



# AHRA 34th Annual Meeting & Exposition

**RECORDED LIVE**

July 30-August 3, 2006  
MGM Grand • Las Vegas, Nevada



## Take the Annual Meeting Home With You!

AHRA's 34<sup>th</sup> Annual Meeting may be over but you have the unique opportunity to learn from the expert presenters. Preserve the conference and all its vital information—Listen once again to a motivating, informative address, or hear for the first time a compelling session that you may have missed. The CDs provide an excellent informational recap and are a great training tool and informational source for those who could not attend.

- Session CDs may be purchased individually for \$13 each unless noted OR
- as a **specially priced Complete Conference Set = \$538.00**  
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### SUNDAY, JULY 30

- 030A-C (\$39/3 CDs) Budgeting for Radiology Administrators - Penny Olivi

### MONDAY, JULY 31

- 040 Opening Keynote:: Using Medical Informatics to Prepare for Radiology in 2015 - Eliot Siegel
- 050AB (\$26/2 CDs) Situational Leadership II - Cheryl Provost
- 060 PACS Administration: Creating the Support Team - Wilbur Reddinger
- 070 How to Audit APC Charts - Andrei Costantino
- 080 Leadership Development and Succession Planning: A Model for Medical Imaging Services - Roger Rhodes
- 090 Moving to the Executive Suite: What You Need to Know Before You Go - Cindy Wedel
- 100 Going Totally Filmless in a High Volume OR: A Success Story - Timothy Sapyta
- 110 Improving Customer Service in Radiology - Brooke Billingsley
- 120 Planning, Developing and Operating PET/CT in a Community Hospital - Timothy Ludwig
- 130 Manage This! 3 Secrets To Coaching Your Team To Greatness! - Jenifer Madson
- 140 Maximizing the Imaging Center Revenue Cycle - Patricia Kroken
- 150 PACS Policies and Procedures: Don't Go Live Without Them - Dan Knepper
- 160 Managing the Communication of Critical Test Results for Radiology Administrators - Julia Napper, Scott Segell
- 170 Building Excellence in Filmless and Paperless Initiatives: Case Studies on Team-Building and Group Dynamics - Rodney Sappington & Laurel Patt
- 180 American College of Radiology Diagnostic Modality Accreditation Programs: Update for 2006 - Trudie Cushing
- 190 Recognizing the Need for an Outpatient Imaging Center and the Pros and Cons of Joint Venture Models - W. Cannon King
- 200 Patient Care from the Eyes of the Patient - Philip Ballinger
- 800 Addressing the Deficit Reduction Act – Cherill Farnsworth

### TUESDAY, AUGUST 1

- 210 MRI Suite Safety 101: What Can Be Done to Improve Patient Safety and Throughput - Robert Junk & Tobias Gilk
- 220 Documentation Requirement for CPT® and ICD-9 Compliance - Cheryl Schad
- 230 How to Develop a 5-Year Capital Plan - Sheila Sferrella
- 240 Lessons Learned...Happiness Earned - Sam Splear
- 250 Managing Clinical Ladders in Your Department - Mary Beth Esposito-Herr & Penny Olivi
- 260 Keynote: Leading the Orchestra...Working in Harmony - Mike McKinley

- 270AB (\$26/2 CDs) Interventional Radiology Coding: Is it Time for Dedication? - Jeff Majchrzak & Bernie Van Someren
- 280 MRI Suite Buildout 201: Developing Your Next MRI Project - Robert Junk & Tobias Gilk
- 290 Taking Control of CT Contrast Injection - David Piazzo
- 300 Reading Rooms and File Rooms to Paperless/Filmless Made Easy: NOT! - Richard Ragovin
- 310 Maximizing the Imaging Center Revenue Cycle - Patricia Kroken
- 320 Managing the Digital X-Ray Department - Jacqueline Gallet & Todd Minnigh
- 330 Accountability, Delegation and Measurable Goals - Kenneth Fazzino
- 340 Improving Customer Service in Radiology - Brooke Billingsley
- 350 Justifying PACS Regardless of Size - Steven Walter
- 360 Strong Branding Creates a Competitive Edge - Peggy Wagner
- 370 Setting Up A Cardiac CT Program: One Community Hospital's Experience - Brook Ward

### WEDNESDAY, AUGUST 2

- 380 Can You Justify a Dedicated Radiology Coder in Your Organization? - Melody Mulaik
- 390 Delivering Difficult Information - Natalie Manor & Natalie Hoffmann
- 400 Revenue Enhancement: I'll Bet You Haven't Tried This! - John Holzer
- 410 Full Field Digital Mammography – Not When... But How - Bonnie Rush
- 420 Maximize Your Productivity Through Mentoring and Solid Management Practices - E. David Williams, Timothy Ludwig
- 430 Radiology Denial Management Strategies that Work - Joe Lineberry & Frank Madonna
- 440 Keynote: How to Lead and Motivate Teams During Difficult Times - Norm Bossio
- 450AB (\$26/2 CDs) Mapping and Development of Breast Center Practice - Robin Loebach
- 460 Speech Recognition: Better Care and Lower Cost - Nick Van Terheyden
- 470 Healthcare Legal Issues That Impact Radiology Practices - Andrew Wachler
- 480 The Art of War: Strategies for Winning the Cardiovascular/Interventional Turf War - William Burke & Frank Panzarella
- 490 Workflow, Service Metrics and Patient Safety in Multidetector Computed Tomography (MDCT) - Kathy Ouellette-Piazzo
- 500 Management Myths and Magic - Roberta Edge
- 510 Improving Accuracy of Charge Capture for Interventional Radiology Procedures - Jacqueline Miller
- 520 The Dice Are Out: What Performance Improvement is Really All About - Jason Newmark & David Sack

- 530 Becoming Culturally Competent in an Ever-Changing Society - Cheryl Weiss
- 540 Understanding a New Paradigm for Creating a Contract to Manage Services, Including Third Party and OEM Maintenance - Richard Helsper
- 550 Development of the Radiologist Assistant: An Education and Certification Update - Salvatore Martino & Jerry Reid

- 610 Who is Really Responsible? Management in a Modern Radiology Department - Pamela Harlem
- 620 Deciphering PACS Price Quotes: Ten Tips for Normalizing Pricing Across Vendors - Frank Panzarella & Alan Schweitzer
- 630 Digital Diseases and Congenital Abnormalities of PACS - Mike Ruthemeyer
- 640 Disaster Planning: Are We Ever Really Prepared? - Ricky Stonicher

**THURSDAY, AUGUST 3**

- 560AB (\$26/2 CDs) Interventional Radiology Coding for Beginners - John Marshall
- 570 Winning The Jackpot: The Keys To Successful Budget Creation, Review, And Defense - Jason Newmark & David Sack
- 580 Thank Goodness for Chocolate! A Lighthearted Look at Customer Service - Hazel Hacker
- 590 Utilizing Six Sigma Methodology to Create a Patient-Focused Women's Center - Becky Southern & Mark Viau
- 600 Identifying Elements of Job Satisfaction to Improve Retention - Becky Lamberth

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