Audit to Deliver High Value

Terri Molloy, OLA Staff Technologist, Quality Management Program, Laboratory Services, IQMH, Toronto, Ontario

4:00 PM-4:50 PM

Using Automation to Manage High Volume Growth While Keeping Service Levels High

Ibrahim A. Hashim, M.Sc., Ph.D., Director, Clinical Chemistry, UT Southwestern Medical Center, Dallas, TX

General Session

5:00 PM-5:30 PM

How the Quality of Lab Testing Services Advances Integration of Patient Care

Richard Zarbo, MD, DMD, Senior Vice President and Chair, Pathology and Laboratory Medicine, Henry Ford Health System, Detroit, MI

Leo Serrano FACHE DLM(ASCP), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Rogério Rabelo, Executive Director, Fleury Group, São Paulo, Brazil

Concurrent Master Classes



7:00 AM-7:50 AM

How a Mid-Volume Hospital Lab Uses Automation to Improve TAT and Quality
Rafael Millare, Laboratory and Pathology Services Administrative Director, Providence Saint Joseph's, Burbank, CA

7:00 AM-7:50 AM

Do's and Don'ts of Validating a Laboratory-Developed Test (LDT) to Meet Regulatory Requirements
Deirdre A. Astin, Health Policy Analyst, Albany, NY

7:00 AM-7:50 AM

Six Months Later: Measuring Success AFTER Your Lean/Six Sigma Work Flow Redesign to Achieve Further Gains
Allen A. Wozniak, Sr., Senior Laboratory Solutions Consultant, Sysmex Corporation of America, Houston, TX

8:00 AM-8:50 AM

Right Your Lab for Automation
Diane Hoover BSMT, MBA, Workflow Consultant, ASQ Certified Lean Six Sigma Black Belt, Abbott Laboratories, Harrisburg, PA

8:00 AM-8:50 AM

How to Conduct Highly Effective Kaizen Events in Your Lab and Hospital
Leslie Sprick, Managing Partner, Sprick, Stegall & Associates, Charlotte, NC

8:00 AM-8:50 AM

Streamlining Every Lab's Financial Workflow: Proven Ways to Improve the Accuracy and Effectiveness of Lab Billing and Collections
Doug Wussow, Vice President of Financial Services, Rhodes Group, Inc., Vernon, CT

8:00 AM-8:50 AM

Using Root Cause Analysis and Internal Audits to Optimize Your Lab's Accreditation Outcomes
Caroline Maurer, CAP 15189 Director, College of American Pathologists, Northfield, IL
David Wolfe, CAP 15189 Lead Assessor, College of American Pathologists, Northfield, IL

General Session

9:05 AM-9:45 AM

Understanding How Laboratory Accreditation and Licensure Intersects with the Essentials of Quality Management Systems
Judy Yost MA, MT (ASCP), Director, Division of Laboratory Services, Centers for Medicare and Medicaid Services, Baltimore, MD

9:45 AM-10:25 AM

Great Debate: Should Labs Complement CMS and CLIA Requirements with a Quality Management System (QMS)?
Luci Berte, President, Laboratories Made Better! P.C., Broomfield, CO

James H. Nichols, Medical Director, Baystate Health, Springfield, MA

Elissa Passiment, Executive Vice-President, ASCLS, Washington, DC

Leo Serrano FACHE DLM(ASCP), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Christine D. Flaherty, Regional Laboratory Director, Sutter Health, Sacramento, CA

10:45 AM-11:30 AM

CLIA, CAP, Lean Six Sigma, and ISO: Merging to Improve Patient Satisfaction

Leo Serrano FACHE DLM(ASCP), Director of Laboratory Services, Avera McKennan Hospital & University Health Center, Sioux Falls, SD

Concurrent Breakout Sessions

1:10 PM-2:00 PM

Patient-Centered Process Improvement: Useful Ways to Engage Pathologists, Technologists and Lab Staff to Achieve Stretch Goals

Vince D'Mello, Administrative Director, Laboratory Medicine, Grand River Hospital and St. Mary's General Hospital, Kitchener, Ontario, Canada

1:10 PM-2:00 PM

To CAPA or Not to CAPA: Focusing on Error Prevention to Improve Quality and Reduce Cost

Hannah Poczter, MPH (DLM), Asst. Vice President Laboratory Services; Asst. Professor, Depart of Pathology and Lab Medicine, Hofstra North Shore Long Island Jewish Health System, Lake Success, NY

Cari Gusman, Director, Lab Quality Management, North Shore Long Island Jewish Health System Laboratories, Lake Success, NY

1:10 PM-2:00 PM

Using the LIS and Workflow Redesign to Improve Overall Specimen Management in the Lab
Pawan Singh, Product Manager, Sunquest Information Systems, Tucson, AZ

1:10 PM-2:00 PM

Effective Ways to Reduce Blood Culture Contamination Rates and Sustain the Gains
Allen Stanton, Laboratory Director, Baylor Regional Medical Center, Plano, TX

2:10 PM-3:00 PM

Pennsylvania's Multi-Hospital Initiative to Reduce Misabeled Specimens: How Different Labs Successfully Shared Best Practices
Barbara Booth, Lab Service Improvement Coordinator, Geisinger Wyoming Valley Medical Center Laboratory, Wilkes-Barre, PA

2:10 PM-3:00 PM

Boosting Patient Satisfaction Scores By Using Lean to Improve In-Patient Phlebotomy
Jeffrey Seiple, Administrative Director of Laboratory Services, Holy Spirit Health System, Camp Hill, PA

2:10 PM-3:00 PM

Taming the Urine Culture Beast: How We Virtually Eliminated Second Reads While Dramatically Reducing Average Turnaround Time

Elaine M. Hinds MS, MT (ASCP), CLS, (NCA), Microbiology Manager, Sunrise Medical Laboratories, Hicksville, NY

General Session

3:15 PM-3:30 PM

Distilling the Essential Lessons from the Fifth Annual Lab Quality Confab

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

Special post-conference workshop

(separate registration required)

Lean Boot Camp on Achieving Mastery with Concepts, Implementation, and Outcomes**The A-to-Z of everything Lean****Thursday, November 17, 2011, 8:00 a.m. – 4:30 p.m.**

PERHAPS YOU'RE NEW TO LEAN. Or maybe you're looking for an even greater understanding of its principles and ways to use them more effectively in your lab. Whatever your knowledge level, this special one-day Lean Boot Camp will give you all the information, skills, and confidence you need to take your lab to the next level.

Learn about the basics of Lean and how to master many of its core concepts. Find out why Lean has emerged as one of the most powerful quality-management systems, used by some of the world's best companies. You'll get techniques and best practices, all laid out in an easy-to-understand manner.

The leader for this session, Patrick Maul, is a consultant for BD Diagnostics Healthcare Consulting and a Lean Six Sigma Black Belt. Mr. Maul is a seasoned clinical laboratory consultant with an extensive background in laboratory management, cost management and operational improvement using Lean.

You'll get a solid grasp of Lean fundamentals, using exercises that demonstrate how these techniques can transform your organization. Case studies and real-life examples will help bring these techniques to life. By the end of the day, you'll be able to develop a continuous-improvement roadmap for your own organization, with proven strategies for sustaining Lean in your lab.

Lean-Six Sigma Poster Presentations**Gain recognition from peers for your lab's process improvement successes**

Clinical laboratories everywhere are having great success with process improvement, Lean, Six Sigma, and other quality-management systems. If your lab is one of them, you won't want to miss this opportunity to share your lab's accomplishments with other quality practitioners in laboratory medicine at this November's Lab Quality Confab.



Be part of a select group of industry professionals who, like you, are looking for solutions to their own lab's workflow and process problems. This is your chance to network with administrators and other hospital, health system, and quality-management executives to find out what's working in their laboratories—and showcase the successes you've achieved in your own facility.

(Visit www.labqualityconfab.com for details about Poster Session Awards Program.)

Two days of powerful learning, with post-event workshop

All the experts, topics, and resources you need
to turbocharge your laboratory's quality-management program.

Use this schedule summary to plan your time at Lab Quality Confab

November 14	November 15	November 16	November 17
 <p>Pre-Event Activities 5:45 PM–7:30 PM Get Acquainted Reception and Early Registration</p>	<p>Day One 7:00 AM–8:50 AM Master Class Sessions 8:00 AM–8:50 AM Poster Session For Lean Six Sigma Projects 9:00 AM–12:00 PM General Session 12:00 PM–1:50 PM Exhibition opens Lunch in Exhibition Hall 2:00 PM–2:50 PM Concurrent Breakout Sessions 3:00 PM–3:50 PM Concurrent Breakout Sessions 4:00 PM–4:50 PM Concurrent Breakout Sessions 5:00 PM–5:40 PM General Session 5:45 PM–7:30 PM GRAND RECEPTION & EXHIBITION</p>	<p>Day Two 7:00 AM–8:50 AM Master Class Sessions 8:00 AM–8:50 AM Poster Session For Lean Six Sigma Projects 9:15 AM–11:30 AM General Session 11:30 AM–12:00 PM Award of Prizes for Best Poster Presentation, with award checks and trophies 12:00 PM–1:00 PM Lunch 1:10 PM–2:00 PM Concurrent Breakout Sessions 2:10 PM–3:00 PM Concurrent Breakout Sessions 3:15 PM–3:30 PM General Session</p>	 <p>Post-Event Workshop (Must pre-register) 8:00 AM–4:30 PM Lean Bootcamp: Achieving Mastery with Concepts, Implementation, and Outcomes</p>

Frequently Asked Questions

When is it? Where is it?

Lab Quality Confab and Process Improvement Institute takes place on Tuesday and Wednesday, November 15-16, 2011, at the Hyatt Regency Hotel in San Antonio, Texas.

Where can I stay?

The Hyatt Regency Hotel in San Antonio, Texas. Reserve your room today by calling the hotel toll-free at 888-421-1442. To book your hotel room online, please visit our Lab Quality Confab hotel website at www.labqualityconfab.com/travel.htm.

How much does it cost?

Tuition is \$945 for Lab Quality Confab and Process Improvement Institute. An additional fee required for the special post-conference Lean Boot Camp workshop on Thursday, November 17.

How can I save money on registration?

Give your colleagues the opportunity to share the techniques and new information you'll gain at Lab Quality Confab with a \$50 discount per registration for 2 or more colleagues registering from your company or organization. (\$50 discount applies only to November 15-16 Lab Quality Confab tuition.)

What happens if I need to cancel?

Substitutions may be made at any time. Cancellations after 5:00 PM on October 7, 2011 are subject to a \$175 cancellation fee.

Can I guarantee my investment?

If you aren't completely satisfied with the scope and content of Lab Quality Confab—if you don't leave with dozens of new techniques to improve the way you do business—we'll refund your tuition in full, no questions asked. We're confident that

you'll find your time at Lab Lab Quality Confab and Process Improvement Institute to be well worth the money you spend.

Can I earn continuing education credits?

Lab Quality Confab has been approved for continuing education units (CEUs) through the American Association of Clinical Chemistry as follows:

Tuesday, November 15, 7.5 hours
Wednesday, November 16, 5.5 hours
Thursday, November 17, 7.5 hours

Can I sponsor or exhibit at this event?

A limited number of sponsorship, advertising, and exhibit opportunities remain for this event.

Please contact Justin Clark
at 512-264-7103

HOW DO I REGISTER?

1. Register online at: www.labqualityconfab.com/register
2. Call 800-560-6363. Our friendly staff can register you as well as answer any questions you may have.
3. Fax this completed form to:
512-264-0969
4. Mail the form with payment to:
THE DARK REPORT
21806 Briarcliff Drive
Spicewood, TX 78669

TUITION DETAILS:

Seminar tuition is payable to THE DARK REPORT. Tuition includes all meeting materials, lunches and refreshments, as well as the evening receptions on Monday and Tuesday.

Tuition Calculator

Lab Quality Confab and Process Improvement Institute (NOVEMBER 15-16)

Groups of 2 or more save \$50 per registration.

Groups of 3 or more save \$75 per registration.

Groups of 4 or more save \$150 per registration.

	# of people x	
Register after October 7	x \$945	= \$
Less discounts (if applicable, 2 or more)	x \$ 50	= \$
Less discounts (if applicable, 3 or more)	x \$ 75	= \$
Less discounts (if applicable, 4 or more)	x \$150	= \$

OPTIONAL POST-EVENT (November 17, 2011)

All-Day Seminar – (8:00 AM – 4:00 PM)

Lean for Lab Leaders: Achieving Mastery with Concepts, Implementation, and Outcomes

Register after October 7 X \$449 = \$

TOTAL TUITION: \$

10/31/2011

Please provide information as you would like it to appear on your badge.

Name 1

Title

Email

Organization

Phone Fax

Address

City State Zip+4

Name 2

Title

Email

Name 3

Title

Email

Name 4

Title

Email

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