LEVERAGING THE LABORATORY: THE POWER OF OUTREACH

DoubleTree by Hilton Hotel Rochester - Mayo Clinic Area
150 South Broadway
Rochester, Minnesota, 55904
September 18–19, 2018
Presented by: Mayo Medical Laboratories

AGENDA
TUESDAY, SEPTEMBER 18, 2018

Mayo Medical Laboratories Tour 6:45–8:00 a.m.
(Preregistration required; no credit offered)
Take a tour of Mayo Clinic's reference laboratory located at the Superior Drive Support Center building.
Bus leaves at 6:45 a.m. from the 2nd Street exit.

Breakfast and Registration 7:30–8:30 a.m.

Welcome and Introductions 8:30–8:45 a.m.

The Power of Laboratory Transformation 8:45–10:00 a.m.
Anntoinette (Toni) Burger and John Rudd
Cayuga Medical Center
The Cayuga Medical Center Laboratory Outreach journey will be told in a "story board" fashion showing the key elements/investments to produce significant and sustained growth. This will be followed with a CEO perspective on the impacts on finances and population health.

Break and Exhibits 10:00–10:30 a.m.

Understanding the Changes in Health Care and Clinical Lab Marketplace 10:30–11:15 a.m.
Robert Michel
The Dark Report
Health care in the United States is transforming at an unprecedented rate and this has major consequences for all hospital and health systems labs. Two primary drivers of this change are: 1) the shift from reactive care to proactive care that improves patient outcomes; and, 2) change in provider reimbursement away from fee-for-service payments to remuneration based on how each provider contributes to better patient care at a lower cost per health care encounter. The good news is that those hospital labs, which respond with added-value lab testing services will develop strong collaborations with referring physicians. This important session will identify the dominant forces driving change in the health care system and the clinical laboratory industry. It will provide examples of innovative labs at hospitals and health systems that are directly contributing to improved patient outcomes, along with key metrics used to demonstrate the effectiveness of these lab-led clinical initiatives.
Laboratory Services Transformation: UnityPoint Health’s Journey

Carol Collingsworth
UnityPoint Health

UnityPoint Health (UPH) provides care in nine regions throughout Iowa, western Illinois, and southern Wisconsin. The Laboratory/Pathology Clinical Service Group (CSG) serves as the decision-making body for Laboratory Services across UPH, and over the last two years, this group has set the foundation for future Laboratory Transformation within the system. This presentation will tell the UPH story, from the formation and maturation of the CSG, to the development of 2018 Key Priorities and Deliverables, which will enable us to integrate UPH Laboratory Services to assure best laboratory practice, best patient care, cost savings, and operational efficiencies. Key priorities, which will be outlined during the presentation, will include standardization of instrumentation, keeping tests in the system, billing process standardization, and regionalization of laboratory testing.

Lunch and Exhibits

Lunch and Exhibits Noon–12:45 p.m.

Communicating Laboratory Needs to Hospital Executives

Vic Rosenbaum
Orlando Health

The presentation will outline the process of “telling” the outreach laboratory initiative story to key stakeholders to garner senior leadership approval. Learn how about the linkage to strategy, marketplace forces, stakeholders to involve in the process, how to package your data/business case to gain approval, and what issues must be addressed to ensure success.

Shifting the Cost Axis: Leveraging the Laboratory in Value-Based Care

Andrew Cousin, Jr., FACHE
Mayo Medical Laboratories

Did you know that more than 75% of objective, decision-making information in an average medical record is derived from laboratory data? These data have a quantifiable impact on all aspects of population health and patient management including screening, early detection, accurate diagnosis, pharmaceutical management, length of stay, and likelihood of readmission. As payment is shifting from “fee for service” toward bundled payments around total cost of care—and as risk is shifting from payers to providers—medical leaders and hospital executives are being challenged to manage rising laboratory costs, compete in a busy competitive marketplace, recognize the impact of the laboratory information and utilization throughout the continuum of care, and to negotiate differently with insurers and employers to realize sustainable payment for services. This session will provide perspectives on critical changes in delivery and payment for laboratory services and share practical examples of how Mayo Medical Laboratories, and Mayo Clinic’s Department of Laboratory Medicine and Pathology, is redefining the role of laboratory and the measurement of value to succeed in the new market.

Break and Exhibits

Break and Exhibits 2:15–2:45 p.m.

Laboratory Growth and Expansion

Leeann Kitchens and Larkin Kennedy
Rush Health System

Learn how Rush Health System has grown its outreach offering and expanded into a new laboratory area.
Building Resilience  
**Amit Sood, M.D.**  
Mayo Clinic  
This session will teach you the neuroscience of stress and resilience as well as ways to reduce stress and enhance resilience.

Course Wrap-Up  
4:30–4:45 p.m.

Cocktail Reception  
4:45–6:00 p.m.

---

**WEDNESDAY, SEPTEMBER 19, 2018**

Mayo Medical Laboratories Tour  
(Preregistration required; no credit offered)  
6:45–8:00 a.m.

Breakfast and Registration  
7:30–8:30 a.m.

**BREAKOUT 1**  
8:30–9:30 a.m.

Engagement along the Value Stream  
**Michael Baisch**  
Mayo Clinic  
Laboratory testing is just one part of the total episode of care for our patients. All of the other components of the total episode of care can influence the test we perform (utilization), how we perform it (method), and when we perform it (turnaround time). To understand these aspects of patient care, we need to identify the needs of our patients, care providers, and ourselves to optimize the patient experience. This session will focus on documenting the entire value stream for an episode of care and how to document each stakeholder’s needs.

Bridging the Generation Gap and Today's Workforce  
**Mary Peters and Jennifer Allen**  
Mayo Clinic  
This session will identify and define the five generations in the workplace. Participants will have an increased understanding and appreciation for each generation and learn and discuss strategies for effective interaction.

Legal Updates  
**Sharon Zehe, J.D.**  
Mayo Clinic  
This session will provide an update on legal issues surrounding the laboratory and outreach programs. Topics include FDA and DAIA updates, billing and coding issues, genetics testing issues, and how hospitals and health systems can partner differently to offer outreach services.
BREAKOUT 2 9:35–10:35 a.m.
Aligning Sales Efforts with Changing Physician Needs
Michael Hiltunen
MedStar Consultants
This presentation will cover the changing needs of the physician market and how clinical laboratories can position their outreach programs to meet the needs and provide value.

Bridging the Generation Gap and Today’s Workforce
Mary Peters and Jennifer Allen

Legal Updates
Sharon Zehe, J.D.

Break and Exhibits 10:35–11:00 a.m.

BREAKOUT 3 11:00 a.m.–Noon
A PAMA Survival Strategy
Jane Hermansen
Mayo Medical Laboratories
In January 1, 2018, the 2014 Protecting Access to Medicare Act (PAMA) went into effect. Nearly every laboratory in the country is experiencing decreased reimbursement. In order to survive in a post-PAMA era, laboratories must address both sides of the financial balance sheet, revenue, and cost. Informed laboratories will use data to guide decision-making, aligning technical and operational tactics accordingly.

Lab Tour of Desk C, Outpatient Phlebotomy,
and Central Clinical Laboratory
Take a tour of the Mayo Clinic outpatient drawing area, laboratory processing area, and testing area.

Efficiency and Growth in Lab Design:
Positioning Facilities for the Future
Matthew Hanley
Mayo Medical Laboratories
Effective facility planning, design, and operations are essential in supporting the outreach laboratory’s critical position in providing expanded patient care, financial growth, and stability for health systems. Clinical laboratories are unique operations within the health system environment with unique facility requirements compared to other patient care areas. This presentation will provide insights into Mayo’s experience, recommended approaches to successful laboratory design, and tips for working cooperatively with planning, architecture, and facilities teams to ensure that your facility is positioned for patient care and business growth to support your outreach program.

Keys to an Effective Outreach Laboratory Revenue Cycle
Peter Duda
Mayo Clinic
Revenue Cycle activities will be highlighted in order for attendees to leave with an action plan for tomorrow. From the upfront nuances of obtaining complete and accurate patient demographics to maneuvering through the ever-changing growth of prior authorizations and need for a strong appeals workflow, key front-to-end Revenue Cycle responsibilities will be detailed, providing insight into the value of each task.
Lunch and Exhibitors  
Noon–1:00 p.m.

**BREAKOUT 4**  
1:00–2:00 p.m.

Engagement along the Value Stream  
**Michael Baisch**

Outreach Best Practices Roundtable  
**Shirley Roque**

Keys to an Effective Outreach Laboratory Revenue Cycle  
**Peter Duda**

**BREAKOUT 5**  
2:05–3:05 p.m.

Magically Improving the Patient Experience  
**Joe Swicklik, R.T.(R)(CT)**  
Mayo Clinic

The purpose of this course is to enhance the user’s knowledge regarding how the secrets of magicians can be used to reduce patient fear and anxiety associated with hospital and clinic visits. The attendees will be provided with research studies and rationale of using magic tricks and similar techniques to decrease exam length and possible sedation needed during radiography exams. Visual examples of concepts will be demonstrated to insure complete understanding. A variety of tools and recommendations will be offered to fit every health care worker's comfort level. With the information provided in this presentation it is the hope to help improve the overall patient experience as well as making the job of the care provider easier and more enjoyable.

Outreach Best Practices Roundtable  
**Shirley Roque**

This session will provide attendees the opportunity to have an open discussion in a roundtable setting.

A PAMA Survival Strategy  
**Jane Hermansen**

**BREAKOUT 6**  
3:15–4:15 p.m.

Magically Improving the Patient Experience  
**Joe Swicklik, R.T.(R)(CT)**

Aligning Sales Efforts with Changing Physician Needs  
**Michael Hiltunen**

Efficiency and Growth in Lab Design: Positioning Facilities for the Future  
**Matthew Hanley**

Lab Tour of Desk C, Outpatient Phlebotomy, and Central Clinical Laboratory
Relax and enjoy this entertaining and informative tour featuring all of Rochester's major historic, cultural, and architectural sites and attractions. Rochester and the “Blufflands” region boast a rich and fascinating Indian, pioneer, stagecoach, steamboat, and Civil War history. This tour offers an overview of Rochester’s fascinating medical history along with the Mayo family’s ties to pioneer, Civil War, and Minnesota history. By the end of this tour, you will know the inside story of Rochester’s amazing growth and transformation from a humble Midwestern farm town to world-famous mecca for the medical arts. We guarantee you will be surprised and delighted by the charm of Rochester’s many hidden scenic and cultural gems, as we focus on Rochester’s past, exciting present, and much-anticipated future Destination Medical Center (DMC) growth.