



Tidewater Chapter

CLMA

THE RESOURCE FOR LABORATORY PROFESSIONALS

MIKE KORBE EDUCATIONAL SEMINAR AND ANNUAL BUSINESS MEETING

FEBRUARY 19, 2014

8:15 am – 12:15 pm Lectures

12:45 pm – 2:15 pm Board Meeting

Advanced Technology Center (Technical Theater-H265)

1800 College Crescent

Virginia Beach, VA 23453

757-822-7601

Registration	8:15 – 8:45
Welcome & Introductions	8:45 – 9:00
Speaker - 1st Session – Joe Miles Creating Value in the New Age of Diagnostics	9:00 – 10:30
Morning Break with Industry Partners	10:30 – 11:15
Speaker 2nd Session – Dr. James Carraway Better Active Aging & Wellness For All Ages	11:15 – 12:15

REGISTRATION FEES: Member - \$ 15.00 Non-Member \$ 25.00 Student - \$ 10.00

Name: _____ **Email** _____

Company: _____ **Phone** _____

Make checks payable to CLMA TIDEWATER CHAPTER and send to:

**Wanda M. Hill
Lab Admin, Raleigh Building
600 Gresham Drive
Norfolk, VA 23507
Phone: 757-388-2404
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SPEAKER BIOS

Joe Miles

Joe Miles, Senior Consultant for Business Development at ARUP Laboratories has more than 30 years of management experience in laboratory operations and outreach development. In his current position Mr. Miles provides ARUP clients with operational assessments, process and infrastructure improvement, and strategies for outreach business development. Mr. Miles is also responsible for leading the development of business strategies for ARUP in response to new healthcare delivery models emerging from the national healthcare reform movement.

Mr. Miles received his bachelor's degree and medical technology training at the University of Colorado and earned a master's degree in healthcare systems from the University of Denver. He has presented at national meetings and written regularly for industry publications. And for more than 10 years he has been active in lobbying congressional offices on issues affecting the laboratory industry.

Learning objectives:

The passage of the Affordable Care Act and the development of Accountable Care Organizations (ACO) have placed a spotlight on the importance of meaningful clinical data accessible to healthcare providers at the point of patient care. The HITECH Act has provided an engine for the deployment of electronic medical records through financial incentives to hospitals and physicians who adopt EHR technologies. Because medical laboratories generate a large percentage of the clinical information utilized in diagnosis and treatment decisions and represent a common and universally recognized touch point between physicians and health systems, they have been propelled into a position of prominence. At the same time, hospitals and health systems are fostering closer relationships with their physician communities through practice ownership and management agreements. These relationships and the development of integrated delivery models, such as ACOs, have increased the likelihood of health system laboratories becoming the primary laboratories in order to consolidate and distribute clinical information across the full continuum of care. With these developments laboratories are facing new challenges to provide convenient patient outlets, connectivity to a variety of provider sites, and transparency and customer service common to other consumer industries.

During this session, participants will learn:

- The types and numbers of ACOs that are developing nationally - what they are, and what they are not.
- How health reforms are redefining the economic value of diagnostic testing.
- The financial and administrative challenges represented by new reimbursement and bundled payment models.
- The importance of aligning the laboratory business model with the strategic goals of its parent organization.
- Strategies laboratories can follow to position themselves for success with reform developments and ACO participation.

SPEAKER BIOS (continued)

Dr. James H. Carraway

Dr. James Carraway is a full-time academic and practicing clinical plastic surgeon. He is the Director of the Cosmetic & Plastic Surgery Center of EVMS in Virginia Beach. He is board certified in Surgery as well as Plastic Surgery, and is a Fellow of the American College of Surgeons. Dr. Carraway has been teaching and practicing for 35 years in the medical school and has been involved as Director and Chairman of residency training programs and fellowship programs in plastic surgery,

While he is an active and busy surgeon, he has a long-standing interest in anti-aging and wellness for his patients. He has given hundreds of presentations, written many articles for the lay and scientific literature, and has devoted himself to teaching his colleagues nationally and internationally in techniques which will help their patients age better with or without plastic surgery. His stated goal is to share all of the information on age management, nutrition, supplements, and other aspects of age management and wellness to as many professionals as he can reach.

Michael Korbe 1954-2000

Mike Korbe as President, Director and Chair of the Nominating committee provided leadership to the Tidewater Chapter. He was instrumental in our chapter's incorporation, revision of chapter bylaws and development of articles of incorporation. In honor of Mike, and in recognition of his devotion to the education and advancement of Laboratory Professionals, the Tidewater Chapter of CLMA dedicates this lectureship to him.

CLMA TIDEWATER CHAPTER ACKNOWLEDGES THESE PAST PRESIDENTS:

**Don Levan
Nieva Ladrillono
Johnetta Balk
Wilbur Addison
Barbara Morgan
Cathy Strever
Betty Johnson
Cindy Schrum
David Ham
Steve Williams**

**Lauren Reed
Cher Hess
Mike Korbe
Lou Ann Wyer
David Rice
Linda Jenkins
Kathy Gallo
Susan Young
Wendy Barley**