ICE2027

IMAGING CONFERENCE & EXPO

PRESHOW PLANNER

FEBRUARY 26-28, 2027

FORT WORTH











REGISTER ONLINE
ATTENDICE.COM

FREE ADMISSION //
SEE PAGE 8 FOR DETAILS

FOLLOW

Welcome To FORT WORTH TEXAS

For more than a decade, the **Imaging Conference and Expo (ICE)** has set the standard for education, innovation, and connection in the imaging community. Each year, imaging professionals from across the country come together to learn from world-class instructors and earn valuable CE credits accredited by **AHRA, ACI, and ASRT**.

Beyond the classroom, ICE offers an exclusive exhibit hall featuring the latest technologies and solutions designed to help attendees save time, streamline workflows, and elevate patient care. Add in the engaging networking events where professional growth meets genuine fun and it's easy to see why ICE remains the premier destination for imaging professionals looking to expand their expertise and advance their careers.

AAMI Credentials Institute ACI CEU PRE-APPROVED

The Imaging Conference & Expo (ICE) has been approved for up to 8 CEUs by the ACI.

HIGHLIGHTS

- Exhibit hall featuring the latest technology, products and services
- Over 20 hours of accredited CE education



- Keynote address on Saturday, February 27th
- The industry's best networking event to connect and share best practices with other leading imaging professionals



- The ICE Diamond Awards shine a spotlight on the exceptional imaging directors and managers, from eight regions across the United States, who were nominated and selected by the ICE community in recognition of their outstanding leadership and contributions to the imaging field.



"**The ICE Conference** is a fantastic event to attend, offering **excellent lectures** and highly relevant material. While it is a smaller conference, great **attention to detail** is given to ensuring a **top-notch experience**, from perfectly curated catering to enjoyable and engaging happy hours."

- A. Long



EARLY BIRD ✦ SPECIAL ✦

Take advantage of complimentary conference registration for all hospital and healthcare facility employees, active students, and military personnel!

Register **before January 26, 2027** to guarantee your complimentary admission. After the dealine, registration will be $200 per person.

Don't miss your chance to register for FREE!

THE LAST ROUNDUP

TWO EVENTS. ONE EPIC TEXAS NIGHT.

✦ *cocktails* ✦
& COWBOYS



Music, lite bites and drinks all night!

FEB 28

5-6:30 PM
COCKTAILS AT THE HILTON PROMENADE

7 PM
AFTER PARTY AT THE LONGHORN SALOON

TRANSPORTATION NOT PROVIDED

SCHEDULE

subject to change

FRI

FEBRUARY 26

2 PM REGISTRATION

4-5 PM WELCOME RECEPTION
SPONSORED BY AllParts MEDICAL

6 PM LEADERSHIP SUMMIT DINNER*
SPONSORED BY WEST PHYSICS® THE MEDICAL AND HEALTH PHYSICS EXPERTS

FEBRUARY 27

7 AM REGISTRATION

7:30-8 AM LEADERSHIP SUMMIT BREAKFAST*

8-9:45 AM LEADERSHIP SUMMIT*

8-9 AM EDUCATION

8-3 PM EXHIBITOR SET-UP

9:30-10:30 AM EDUCATION

10 AM-12 PM REVERSE EXPO*

11 AM-12 PM EDUCATION

12-1:15 PM ICE BREAK NETWORKING LUNCH

1:30-3:30 PM ICE DIAMOND AWARDS PRESENTATION & KEYNOTE

3:30-6 PM EXHIBIT HALL GRAND OPENING

* ATTENDANCE BY INVITATION ONLY.

SAT

FEBRUARY 28

8 AM REGISTRATION

9-10 AM EDUCATION

10:30-11:30 AM EDUCATION

11:30-2 PM EXHIBIT HALL (LUNCH PROVIDED)

2-3 PM EDUCATION

3:30-4:30 PM EDUCATION

COCKTAILS & COWBOYS ROUNDUP

5-6:30 PM COCKTAILS AT THE HILTON PROMENADE

7 PM AFTER PARTY AT THE LONGHORN SALOON

SUN

EDUCATION

SATURDAY, FEBRUARY 27



8 AM-9 AM

Introduction to Servicing CT Systems (Part I)

Dale Cover, President (Retired), RSTI

This two-part presentation is designed for imaging engineers and managers interested in adding CT service to their skill sets or service offerings. Throughout the presentation, we will explore the key considerations associated with servicing CT systems, from understanding the critical role CT plays in hospital operations to identifying the skills, knowledge, and resources needed to provide the high-quality service this essential imaging modality demands.



Re-Engineering MR Safety Programs: Aligning with 2025 CPT Code Changes

Vinobalan Durairaj, Regional Vice President, Senior Medical Physicist, West Physics

Join us for an in-depth exploration of how to modernize your MR Safety Program in alignment with the new MRI Safety CPT codes effective January 1, 2025. This session will provide actionable insights into building a credentialed MR Safety Team capable of delivering patient-focused consultations and implementing a structured, accountable MR safety program. Attendees will gain a deeper understanding of the critical role MR Safety assessments play in preventing accidents, supported by real-world examples and guidance from accrediting organizations. Attendees will learn to identify key elements of effective MR safety audits, including when and how to conduct them to safeguard both patients and staff. Ensure your facility is prepared to meet modern MR safety standards while enhancing operational efficiency and patient care.



Communication, Teamwork, and Leadership Challenge

Carol Davis-Smith, President, Carol Davis-Smith & Associates, LLC

Updated with new twists! There are thousands of webinars, conference sessions, classrooms, online courses, and gurus ready to teach us how to be leaders, work as a team, and communicate. Admittedly, I've contributed to this treasure-trove of content. We listen intently and take copious notes, then hope we execute effectively when we return to the workplace. It occurs to me, though, that what we need is a means of testing our skills in a way that doesn't risk disruption of real-world operations. A simulation that allows us to observe ourselves and others in situations that require effective communication, active teamwork, and empathetic leadership. Welcome to the tangram simulator.



9:30 AM-10:30 AM

Introduction to Servicing CT Systems (Part II)

Dale Cover, President (Retired), RSTI

Part two of this presentation is designed for imaging engineers and managers interested in adding CT service to their skill sets or service offerings.



Build Your Medical Imaging Replacement Forecast Workshop

Carol Davis-Smith, President, Carol Davis-Smith & Associates, LLC

Managing the lifecycle of medical equipment goes well beyond the scheduled and corrective maintenance responsibilities of the HTM department. It also includes defining and managing a strategic approach to anticipating when and how medical equipment will be replaced when it no longer meets the clinical and organizational requirements of the health system. Attendees will leave this workshop with a "starter pack" including MS Excel tools to forecast and prioritize replacement needs. Attendees are encouraged (but not required) to bring their laptops and inventory data to actively participate in building tools.



Beyond Age: A Risk-Based Approach to Big Iron Replacement Planning

Marc Schlessinger, Principal Consultant, Staritas

Replacing the oldest medical imaging equipment first may seem logical—but age alone does not tell the full story. This presentation explores why traditional age-based replacement strategies can result in poorly prioritized capital investments and introduces a risk-based approach to Big Iron replacement planning. Attendees will learn how to evaluate clinical, operational, financial, technology, and equipment-condition factors to identify which systems truly represent the greatest replacement priority. The result is a more objective, defensible, and strategic approach to allocating limited capital resources.



Improving Patient Safety Through Implementation of a Radiology Incidental Findings Program

Katie White, BSRT (N) (CT), CNMT, Incidental Findings Program Manager and Caroline Richards, MHS, RVT, RDMS, Incidental Findings Navigator, Medical University of South Carolina

Incidental findings often go untracked, creating patient safety risks, delayed diagnoses, and missed revenue opportunities. This presentation will explore the development of a formal Incidental Findings Program designed to identify, track, and manage priority findings through standardized reporting, a centralized database, and proactive follow-up. Attendees will learn how a sustainable, system-level approach can improve closed-loop communication, patient engagement, consistency of care, timely follow-up, and downstream revenue capture.



11 AM-12 PM

From Prep to Recovery: Mammography Consultations & Case Study

Jence Garza, MHA, RT(R) - Chief Executive Officer Advanced Health Education Center

This presentation will explore who may benefit from mammography consultations, why they may be necessary, and when a facility should consider seeking one. We will discuss the differences between proactive and responsive consultations, including what each process should entail and the most common reasons facilities seek responsive support. The session will also include case studies highlighting specific consultation requests and real-world scenarios our company has encountered.



11 AM-12 PM

Navigating Today's Imaging Workforce Challenges While Planning for Tomorrow

Ned Selvog, Education & Workforce Solutions, Siemens Healthineers

This presentation will examine the current state of imaging staffing, the challenges ahead as the industry approaches 2030, and the leadership actions needed to prepare for the future. Attendees will explore proven solutions for addressing staffing shortages and develop actionable plans with measurable KPIs to support their departments. Leaders will leave with practical strategies and a clear framework for rethinking their approach to imaging workforce challenges.



Adapting to Workforce Shortages Through Smarter Service Models

Dave Francoeur, Chief Operating Officer, iMed Biomedical, Inc.

Today's imaging environment requires leaders to look beyond individual equipment, service contracts, and short-term costs to consider the performance of the entire imaging program. This session introduces the STREAM strategic thought process as a framework for evaluating the interconnected impact of technology, service strategy, workforce, clinical needs, financial performance, risk, and patient care while challenging traditional assumptions and evaluating decisions based on total value, quality, cost, and outcomes. Attendees will learn how to take a broader, more strategic approach to building sustainable imaging programs that support employees, clinicians, healthcare organizations, and, most importantly, patients.

PRODUCT DEMO

From 20 Minutes to 20 Seconds with WilhelmAI, MRI Implant Safety Intelligence for Imaging Leaders

Tony Oropeza, CEO, WilhelmAI

MRI implant screening is one of the slowest and least visible bottlenecks in imaging. Technologists spend 15 to 20 minutes per case hunting through manufacturer documents. Patients with implants are delayed or turned away, and the clearance work behind every safe scan rarely gets documented or billed.

WilhelmAI was built by practicing MRI technologists to fix that. In this live product demonstration, founder Tony Oropeza, R.T.(R)(CT), walks through real implant lookups on the WilhelmAI platform, with every result sourced from the manufacturer's IFU and verified by humans. The session covers AI Search, Advanced Search, generator-to-lead matching for active implants, and Device Safety Reports.

SUNDAY, FEBRUARY 28



9 AM-10 AM

From Toolbox to CEO: Lessons in Leadership, Growth, and Building a Career in Medical Imaging

Dan Siler, Chief Executive Officer-US, Ally Technical (formerly Althea)

Dan Siler's journey from field service technician to CEO demonstrates how technical expertise, customer focus, accountability, and continuous learning can create new career opportunities. In this session, Dan will share lessons from his progression from solving equipment problems in the field to leading teams, managing businesses, and ultimately becoming CEO of a national medical imaging organization. Attendees will learn how to develop skills beyond technical expertise, prepare for leadership opportunities, and take greater ownership of their professional growth.



The Evolution of Imaging

Darlene Humphreys, Director of Accreditation - MRI, Intersocietal Accreditation Commission

This presentation explores the past, present, and future of imaging, examining how the field has evolved from its earliest beginnings to where it stands today. By understanding the advancements that have shaped modern imaging, attendees will gain valuable perspective on the continued evolution of the industry. The session will also look ahead to the challenges of serving a growing population and explore how imaging must continue to advance to meet future healthcare needs.

KEYNOTE SPEAKER

SATURDAY, FEBRUARY 27
2:30-3:30 PM

The Difference You Make: How You Show Up Matters

Your expertise matters. So does what it's like to work with you. This keynote explores the everyday choices that shape trust, teamwork, and the experience we create for others. Through humor, relatable stories, and practical insights, Brian will challenge you to recognize your own blind spots, take ownership of your impact, and bring your best when circumstances aren't ideal. It's a fresh look at how small changes in the way we show up can make a meaningful difference at work and beyond.

Brian Parsley, Principal, The Constance Group



EDUCATION



Reducing Downtime – A Guide to Using Technical Support Effectively

John Walker, XR-CLB-CRM-PXR Technical Support Specialist, AllParts Medical

System downtime can significantly impact clinical workflow, revenue, and patient care, making effective collaboration with technical support essential for field service engineers. This session will provide practical strategies for knowing when to engage technical support, preparing critical system information, and clearly communicating symptoms and troubleshooting steps to accelerate problem resolution. Attendees will leave with practical tools they can immediately apply in the field to streamline troubleshooting and reduce equipment downtime.

10:30 AM-11:30 AM



Creating a Culture of Safety in Imaging: Practical Strategies that Change Behavior

Kelly Howard, Health System Director Quality, Safety, Regulatory, and Education for Imaging Services, Medical University of South Carolina

Building a strong culture of safety requires more than policies, audits, and event reporting. This session explores practical strategies imaging leaders can use to create an environment where staff feel empowered to speak up, learn from mistakes, and actively participate in preventing harm. Through real-world examples and actionable tools, attendees will learn how effective leadership, education, and daily operational practices can drive lasting culture change and improve patient safety outcomes.



Beyond the Console - Precepting the Next Generation of Imaging Professionals

Jennifer "J" Alexander, DHA, MBA, FACHE, CRA, R.T.(R)(CT), Operations Manager Imaging, UT Southwestern Medical Center

This session addresses a common challenge in medical imaging: many preceptors are expected to teach and mentor new professionals without formal preparation. This session introduces a practical four-habit framework, Recognize, Respond, Reassure, and Reinforce, and demonstrates its application through simulated CT and MRI case studies. Attendees will leave with practical strategies they can immediately apply when teaching and supporting new learners.



Radiology Access in Outpatient Imaging

Melissa Ramos, Radiology Director, Ballinger Memorial Hospital and Lisa Walling, CRA, Radiology Director, Oklahoma Indian Hospital

This presentation will define what access means in outpatient imaging and explore how facilities measure, track, and triage patient access. Attendees will review key data and trends from AHRA benchmarking surveys to better understand access challenges across the industry. The session will also encourage open discussion and the sharing of best practices that imaging leaders can apply within their own organizations.



2 PM-3 PM

From Transactional to Transformative: An Evolution of Imaging Leadership

Carmen Geerlings, Corporate Compliance Officer, Wake Radiology

This presentation explores the evolution from transactional to transformative leadership in medical imaging. Attendees will learn how to move beyond task execution and problem solving to align their daily work with long-term organizational strategy. Through real-world examples, the session illustrates how reframing projects like scheduling, compliance, and construction can elevate a leader's influence and impact. Practical tools and reflection prompts will help participants identify opportunities to shift from reactive oversight to strategic leadership.



Education Is Not Training: Leveraging Workforce Development as a Patient Safety Strategy

Kelly Howard, Health System Director for Imaging Services and Rebecca Seals, BHA, RT(R)(MR) Health System Education Program Manager for Imaging Services, Medical University of South Carolina

Education is more than training. It is a patient safety strategy. Learn how MUSC Health leveraged a radiology apprenticeship program, a first-in-state CT workforce development model, and structured career pathways to strengthen workforce sustainability, improve competency, increase retention, and support safer, more reliable patient care.



From Screening to Strategy: How Radiology Drives Downstream Revenue and Coordinated Care

Lisa Walling, CRA, Radiology Director, Oklahoma Indian Hospital

Radiology screening programs can extend beyond early disease detection to drive clinical, operational, and financial value across a healthcare organization. This presentation explores how one imaging department increased preventive imaging by more than 56%, generated downstream revenue, and strengthened coordinated care across multiple specialties through a strategic screening initiative. Using real-world examples and data from the Oklahoma City Indian Clinic, attendees will learn practical strategies for building sustainable screening programs that improve patient access, support operational growth, and position radiology as a strategic partner.



Grace & Grit: Leading with a Steady Hand and a Strong Heart

Casie Miller, Manager, Imaging Services, AdventHealth

The best leaders don't choose between grace and grit—they master both, earning trust while inspiring excellence in every person they lead. Great leaders know that compassion and accountability are not competing priorities—they are complementary strengths. Through engaging stories, practical strategies, and the timeless lessons of the cowboy code, this session demonstrates how leading with both grace and grit builds trust, strengthens teams, and creates lasting leadership impact.



3:30 PM-4:30 PM

The Ripple Effect: How Small Leadership Decisions Drive Organizational Change

Casie Miller, Manager, Imaging Services, AdventHealth

Every leader creates a ripple - through their words, decisions, and daily interactions. This inspiring presentation explores how intentional leadership shapes organizational culture, builds trust, and develops future leaders, often in ways we never fully see. Blending powerful storytelling, evidence-based leadership principles, and practical strategies, attendees will discover how small, consistent, actions can create extraordinary and lasting impact. Participants will leave empowered to lead with greater purpose, influence, and the confidence to create positive change wherever they serve.



Preventive Maintenance and Common Faults - Hologic Dimensions & 3Dimensions Mammography Systems

Brad Lee, National Modality Manager - Women's Imaging, Block Imaging

This presentation provides a practical overview of preventive maintenance and common failure conditions for Hologic Dimensions and 3Dimensions mammography platforms. Attendees will review recommended PM procedures, identify components that frequently require service, and examine common hardware and system failures. Through real-world troubleshooting examples and service tips, biomedical equipment technicians, field service engineers, and imaging professionals will gain practical knowledge to improve diagnostic efficiency, minimize equipment downtime, and increase confidence when servicing Hologic mammography systems.



When Imaging Goes Off Script: Lessons from Near Misses, Errors, and Complaints

Carmen Geerlings, Corporate Compliance Officer, Wake Radiology

This course translates real-world incidents, complaints, and near misses into practical lessons for imaging professionals and leaders. Through case studies ranging from patient misidentification to accreditation issues, attendees will explore how small decisions can escalate into safety events and how effective reporting and follow-up can strengthen policies, education, and workflows. Participants will learn how to use incident reporting as a valuable learning tool while building confidence to speak up, report concerns, and contribute to solutions.

LOCATION

HILTON FORT WORTH

815 MAIN STREET
FORT WORTH, TX 76102

DIRECT BOOKING LINK:

GROUP RATE: $229/night

DEADLINE FOR GROUP RATE:
FEBRUARY 5, 2027
(GROUP RATE MAY SELL OUT PRIOR TO DEADLINE)

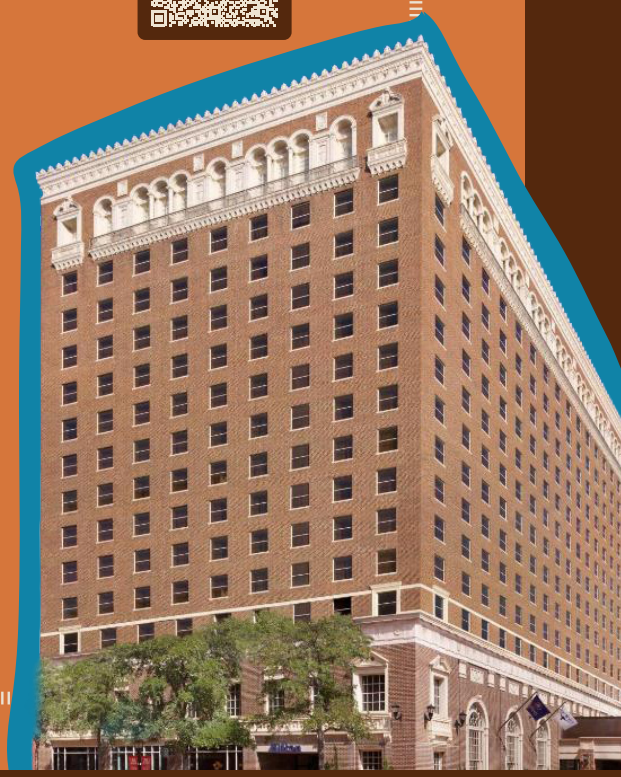
RESERVATIONS: 800-445-8667

AIRPORT

Dallas/Fort Worth International Airport (DFW) 20 miles
Fort Worth Meacham Airport (FTW) 20 miles
Dallas Love Field (DAL) 35 miles

PARKING

Self-parking: Not available
Valet parking: $55
In/out privileges: Available
Parking details: Oversized: $7



ICE2027
FORT WORTH
FEBRUARY 26-28, 2027

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OPTION #1
Hospital Employee
ONLY available to those individuals employed within a hospital, healthcare facility, active military or students. Proof of employment required. **FREE until January 26th.**

COST: $200/person (after 1/26/27)

FREE
with Discount Code
ICE27-FortWorth

OPTION #2
Non-hospital Personnel
COST: $400/person

Includes educational seminars, exhibit hall entrance and networking events.

QUESTIONS?
Visit attendice.com/faqs