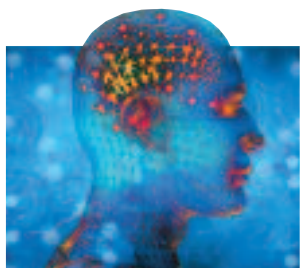


Integration Through Community Laboratory Insourcing

IMPLEMENTING A SUCCESSFUL LABORATORY OUTREACH PROGRAM

May 18-20, 2005

Sofitel Philadelphia
Philadelphia, Pennsylvania



*Presented by
Mayo Medical Laboratories, a Division within Mayo Reference Services*

Conference Information

Mayo Medical Laboratories (MML) was established in 1971 to fortify a long-standing practice of performing esoteric laboratory testing for hospitals outside of Mayo Clinic. This innovative approach was created to not only make advanced esoteric testing available nationwide, but to support the efforts of community laboratories to effectively provide health care in the communities they serve.

The laboratory has been an integral part of the continuum of care for centuries. Critical patient care decisions commonly involve laboratory results. A community based laboratory can benefit the entire health care system by offering diagnostic testing services to patients outside of the medical center. This concept, defined as laboratory outreach, presents the following advantages: increased hospital revenue, lower fixed cost per test, reduced excess lab capacity, faster turnaround times, and lower overall costs per episode of care.

It is this commitment to community laboratories and local health care that has led MML to assist client hospitals in developing their own laboratory outreach programs. This conference is just one tool of a broad range of support services MML offers to aid in outreach development.

COURSE DESCRIPTION

The development, implementation, and growth of a successful laboratory outreach program is a critical component of health system integration in any community. "Integration Through Community Laboratory Insourcing" will present a practical approach to all aspects of developing and growing a successful laboratory outreach program. Topics on quality systems, marketing, customer service, transportation, and billing will be presented. In addition, operational issues and potential solutions, legal and regulatory concerns, and the promotion of laboratory outreach services to community health care providers will be emphasized.

COURSE LEARNING OBJECTIVES

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

- Analyze the strategic nature of their 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

INTENDED AUDIENCE

This conference is appropriate for individuals from community hospital laboratories including administrators, managers, directors, pathologists, outreach coordinators, marketing representatives, and sales managers. Attendance at this MML course does not indicate nor guarantee competence or proficiency in the performance of any procedures that may be discussed or taught in this course.

DATE AND LOCATION

The Integration Through Community Laboratory Insourcing conference will be held May 18-20, 2005. The course will be located at Sofitel Philadelphia, 120 South 17th Street, Philadelphia, Pennsylvania. The Sofitel Philadelphia opened in May 2000 in the heart of Philadelphia's French Quarter just one block from world-renowned Rittenhouse Square and eight miles from the Philadelphia International Airport.

Conference Schedule

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May 18-20, 2005

Sofitel Philadelphia
Philadelphia, Pennsylvania

WEDNESDAY, MAY 18, 2005

- 7:15-8:00 AM Registration and Continental Breakfast
- 8:00 AM Introductions
- 8:15 AM-4:30 PM It Ain't Necessarily So
Dr. Robert Kisabeth
- 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
Rodney Forsman
- Presenting Your Service to Physicians: Creating a Process
Don Flott
- Break
- Promoting Laboratory Service: Reaching Your Market
Marybeth Regan
- Panel Discussion
- 5:15 PM Reception

THURSDAY, MAY 19, 2005

- 7:15-8:00 AM Continental Breakfast
- 8:00 AM-3:30 PM Getting Results with Laboratory Customer Service
Linda Spiten
- Panel Discussion
- Break
- Regulatory and Compliance Issues
Rodney Forsman
- Laboratory Outreach Connectivity Requirements
Daniel Nelson
- Lunch & Discussion
- Financial Basics – Cost Accounting, Billing and AR Management
Rodney Forsman
- Panel Discussion

FRIDAY, MAY 20, 2005

- 7:15-8:00 AM Continental Breakfast
- 8:00 AM-12:30 PM Logistics: Transportation & Tracking
Linda Piner
- Nursing Home Outreach
Linda Piner
- Break
- A Road to Quality - Developing a Quality System Framework
Mary Vehrenkamp
- Technology, Workflow and Staff Motivation
Rodney Forsman
- Box Lunch

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 judgement regarding the presentation.

CONFERENCE FACULTY

Course Director

Rodney Forsman
Administrative Director, Outcomes
Mayo Medical Laboratories*

Mayo Faculty

Don Flott
Director of Sales
Mayo Integrated Reference Services*

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

Daniel Nelson
Product Line Manager
Mayo Reference Services*

Marybeth Regan
Vice President, Marketing
Mayo Reference Services*

Linda Spiten
Customer Service Manager
Mayo Laboratory Inquiry*

Mary Vehrenkamp
Quality Assurance Coordinator
Mayo Reference Services*

Guest Faculty

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

Todd Hancock
Chief Operating Officer
DRL Labs/East Texas Medical Center,
Tyler, Texas

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

*Rochester, Minnesota

REGISTRATION

To register, complete the attached registration form and return by mail or fax. The registration fee 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 to you via e-mail upon receipt of payment and completed registration form. Do not confirm travel arrangements until confirmation for the conference is received. 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 Department before May 2, 2005. No refunds will be made after May 2, 2005.

CREDIT

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

Mayo Clinic College of Medicine designates this educational activity for a maximum of 16.5 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Mayo Reference Services is approved as a Continuing Education Accrediting Agency for Clinical Laboratory Science for State of California and State of Florida credit and the ASCLS P.A.C.E.® program. The level of instruction for this program is intermediate.

TRAVEL

For travel arrangements, you may contact Lynn Korte at Corporate Travel at 800-526-4540 or 507-287-7468; fax 507-281-2409; or e-mail: lynn@ctsinc.com. Please identify yourself as attending the Mayo Medical Laboratories' conference.

LODGING ACCOMMODATIONS

The Sofitel is Philadelphia's only French hotel, conveniently located on 17th & Sansom Streets near Rittenhouse Square amid many fine restaurants, shops, and cultural venues. The Sofitel offers luxurious accommodations in the style of France with the spirit of America.

The Sofitel Philadelphia has extended a special conference rate of \$169 single or double occupancy. To ensure accommodations and the discounted rate, please make your hotel reservation by Friday, May 6, 2005, and identify yourself as attending the Integration Through Community Laboratory Insourcing conference. To make your reservations, please contact The Sofitel Philadelphia at 800-763-4835 or 215-569-8300.

REGISTRATION FORM

Integration Through Community Laboratory Insourcing IMPLEMENTING A SUCCESSFUL LABORATORY OUTREACH PROGRAM May 18-20, 2005

Mail form and payment to:
Mayo Reference Services
Education Department, 1-402
3050 Superior Drive NW
Rochester, MN 55901

Telephone: 800-533-1710
507-284-0286
Fax: 507-284-8016
Web site: www.mayo.referenceservices.org
E-mail: strain.diane@mayo.edu

Registration Deadline: May 2, 2005



(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/PC _____

E-mail address (REQUIRED): _____

Telephone (____) _____ Fax (____) _____

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

Is there a topic specific to outreach that you would like addressed during the conference?

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: \$500.00

Early Registration Fee: \$400 if payment is received before April 1, 2005

Total Payment Enclosed: \$ _____

Payment Method

- Check Enclosed (make checks payable to Mayo Medical Laboratories)
 Credit Card: Visa MasterCard

Card Number

Expires Mo/Yr

Signature

Date



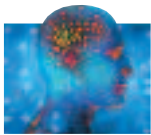
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*Presented by
Mayo Medical Laboratories,
a Division within Mayo Reference Services*



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