Integration Through Community Laboratory Insourcing

May 3-5, 2006
Disney’s Coronado Springs Resort
Lake Buena Vista, Florida

IMPLEMENTING A SUCCESSFUL
LABORATORY OUTREACH PROGRAM
“Medicine is about as big or as little in any community, large or small, as the physicians make it.”

Charles H. Mayo
REGISTRATION FORM
Integration Through Community Laboratory Insourcing
IMPLEMENTING A SUCCESSFUL LABORATORY OUTREACH PROGRAM
May 3-5, 2006

Mail form and payment to:
Mayo Medical Laboratories
Education Department, 1-402
3050 Superior Drive NW
Rochester, MN 55901
Telephone: 800-533-1710
Fax: 507-284-0286
Web site: www.mayoreferenceservices.org
E-mail: strain.diane@mayo.edu

Registration Deadline: April 17, 2006
(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           Guest: ☐ Yes  ☐ No                   ☐ I will not attend

Registration Fee: $500
Early Registration Fee: $400 if payment is received on or before March 13, 2006
Total Payment Enclosed: $ __________

Payment Method
☐ Check Enclosed (payable to Mayo Medical Laboratories)
☐ Credit Card: ☐ Visa  ☐ MasterCard
Card Number ____________________________ Expires Mo/Yr ____________________________
Signature ____________________________ Date ____________________________
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COURSE DESCRIPTION
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’s walls. This concept, defined as laboratory outreach, presents the following advantages: increased hospital revenue, lower fixed cost per test, reduced excess laboratory capacity, faster turnaround times, and lower overall costs per episode of care.

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 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
• Design effective billing and accounting practices for a laboratory outreach program

Attendance at this Mayo course does not indicate nor guarantee competence 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 May 3-5, 2006. Course headquarters will be located at Disney’s Coronado Springs Resort, 1001 West Buena Vista Drive, Lake Buena Vista, Florida. Disney’s Coronado Springs Resort is located in the heart of Walt Disney World® Resort and is themed to regions of northern Mexico and the American Southwest and is approximately 30-45 minutes from the Orlando International Airport.

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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 on or before April 17, 2006. No refunds will be made after April 17, 2006.

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 14.5 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 credit 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 Lori Munson at Corporate Travel at 800-526-4540 or 507-287-7462; fax: 507-281-2409; or e-mail: lori@ctsrst.com. Identify yourself as attending the Mayo Medical Laboratories’ conference.

LODGING ACCOMMODATIONS

Disney’s Coronado Springs Resort is located in the heart of Walt Disney World® Resort on beautiful Lake Buena Vista. This convention hotel is conveniently located near Epcot®, Disney-MGM Studios, Disney’s Animal Kingdom® Theme Park, and the Magic Kingdom® Park. Disney’s Coronado Springs Resort’s guest rooms are located in three distinct villages that re-create the spirit of northern Mexico and the American Southwest. Attention to detail abounds in creative architectural design and landscape.

Disney’s Coronado Springs Resort has extended a special conference rate of $155 single or double occupancy. For additional persons, 18 years and older, there will be a $15 charge per person per night. This special rate will be offered three days preconference and postconference. To ensure accommodations and the discounted rate, please make your hotel reservation by Sunday, April 2, 2006, and identify yourself as attending the Integration Through Community Laboratory Insourcing conference.

Disney’s Magical Express is a new service that features complimentary round-trip motor coach transportation and baggage handling between Orlando International Airport and Disney’s Coronado Springs Resort, as well as an expedited airline check-in for return domestic flights on select airlines. Further details are available at the following Web site: www.disneymeetings.com/magicalexpress

Other special offerings available to attendees staying at Disney’s Coronado Springs Resort include discounted theme park tickets, extended theme park hours, and free shuttle buses to all theme parks. Further details on the special offerings from Walt Disney World® Resort will be included with your letter of confirmation. You can also access further details at the following Web site: www.conventionplus.com/insourcing.
FACULTY DISCLOSURE

As a provider accredited by ACCME, Mayo Clinic College of Medicine (Mayo School of CME) must ensure balance, independence, objectivity, and scientific rigor in its educational activities. Course director(s), planning committee, faculty, and all others who are in a position to control the content of this educational activity are required to disclose all relevant financial relationships with any commercial interest related to the subject matter of the educational activity. Safeguards against commercial bias have been put in place. Faculty also will disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation. Disclosure of these relevant financial relationships will be published in course materials so those participants in the activity may formulate their own judgments regarding the presentation.

Course Director
Rodney Forsman
Administrative Director, Outcomes
Mayo Medical Laboratories*
Assistant Professor of Laboratory Medicine
Mayo Clinic College of Medicine*

Mayo Faculty
Don Flott
Administrator, Outreach Sales Resource Center
Mayo Integrated Reference Services*

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Senior Vice President of Medical Affairs
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David Priebe
Business Office Manager
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Melanie Ryan
Outreach Program Coordinator
Mayo Reference Services*

Linda Spiten
Customer Service Manager
Mayo Laboratory Inquiry*

Mary Vehrenkamp
Quality Assurance Coordinator
Mayo Reference Services*

Guest Faculty
Vicky McClain
Laboratory Administrative Director
Huntsville Hospital
Huntsville, Alabama

A.D. “Buster” Petty
Chief Executive Officer
Health Group of Alabama
Huntsville, Alabama

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

*Rochester, Minnesota
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TUESDAY, MAY 2, 2006
6:00 - 7:30 PM  Early Registration

WEDNESDAY, MAY 3, 2006
7:00 - 7:30 AM  Registration and Continental Breakfast
7:30 AM  Introductions
7:45 AM - 2:00 PM  Preserving Differentiation
Rodney Forsman
Service Without Value
Robert Kisabeth, MD
Break
Integrating Laboratory Services Within a Health Care System
A.D. “Buster” Petty and Vicky McClain
Presenting Your Service to Physicians: Implementing a Sales Process
Don Flott
Lunch and Discussion
Panel Discussion
5:30 - 7:00 PM  Reception

THURSDAY, MAY 4, 2006
7:15 - 8:00 AM  Continental Breakfast
8:00 AM - 2:15 PM  Getting Results with Laboratory Customer Service
Linda Spiten
Outreach Business Planning
Julie Pavelko and Melanie Ryan
Break
Regulatory and Compliance Issues
Rodney Forsman
Laboratory Outreach Connectivity Requirements
Daniel Nelson
Lunch and Discussion
A Road to Quality-
Developing a Quality System Framework
Mary Vehrenkamp

FRIDAY, MAY 5, 2006
7:15 - 8:00 AM  Continental Breakfast
8:00 AM - 1:00 PM  Logistics: Transportation and Tracking
Linda Piner
Break
Nursing Home Outreach
Linda Piner
Financial Basics-Cost Accounting, Billing and Accounts Receivable Management
David Priebe
Technology, Workflow and Staff Motivation
Rodney Forsman
Box Lunch
Adjourn
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