Integration Through Community Laboratory Insourcing

Implementing a Successful Laboratory Outreach Program

January 21-23, 2004

Hilton Scottsdale Resort & Villas
Scottsdale, Arizona

Presented by:
Mayo Medical Laboratories
COURSE DESCRIPTION

The development, implementation, and growth of a successful laboratory outreach program is critical to health system integration. Laboratory insourcing optimizes utilization and improves service to physicians and patients within the community. In addition, the laboratory as a core competency contributes significantly to lowering the aggregate cost of patient care. This conference will present a practical approach to key aspects of a successful laboratory outreach program such as quality systems, marketing, customer service, transportation, and billing.

COURSE LEARNING OBJECTIVES

At the end of this conference, participants should be able to:

- Analyze the strategic nature of laboratory outreach
- Evaluate the legal and regulatory concerns affecting laboratory outreach
- Compare critical operational issues and solutions
- Illustrate the process and management of promoting and presenting your services
- Apply quality principles consistently throughout various operational areas

Attendance at this Mayo course does not indicate nor guarantee competency or proficiency in the performance of any procedures that may be discussed or taught in this course.

INTENDED AUDIENCE

This conference is appropriate for individuals from community hospital laboratories including administrators, managers, directors, pathologists, outreach coordinators, marketing representatives, and sales managers.

DATE AND LOCATION

The Integration Through Community Laboratory Insourcing conference will be held January 21-23, 2004. Course headquarters will be located at the Hilton Scottsdale Resort & Villas, 6333 North Scottsdale Road, Scottsdale, Arizona. Meeting facilities are in the heart of Scottsdale within easy walking distance to shopping and restaurants and minutes away from art galleries and theaters in Old Town Scottsdale.

REGISTRATION

To register, complete the attached registration form and return by mail or fax. The registration fee is $500 and includes tuition, comprehensive course syllabus, continental breakfasts, break refreshments, lunches, and reception. Although it is not our policy to limit the number of registrants for a course, conference room facilities may necessitate closing of enrollment. Therefore, early registration is strongly advised. A letter of confirmation will be sent upon receipt of payment and completed registration form. Please present the confirmation letter when checking in at the meeting registration desk.
CANCELLATION POLICY

Your registration fee, less a $75 administrative fee, will be refunded when written notification is received by our Education by January 7, 2004. No refunds will be made after January 7, 2004.

CREDIT

Mayo Foundation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Mayo Foundation designates this educational activity for a maximum of 16 category 1 credits toward the AMA Physician’s Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Mayo Medical Laboratories is an approved Provider in the ASCLS P.A.C.E. Program, State of California, and State of Florida credit. The level of instruction for this program is intermediate.

TRAVEL

For travel arrangements, you may contact Corporate Travel at 800-537-6379; fax 612-866-2203; or e-mail marya@ctsinc.com. Identify yourself as attending the Mayo conference.

 LODGING ACCOMMODATIONS

We invite you to join us at the Hilton Scottsdale Resort & Villas in Scottsdale, Arizona, for the Integration Through Community Laboratory Insourcing conference sponsored by Mayo Medical Laboratories.

Conveniently located on the southeast corner of Scottsdale Road and Lincoln Boulevard, the Hilton Scottsdale Resort & Villas is just one mile north of the historic Old Town Scottsdale and Scottsdale Fashion Square Mall. The Resort is only 15 minutes from Phoenix Sky Harbor International Airport and within walking distance to over 100 boutiques, art galleries, and world-class restaurants.

The Hilton Scottsdale Resort & Villas has extended a special room rate of $149 single or double occupancy. To ensure accommodations and the discounted rate, please make your hotel reservation by December 21, 2003, and identify yourself as attending the Mayo conference. To make your reservations, please contact the Hilton Scottsdale Resort at 480-948-7750 or 800-498-7396.

FACULTY DISCLOSURE

As a Provider accredited by ACCME, Mayo Foundation must ensure balance, independence, objectivity, and scientific rigor in its educational activities. All faculty participating in a Mayo Foundation activity are required to disclose commitments to and/or relationships with pharmaceutical companies, biomedical device manufacturers or distributors, or others whose products or services may be considered to be related to the subject matter of the educational activity. Faculty will also disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of these commitments and/or relationships will be published in course materials so participants in the activity may formulate their own judgment regarding the presentation.
CONFERENCE FACULTY

Course Director
Rodney Forsman
Administrative Director, Outcomes
Mayo Medical Laboratories
Rochester, Minnesota

Mayo Medical Laboratories Faculty
Robert Kisabeth, MD
Senior Vice President of Medical Affairs*

Brian Meade
Marketing Manager*

David Priebe
Business Office Manager*

Linda Spiten
Internal Operations Manager*

Mary Vehrenkamp
Quality Assurance Coordinator*

*Rochester, Minnesota

Guest Faculty
Paula Anthony
Vice President
DRL Labs/East Texas Medical Center
Tyler, Texas

Todd Hancock
Director of Operations
DRL Labs/East Texas Medical Center
Tyler, Texas

Linda Piner
Assistant Administrative Director, Laboratory
Jackson-Madison County General Hospital
Jackson, Tennessee

Gary Wells
Administrative Laboratory Director
United Regional Healthcare System
Wichita Falls, Texas

Hilton Scottsdale Lobby
Conference Schedule

Wednesday, January 21, 2004

7:30-8:15 AM  Registration and Continental Breakfast
8:15-8:30 AM  Introductions
8:30 AM-2:45 PM

Outreach, Outcomes, & Outmigration
Robert Kisabeth, MD
Break
Models of Laboratory Integration
Rodney Forsman
Integrating Laboratory Services Within a Health Care System
Paula Anthony & Todd Hancock
Lunch & Discussion
Articulating a Strategy: The Business & Service Plan
Brian Meade
Panel Discussion
5:00 PM  Reception

Thursday, January 22, 2004

7:45-8:30 AM  Continental Breakfast
8:30 AM-3:00 PM

Getting Results with Laboratory Customer Service
Linda Spiten
Promoting Laboratory Service: Reaching Your Market
Brian Meade
Break
Legal & Regulatory Issues
Rodney Forsman
Lunch & Discussion
Accounts Receivable Management & Compliance
David Priebe
Panel Discussion

Friday, January 23, 2004

7:45-8:30 AM  Continental Breakfast
8:30 AM-2:15 PM

Logistics: Transportation & Tracking
Linda Piner
Nursing Home Outreach
Linda Piner
Break
A Road to Quality: Developing a Quality System Framework
Mary Vehrenkamp
Laboratory Design & Workflow
Gary Wells
Lunch & Discussion
Workload Recording/Cost Accounting
Rodney Forsman
Organizational Structure & Motivation
Rodney Forsman
Integration Through Community Laboratory Insourcing
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January 21–23, 2004
Hilton Scottsdale Resort & Villas – Scottsdale, Arizona

Mail form and payment to:
Mayo Medical Laboratories
Education Office
150 Third Street SW, Stabile 3
Rochester, MN 55902

Telephone: 800-533-1710
Fax: 507-284-4542
Web site: www.mayo.edu/mml
E-mail: dornink.cheryl@mayo.edu

Registration Deadline: December 22, 2003

(Please print or type all information. You may duplicate this form for multiple registrations.)

Name ______________________________________________________________
First Name                                 Middle Name or Initial                               Last Name
Title ________________________________________________________________
Company/Institution ________________________________________________
Work address _______________________________________________________
City _____________________ State  ________________ ZIP ____________ __
E-mail address  ______________________________________________________
Telephone (       ) __________________ Fax (        ) _____________________ __

❑ Please check if you have special dietary needs and indicate specific need(s):
__________________________________________________________________

Have you registered for a Mayo Medical Laboratories’ conference before?
[    ] Yes              [    ] No

Wednesday evening reception. No additional charge for participant and one guest
[    ] I will attend        [    ] I will not attend       Guest: [    ] Yes     [    ] No

Registration Fee: $500
Early Registration Fee: $400 if payment is received before December 5, 2003

Total Payment Enclosed: $ ________

Payment Method
❑ Check Enclosed (make checks payable to Mayo Reference Services)
❑ Credit Card:       ❑ Visa       ❑ MasterCard

_____________________________________________________________________
Card Number                                                                        Expires Mo/Yr
_____________________________________________________________________
Signature                                                                                Date
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