

# ICE2024

IMAGING CONFERENCE & EXPO

ADVANCING THE IMAGING PROFESSIONAL

IRVINE, CALIFORNIA

FEBRUARY 18-20, 2024

# PRE SHOW



## PLANNER

CELEBRATING 10 YEARS TOGETHER

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**FREE ADMISSION**

SEE PAGE 8 FOR DETAILS



#ATTENDICE

FOLLOW





# ICE2024

IMAGING CONFERENCE & EXPO

FEBRUARY 18-20, 2024 • IRVINE, CA

# WELCOME

For the past 10 years, the Imaging Conference and Expo (ICE) has strived to create a conference like no other. Imaging professionals come together for top-notch education presented by world-class instructors. As a result, ICE is able to offer valuable CE credits accredited by AHRA and ACI.

Whether it's the continuing education, the exclusive exhibit hall offering solutions to save time and resources, or the productive (and fun!) networking, ICE provides attendees the perfect opportunity to enhance their knowledge and grow in their careers.



## HIGHLIGHTS

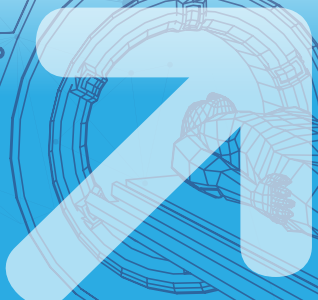
- Over 30 hours of accredited CE education
- Exhibit hall featuring the latest technology, products and services
- The industry's best networking events to connect and share best practices with other leading imaging professionals
- Keynote address by Greg Bennick
- The opportunity to win great door prizes donated by exhibiting vendors.
- ICE California Dreamin' Party

## CELEBRATING 10 YEARS TOGETHER



**“I HAVE ABSOLUTELY ENJOYED MEETING ALL OF THESE DIFFERENT PEOPLE, ALL OF THE DIFFERENT LEVELS OF MANAGEMENT ... I FEEL LIKE IT’S REALLY HELPING ME TO GROW IN MY LEADERSHIP.”**

- S. Risky, Radiology Manager



The 2024 ICE schedule offers top-flight educational sessions, signature networking opportunities and valuable exhibit hall time for a wide range of health care imaging professionals. Attendees are encouraged to review the educational sessions and decide which ones to attend. You won't want to miss the finale event — **California Dreamin' Party!** Join us for music, fun yard games, great food, and ICE-cold drinks!

DAY

**01**

**SUNDAY, FEBRUARY 18**

**12 PM** REGISTRATION

**1-5 PM** CRES PREP (PART I)

**5-6 PM** LEADERSHIP SUMMIT  
REGISTRATION\*

**6 PM** LEADERSHIP SUMMIT DINNER\*

\* ATTENDANCE BY INVITATION ONLY.

NOTE: Schedule subject to change.

DAY

**02**

**MONDAY, FEBRUARY 19**

**7 AM** REGISTRATION

**7:30-8:30 AM** LEADERSHIP SUMMIT  
BREAKFAST\*

**8 AM-12 PM** CRES PREP (PART II)

**9-11 AM** REVERSE EXPO\*

**9:30-10:30 AM** EDUCATION

**10 AM-4 PM** EXHIBITOR SET-UP

**11 AM-12 PM** EDUCATION

**11 AM-12:30 PM** LEADERSHIP SUMMIT\*

**12-1:30 PM** ICE BREAK  
NETWORKING LUNCH

**1:30-2:30 PM** EDUCATION

**2:45-3:45 PM** KEYNOTE PRESENTATION

**4-6:30 PM** EXHIBIT HALL  
GRAND OPENING  
(OPEN BAR & FOOD)

DAY

**03**

**TUESDAY, FEBRUARY 20**

**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

**5 PM** CALIFORNIA DREAMIN' PARTY





## EDUCATION

### SUNDAY, FEBRUARY 18



1-5 PM

#### CRES Study Group 2024 (Part I)

Brian Wilson, CBET, CRES, Imaging Service Engineer 3, GE Healthcare

This review will cover topics on the CRES certification test, provide strategies and tips to successfully pass the test. It will offer information to help focus on key areas and topics along with answering any last-minute questions you may have before taking the exam.

### MONDAY, FEBRUARY 19



8 AM-12 PM

#### CRES Study Group 2024 (Part II)

Brian Wilson, CBET, CRES, Imaging Service Engineer 3, GE Healthcare

Part II of the CRES Study Group 2024 presentation.



9:30-10:30 AM

#### Radiation Safety for Imaging & HTM Professionals

Kenneth Hable, MD, BSRT, Director of CT, Arch Medical

Knowledge is strength. This presentation will provide imaging and HTM members with the knowledge necessary to work safely and comfortably in and around the medical imaging department and the equipment used within it



#### What's the Big Deal About Photon Counting CT?

David Hurlock, CEO, X-Ray America

Major OEMs are promoting "photon counting technology" as a new breakthrough architecture for their CT scanners and other X-ray imaging detectors. This presentation shows the basic concepts of this new detector technology, compared to the current energy-integrating detector (EID) technology. Hurlock will discuss the theoretical advantages and possible real-world implications for HTM professionals.



#### Introduction to Servicing Radiographic & Fluoroscopic Imaging Systems (Part I)

Todd Boyland, CEO, RSTI

This session is designed for imaging service professionals, managers and students. The session will explore the systems and technology found in most medical imaging departments. From the introduction of the basic X-ray system to more complex imaging equipment, attendees



11 AM-12 PM

#### Project Planning and the Role of Imaging Service Professionals

Glen McQuien, Imaging Specialist/Medical Equipment Planner, One EQ

This presentation will provide an overview of project management specifically related to imaging installations and remodels. Traditionally, imaging service professionals have been absent from many projects. This presentation will discuss how to become active in project efforts and what the imaging service professional can contribute. Finally, the career benefits from project involvement will be detailed. Included in this presentation is a call to managers to get in-house imaging techs and managers involved in projects and construction efforts.



#### Surviving Office Warfare: Confronting Messy People, Microaggressions and Toxic Communication

Nicole Dhanraj, Ph.D., SHRM-SCP, GPHR, CSSBB, CPPS, PMP, PSM1, CRA, R.T (R)(C.T.)(MR)(FAHRA)

In the treacherous battlefield of the health care workplace, we must equip ourselves to face the challenges of messy people, relentless microaggressions and the scourge of bullying that poisons our communication channels. In this session, we confront the harsh realities of bad communication at work. Through candid discussions and insightful analysis, we will delve into the depths of these issues, arming ourselves with more knowledge on improving our communication and the strategies needed to thrive amidst bad communication and workplaces.



#### Introduction to Servicing Radiographic & Fluoroscopic Imaging Systems (Part II)

Todd Boyland, CEO, RSTI

This will be a continuation of the previous session designed to explore the systems and technology found in most medical imaging departments.



1:30-2:30 PM

#### Bridging the Gap in the Imaging Department – How directors and engineers can work more efficiently

Michelle Dossa, PhD, CRA, RT(R), Radiology Director-West Market, University Hospitals of Cleveland, and John White, MHSA, VP, Healthcare Technology Management, Sodexo USA

This session will take a look at the communication "gap" between imaging directors and service engineers. Being able to communicate clearly and effectively can improve workflows, minimize equipment downtime, and create a stronger more efficient department.





### How to Connect with and Lead Gen-Z in the Workplace

Avinash Dhanraj, CAPM, PSM1, Sec+, Technology Consultant, AVG Unlimited

Unlock the power of Gen-Z leadership in this eye-opening session! Delve into the minds of current and aspiring Gen-Z professionals to understand their motivations, unique mindsets and how modern society shapes their approach to work. Discover practical tools and techniques to connect with and lead Gen-Zers, as traditional methods fall short in today's evolving landscape. Challenge your existing leadership practices and adapt them to meet the demands of the leaders of tomorrow. Don't miss out on this transformative presentation that will revolutionize the way you lead!



### Understanding Staff Well-being

John J. Beall III, MAA-HA, FAHRA, LSSGBI, Regional Director of Corporate Accounts, United Imaging-North America

Staff well-being is an organizational issue, not just an individual one. Many factors impact and influence it, including your workload and flexibility, your manager and the culture within your team. As a leader you work at making the day-to-day operations the best you can for your staff, but what about for yourself?



## KEYNOTE ADDRESS MONDAY, FEBRUARY 19

2:45-3:45 PM

### Build a Better Now

Greg Bennick, Keynote Speaker, Impact Performers

Focus. How do we regain it, and why do we lose it? And what effect does it have on our present and our future?

If you want to build a better future, build a better now®. Greg shares insights about managing constant distractions in a world which pulls us in every possible direction.

This keynote presentation is about rediscovering our focus and recognizing its relationship to self esteem. When we find focus, it allows us to be able to work even better as a team.

Some key takeaways from the Build a Better Now® keynote:

- Examining key directives: each a plan for how to better live in the moment
- Recognizing the reasons why we lose our focus
- Reconnecting to our purpose and reason for doing the work we do
- Appreciating the team we're a part of and celebrating a feeling of shared vision
- Understanding the connection between focus and our individual and team self-esteem ... and then enhancing that

When we FOCUS, opportunities are everywhere.

85% OF ATTENDEES DO BUSINESS WITH EXHIBITORS AS A RESULT OF ICE.

## TUESDAY, FEBRUARY 20



9-10 AM

### NRC Inspection: Why are we here?

Tina Shoemaker, Assistant Radiation Safety Officer, and Nancy Godby, Director of Radiology, Cabell Huntington Hospital



This presentation includes the practice used of hands in beams that lead to radiation overexposure to a provider, the lessons learned and the importance of adherence to NRC requirements for occupational monitoring. It will describe the importance of radiation protection program failures, improvements and resolution of issues identified in a recent NRC inspection.



### Contract Management: Knowing Value to Negotiate

Dean Skillicorn, BS, CBET, CHTM, Medical Imaging Servicer Manager, Clinical Engineering, St. Luke's Health System

This presentation will provide an in-depth look into what is buried in contracts and how to use that information for successful negotiation.



### How to Rejuvenate Your Recruitment Strategy

Tomio Calhoun, Director of Radiology, Sampson Regional Medical Center

This presentation will provide proven strategies and experiences that are effective in reducing your travel techs and attracting talent to your organization.

## EDUCATION



### Health Care and Medical Device Cybersecurity

Phillip Englert, VP Medical Device Security, Health-ISAC

From hospitals and clinics to physician offices and increasingly the home, patient care happens on a number of levels and medical devices are threaded together in the continuum of care. Medical devices are purpose-built to provide clinical functionality. They are often limited in the cyber controls needed to protect device integrity and patient data. What are these challenges and what strategies, and countermeasures can health care employ to build resilience? How can the risks be evaluated, prioritized and managed? Join us for a guided tour that will explore technologies, techniques and countermeasures to educate and empower the audience to better understand, address and enhance the cybersecurity of medical devices.

10:30-11:30 AM



### Developing a Radiology Equipment Non-Obsolescence Plan

Michelle Nocera, MBA, CRA, CIIP, RT(R)(CT)(M), Director of Radiology, University Hospitals

#### Panelists include:



Michelle Dossa, Ph.D., CRA, RT(R), Radiology Director-West Market, University Hospitals of Cleveland



Carrie Adkins, Executive, Strategic Clients, GE Healthcare



John White, MHSA, VP, Healthcare Technology Management, Sodexo USA



This panel presentation will discuss University Hospitals' collaborative journey from 60% of its imaging equipment cataloged as beyond service end of life to being on the precipice of a 10-year non-obsolescence contract commitment between the organization and equipment vendors. The panel will review the planning, communication, approvals (etc.) needed and the steps taken to identify equipment configuration and replacement sequencing. Lastly, the panel will discuss the importance of collaboration among imaging/organizational leaders, equipment vendors and third-party HTM group as well as share lessons learned throughout this journey.



### Technology Management Staging for Replacement Planning

Dean Skillicorn, BS, CBET, CHTM, Medical Imaging Services Manager, Clinical Engineering, St. Luke's Health System

This presentation will provide an in-depth look into how equipment planning melds with technology aging and staging, provide an understanding of how vendors see the process and how it affects you.



### Appropriate Utilization of Hospital Resources to Optimize Care and Department Efficiency

Lauren Bergstrom, DNP, RN, Associate Director of Hospital Imaging, and Annette Long, MR Imaging Manager, The Ohio State University Wexner Medical Center

When striving to improve MRI turnaround times and assessing department efficiency, participants will learn how the engagement of interdisciplinary teams results in success and recognize the importance of assessing transportation as one of the high-impact teams.



### Career Developing Tips for Imaging Professionals

Katherine A. Mohr, DBA, MA, BS, CRA RT (R) (CT), Director, Sinai Hospital

The course is designed to provide participants with sound guidance on performing goal construction and a personal analysis that will help propel them forward in their career development.

2-3 PM



### Setting and Managing Expectations for Leaders and Employees

Kelsey Mach, R.T. (R),(CT),(T), CRA, MSA, Director of Imaging and Cardiology, CHI St. Luke's Health Brazosport

This presentation will dive into the world of expectations. Directors and managers need to understand how expectations are managed and how to create a good path to great communication with each employee. Too often employees suffer from a lack of clear expectations and goals which lead to employee frustration and turnover. This session will give leaders the opportunity to hear real-world solutions and ask questions to gain the knowledge and confidence they need to set and manage expectations within their organization.



### Employee Engagement Affects Outpatient Satisfaction

Jennifer Kirkman, MHA, RT(R)(VI), CRA, Imaging Manager, High Point Medical Center

Participants will learn about the LEAN management tools utilized to empower and support teammates, how weekly huddles generate ideas for improvement and how teammate engagement positively affected outpatient satisfaction survey scores.



### Incivility in the Workplace

Tricia Trammell, CRA, FAHRA, BA, R.T. (R)(M)(QM)(BS), CN-BI, Imaging Operations Manager, UT Southwestern, and John J. Beall III, MAA-HA, FAHRA, LSSGBI, Regional Director of Corporate Accounts, United Imaging-North America

Incivility in the workplace is more common than kindness. But what is incivility? It can be small, cutting comments, purposely not communicating, withholding information, excluding, hurtful communication and a range of other behaviors, both verbal and non-verbal. The effects of incivility in the workplace have been studied in great length and may shock you! Let us tell you what can happen in an environment where incivility occurs.







### Artificial Intelligence in Medical Imaging

Brian Wilson, CBET, CRES, Imaging Service Engineer 3, GE Healthcare

This presentation will cover the current and future applications of AI in medical imaging and will look at the technologies that will benefit from AI. We will also cover the moral and ethical issues that will be affected by the coming AI revolution.

**3:30-4:30 PM**



### First-year Imaging Service Manager: What Went Well, and What I Wish I Knew Before Starting

Douglas Schwichtenberg, Regional Imaging Service Manager, Intermountain Health

Moving from an imaging service engineer to an imaging service manager role can be quite the transition. In this session, the presenter will share lessons learned during his first year in management.



### Engaging Teams to Drive Results

Jessica Chambers, MHA, RT(R)(CT), Director of Clinical Operations Imaging Services, SSM Health-St Joseph Hospital

Utilizing Lean Sigma principles, we gathered data to identify our opportunities for improvement given we were short-staffed and not meeting our volume or net operating income. By engaging staff and empowering them to implement their ideas, we were able to grow volume by 7.1% improving access for our patients and improving NOI – all while still working under our FTE budget because of staffing vacancies. Leadership was able to narrow the focus to the barriers our teams were experiencing allowing them the ability to provide care improving their overall satisfaction. This presentation will serve as a case study of what we implemented to achieve these results. It also is intended to assist other leaders with ideas on how to engage teams to overcome the challenges in day-to-day operations. While we are highlighting volume growth, the strategies we used could be used with any goal that needs improvement.



### Breast Imaging Navigation

Tricia Trammell, CRA, FAHRA, BA, R.T. (R)(M)(QM)(BS), CN-BI, Imaging Operations Manager, UT Southwestern

This presentation is directed at imaging leaders who have breast imaging under their scope of management. It explains what imaging navigation is, why it is beneficial and how to get an imaging navigation program started in their facility. The presentation will provide basic tools including the navigation matrix and possible workflows as well as other resources that could be beneficial in getting started with an imaging navigation program or strengthening an existing one.



### Creating a Just Culture for Safety in the Health Care Setting

Rachel Thiesse-Yount, Senior Manager Breast Imaging Clinical Operations, University of Texas Medical Branch

Creating a just culture for safety in the health care setting requires shared learning in an atmosphere of trust. The trust atmosphere is created when psychological safety is present in environments where workforce members feel safe to speak up about safety concerns. High-reliability organizations (HROs) hold people accountable for following policies and procedures, but unite them in shared learning when errors do occur through nonpunitive responses. A just culture exists when HROs recognize that most medical errors are due to flawed systems, not individual negligence and that staff are being listened to and supported. Through research survey data, this presentation aims to identify barriers that medical imaging technologists and radiation therapists feel are present when assessing or identifying patient safety concerns and the likelihood of following through to complete a safety event report. Through education and training on the five key principles of HROs, human factors engineering, psychological safety and the use of error assessment tools, imaging leaders will begin to remove negative stigmas associated with event reporting and begin to shift teams to transparency, learning and improved patient safety and quality.

# LOCATION

## Hyatt Regency Irvine

17900 Jamboree Road Irvine, CA 92614

**Hotel Phone:** 949-751-1234

**Direct Booking Link:** [attendice.com/location](https://attendice.com/location)

**Group Reservation Rate:** \$239/night

**Deadline for Group Rate:** January 26, 2024  
(room block may sell out prior to deadline)

### Airport:

Santa Ana (SNA) Airport – 2.2 Miles

Long Beach (LGB) Airport – 21.3 Miles

Ontario/San Bernardino (ONT) Airport – 30.1 miles

Los Angeles (LAX) Airport – 38.8 miles

### Parking:

Self parking \$19/day

Valet parking \$45/day



**THE IMAGING CONFERENCE  
& EXPO IS EXCITED TO MAKE  
ITS WAY TO IRVINE, CA!**

# ICE2024

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FEBRUARY 18-20, 2024 • IRVINE, CA

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## REGISTER NOW!

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### OPTION #1

#### Hospital Employee

**ONLY** available to those individuals employed within a hospital, health care facility, active military or students. Proof of employment required.

**COST:** \$100/person

### FREE

with VIP Code  
**ICE24-IRVINE**

### OPTION #2

#### Non-hospital Personnel

**COST:** \$400/person

Includes educational seminars, exhibit hall entrance and networking events.

### ADD-ONS

**CRES Study Group:** \$100

**Spouse:** \$50