

THE SHOW FOR IMAGING DIRECTORS,  
RAD TECHS AND SERVICE ENGINEERS



**ICE** IMAGING  
CONFERENCE  
& EXPO

#ATTENDICE

**SAN ANTONIO** *Texas*

FEBRUARY 20-22, 2026

REGISTER ONLINE // [ATTENDICE.COM](https://attendice.com)

FREE ADMISSION // SEE PAGE 8 FOR DETAILS

FOLLOW   

# QUICK SCAN



Nearly 20 hours  
of accredited  
CE education



Exhibit hall featuring  
the latest technology,  
products and services



Keynote address on  
Advocacy in Action:  
What's Happening  
in Radiology



The industry's best  
networking event to  
connect and share  
best practices with  
other leading imaging  
professionals

**NEW!**



This presentation will shine a spotlight on our inaugural class of ICE Diamond Award winners! These exceptional imaging directors and managers, from eight regions across the United States, were nominated and selected by the ICE community in recognition of their outstanding leadership and contributions to the imaging field.



Río & Rhythm:  
A Riverwalk Fiesta  
Finale Party



# WELCOME TO

**SAN ANTONIO**  
*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.

"ICE conference is a great opportunity to connect with Imaging leaders and vendors throughout the U.S. It concentrates on education, networking and current events. It doesn't matter what area of imaging you specialize in, it has a very welcoming and 'up and coming' display of small and large companies that service the healthcare industry."

- Kathryn Fields, ARRT, ARDMS, MBA





# SCHEDULE

Schedule is subject to change.

## FRI

FEBRUARY 20

2 PM REGISTRATION

5-6 PM LEADERSHIP SUMMIT  
REGISTRATION\*

6 PM LEADERSHIP SUMMIT DINNER\*

## SAT

FEBRUARY 21

7 AM REGISTRATION

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

8-9 AM EDUCATION

9-11 AM REVERSE EXPO\*

9 AM-3 PM EXHIBITOR SET-UP

9:30-10:30 AM EDUCATION

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

3:45-4:15 PM ICE DIAMOND  
AWARDS PRESENTATION

4:30-6:30 PM EXHIBIT HALL  
GRAND OPENING

## SUN

FEBRUARY 22

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 RÍO & RHYTHM:  
A RIVERWALK FIESTA



\* ATTENDANCE BY INVITATION ONLY.



Introducing the  
**ICE Diamond  
Awards!**



## RÍO & RHYTHM A RIVERWALK FIESTA

Set against the iconic backdrop of the San Antonio Riverwalk, this event is your chance to unwind, connect, and soak up the spirit of the city. Enjoy live music, indulge in local cuisine, and toast new friendships with ICE-cold drinks. With vibrant energy, festive flavors, and unbeatable views, this riverside fiesta is the perfect finale to an inspiring week.



SUNDAY, FEBRUARY 22

5 PM

**SATURDAY, FEBRUARY 21**



**8 AM-9 AM**

**Introduction to Servicing CT Systems - Part I**

Dale Cover, President (Retired), RSTI

This presentation is designed for imaging engineers and managers who are interested in adding CT service to their skills or service offerings. In this presentation, we will discuss the issues associated with providing service on CT systems. From understanding the role and importance of CT in hospital operations to what is needed to be effective at providing the quality service that is demanded in this critical imaging modality.



**Creating an Extraordinary Patient Experience: Leveraging Mandatory Tasks for Success**

Nancy Davis, Director of Accreditation-CT, Intersocietal Accreditation Commission

Have you ever had an amazing experience when it comes to customer service? A restaurant that you love, or a store that you tell all your friends about. Learn how to use quality and safety procedures to elevate the patient experience and become the imaging provider that your patients will not only use but will rave about to their peers.

Come to this session to look at the patient's experience through a fresh lens and learn how small, effortless changes make all the difference!



**Adoption of AI in Prenatal Medicine: Opportunities and Barriers**

Niel Brown, Director of U.S. Operations, Sonio

This session will dive into the ways that Sonio's AI-powered prenatal ultrasound technology is continually revolutionizing this industry, while addressing rising shortages and burnouts in radiology and sonography. Cecile will inform attendees of the vastly changing health technology sector and how AI is solving healthcare's biggest problems: burnout and accuracy rate. This perspective is unique compared to other experts as Sonio comes from a place of having a unique facet of knowledge surrounding AI use in the maternal sector, being the first fetal ultrasound startup using artificial intelligence to receive FDA clearance.



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

**Introduction to Servicing CT Systems - Part II**

Dale Cover, President (Retired), RSTI

Part II of this presentation will continue the discussion of the issues associated with providing service on CT systems. This presentation is designed for imaging engineers and managers who are interested in adding CT service to their skills or service offerings. In this presentation, we will highlight the issues associated with providing service on CT systems.



**Probing Questions - Understanding Ultrasound Probes and Their Impact**

James Rickner, Director of Service and Training, Advanced Ultrasound Systems

There have been many changes in probe technology and capabilities over the past several years. This class will describe



**How the Standardization of Capital Imaging Equipment Can Save Both Capital and Operation Costs, While Improving Safety and Efficiencies**

Marc Schlessinger, Senior Associate and Investigator, ECRI

This session describes the multiple projects that I have completed of this exact nature (imaging device standardization), that has saved hospital systems up to \$20 million over a 10-year period by simply standardization to a single vendor by modality. During this presentation I will outline the steps that have been proven to work to realize these savings from single hospitals to major hospital systems throughout the country. I will also describe in detail pitfalls to be aware of and how to avoid them, as well as procuring stakeholder engagement for this type of project.



**11 AM-12 PM**

**Elevating Imaging Excellence: A Proactive HTM Strategy for Performance**

Francis Vonder Haar, VP & GM, Imaging, PartsSource/RSTI

This session will share new evidence from across health systems, customer insights, and proven practices for imaging leaders seeking to improve clinical and operational readiness. Attendees will learn how HTM leaders are leveraging data-driven proactive service delivery models, and aligning HTM strategy with radiology goals to increase both operational efficiency and clinical uptime. Through real-world examples and collaborative solutions, participants will leave with actionable strategies to compare reactive versus proactive models, enhance uptime, and evaluate financial and clinical trade-offs in support of sustainable imaging excellence.



**Quiet Cracking and Resilience**

Brenda DeBastiani, MBA, CRA, FAHRA, RT(R), President, Medical Technology Management Institute (MTMI)

Quiet cracking is indicative of employees feeling undervalued rather than less engaged at work. If left unresolved, it will lead to reduced productivity, lack of creativity and innovation, and eventually, resignation (or termination). The good news is that quiet cracking can be reversed by labeling feelings, and then holding open, honest conversations. Rather than pointing fingers and blaming others, learn how to take decisive actions to feel engaged again!



**Managing Claustrophobic Patients in MRI**

Darlene Humphreys, AS, R.T.(R)(M)(MR)(CT), Director of Accreditation-MRI, Intersocietal Accreditation Commission

Claustrophobia is a common condition that can present significant challenges — not only for patients, but also for technologists and imaging facilities. This presentation will explore the full scope of issues associated with claustrophobic patients, including how to effectively manage both those who are aware of their condition and those who



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

### Calm in the Chaos: Mindfulness and Balance for Radiology Teams

Carmen Geerlings, MBA, RT(R)(ARRT), CRA, CPCO, Corporate Compliance Officer, Wake Radiology UNC Health Rex

In today's fast-paced medical imaging environments, professionals face unique challenges that are leading to increased cases of burnout, stress, and mental fatigue. This session offers practical tools and mindfulness techniques to help radiologists and technologists maintain balance, mental clarity, and focus amidst the chaos. Learn how to incorporate simple yet effective practices into your daily routine to reduce stress, improve focus, and enhance overall well-being.



### Creating Leadership Training in an Organization

Melissa Ramos, Outpatient Radiology Assistant Director, Shannon Health

Many organizations promote leaders from within without them having any formal leadership training. This program addresses the importance of providing a leadership foundation, how to develop a program in your organization and how to sustain it.



### I've Got a Plan, Now What? How to Go from Planning to Executing Your Replacement Plan

Lani Bartkowiak, HTM Program Manager, ProHealth Care

Having a well-crafted plan is a big deal, but it's just the beginning. It sets the stage for what comes next. As we move from planning to implementation, we will discuss why opening up channels for communication and collaboration is crucial. Implementation is where strategies turn into actions, and objectives start becoming realities.



### From Concept to Implementation: Developing a Per-Click Mammography Replacement Program

Michelle Dossa, Radiology Director-West Market, University Hospitals of Cleveland

University Hospitals' Radiology developed a Per Click Mammography Replacement Plan to address the challenge of replacing aging mammography units with advanced Hologic technology. Using a pay-per-click financial model, the team replaced 17 systems across the enterprise within three months, avoiding major capital outlay while accelerating modernization. Implementation required coordination across Treasury, Finance, Legal, HTM, Facilities, Radiation Safety, IT, and Radiology in partnership with Hologic. This presentation details the program's design, execution, and key operational and financial considerations for scalable adoption.

## SUNDAY, FEBRUARY 22



**9 AM-10 AM**

### Deconstructing Silos and Building Bridges Between Compliance and Operations

Carmen Geerlings, MBA, RT(R)(ARRT), CRA, CPCO, Corporate Compliance Officer, Wake Radiology UNC Health Rex

This session explores how radiology practices can break down silos between compliance, operations, and clinical strategy to drive alignment, efficiency, and growth. Attendees will learn how to embed compliance processes into operational planning, build shared ownership models, and connect regulatory work to enterprise outcomes. Using real examples from multi-site imaging leadership, the session will demonstrate how collaboration across functions improves risk management and organizational readiness. Participants will leave with tools to assess their own internal alignment and begin shifting from isolated efforts to integrated strategy.



LINDA WILGUS

# KEYNOTE ADDRESS

SATURDAY | 2:45-3:45PM

## Advocacy in Action: What's Happening in Radiology

Linda Wilgus, Co-Executive Director of Radiology Business Management Association, and Christopher "Kit" Crancer, Senior Vice President of Policy & Physician Partnerships, RAYUS Radiology

This presentation will introduce the Radiology Business Management Association (RBMA) and its role in representing the radiology industry within both legislative and regulatory health policy arenas. It will provide an overview of the current challenges and pressures facing radiology practices, while highlighting opportunities for professionals to engage in effective advocacy.

CHRISTOPHER "KIT" CRANCER





### Shaping the Future: Our Path from BMET to CRES

Donald Armstrong, CBET, CHTM, CABT, CRES, Technical Training Manager, and Keith Hall, CRES, CHTM, Imaging Director of Service, Renovo Solutions

This presentation explores the pathway for Biomedical Equipment Technicians (BMETs) to advance into Imaging Service Engineer roles, highlighting both the technical and professional growth required. Attendees will gain insight into the CRES certification process and how structured development supports success in imaging. Through real-world experiences, the session will share strategies for building tomorrow's imaging leaders and strengthening the HTM workforce.



### Responsible Adoption Wins in AI

Karim Karti, CEO, RapidAI

In AI, "good enough" is not enough. This presentation highlights the clinically validated, high-quality solutions that truly change decision-making, strengthen care teams, and drive measurable outcomes and ROI. AI in healthcare isn't about moving fast and breaking things — it's about building trust through regulation, governance, and safety so innovation lasts and scales.



### More Than Images: How Patient Experience Shapes Radiology

Tracy Powell, Director of Patient Care Services-Interventional Radiology/Ambulatory, and Jamie Dennis, MHA, CRA, R.T (R)(CT) Radiology Program Director, Patient Experience, Emory Healthcare

The purpose of this presentation is to highlight the essential role radiology plays in influencing the overall patient journey and satisfaction within healthcare. Objectives include developing a clear understanding of patient experience metrics, examining the impact radiology services have on these outcomes, and identifying strategies to enhance patient-centered care. An additional focus will be placed on the importance of employee recognition as a driver of engagement, performance, and positive patient experiences.



**10:30 AM-11:30 AM**

### Execute Your Replacement Forecast with Proven Capital Project Management (Part I)

Carol Davis-Smith, President, Carol Davis-Smith & Associates, LLC, and Lani Bartkowiak, HTM Program Manager, ProHealth Care

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 learn how to build customized spreadsheet tools that include quantitative and qualitative technical, clinical, and financial factors that are critical to health system executives when considering medical equipment replacement requests.



### Be A Glow-ER NOT a SHOW-ER

Mario Pistilli, DBA, FACHE, FAHRA, CRA, CNMT, Executive Director, Imaging Services, Children's Hospital Los Angeles

**G – Give Resources:** Learn to recognize what your team needs

**L – Let Go (Delegate with Purpose):** Delegation isn't about offloading tasks — it's about unlocking potential.

**O – Open Opportunities:** Create space for others to lead, speak, and innovate.

**W – Watch Them Win:** Step back and let others take the spotlight — and the credit.

"When you lead to GLOW, you don't just build a team — you build a legacy. So let's stop showing off and start showing up. Be a GLOW-er, not a Show-er."

### Closing the Imaging Staffing Gap: Operational and Financial Strategies for Resilient Teams

Laura P. Vasquez, Vice President, Strategic Partnerships & Clinical Education Innovation and Chief Academic Success Officer, John Patrick University and Manny Rodriguez, MHA, RT(R)(CT)(BD)(ARRT), Radiologic Technology National Clinical Coordinator/Program Director SE Region

This session will explore national data to illustrate the financial and clinical impact of staffing shortages, and present actionable deployment strategies to protect patient care and recover lost margins. Attendees will gain insights into practical, regulation-compliant solutions that address both immediate coverage needs and long-term workforce resilience.



### Quality Assurance in the Technologist Space: Advancing Knowledge and Ensuring ACR Compliance

Casie Miller, Diagnostic Imaging Manager, AdventHealth

Explore how a structured QA program can elevate technologist performance, support ACR compliance, and empower leadership. This session includes practical strategies, educational components, and a real-world example of resolving a workflow challenge through data-driven improvement.



**2 PM-3 PM**

### Execute Your Replacement Forecast with Proven Capital Project Management (Part II)

Carol Davis-Smith, President, Carol Davis-Smith & Associates, LLC, and Lani Bartkowiak, HTM Program Manager, ProHealth Care

In part two of this presentation, the discussion will continue how attendees can build customized "business case" tools for strengthening the communication of medical equipment replacement priorities to health system executives.





### Staying Inspired in a Workforce That's Tired

Tricia Trammell, Imaging Operations Manager, UT Southwestern

This session will dive into the heart of why imaging front line staff and leaders are tired by addressing burnout, compassion fatigue, workplace violence and the incivility that often occurs in the healthcare setting. These cumulative factors often have us feeling detached, fatigued and often depressed. In this lecture, we will explore these ideas and identify our own personal vision and mission. Participants will receive a template for writing their own personal vision and mission statement and will leave with a renewed sense of purpose for the imaging and imaging leadership field.



### Understanding the AI Impact in Radiography

Jordan Hermiller, Technical Manager & Instructor, Agfa & Ohio State

This one-hour interactive session is designed to help bridge the significant gap in how AI is understood and applied by clinical technologists. As a global leader in X-ray innovation and AI development, Agfa is uniquely positioned to offer students and educators a practical, engaging overview of AI's role in medical imaging. Attendees will explore real-world applications of AI in radiography, gain insights into implementation and training best practices, and better understand what AI truly means for their careers and departments.

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



### Establishing High Performing Clinical Care Teams in Diagnostic and Interventional Radiology

Tracy Powell, Director of Patient Care Services-Interventional Radiology/Ambulatory, and Stephanie Keal-Hawkins MMSc, PA-C -Director and Chief APP, Radiology, Emory Healthcare



The purpose of this initiative is to strengthen clinical care delivery in diagnostic and interventional radiology by establishing high-performing, patient-centered teams. Objectives include defining practice needs and models of care, enhancing longitudinal management for complex patients, and clarifying the roles of NPs, PAs, RN navigators, and Medical Assistants in supporting coordinated care. Additional goals are to develop effective strategies for recruitment and retention, and to implement onboarding practices that foster team integration and long-term success.



### Mindful Leadership: Shaping Culture Through Presence and Positivity

Melissa Ramos, Outpatient Radiology Assistant Director, Shannon Health

This presentation introduces mindfulness principles and how to apply them in daily interactions. We discuss how to be present with staff members and how to set your sights on positive interactions. Learn how the mindset of a leader helps shape the culture of the department and organization.



### AI Is for People and Processes

Karim Karti, CEO, RapidAI

This presentation demonstrates how AI in healthcare should enable clinicians to work smarter, not just faster — shifting the focus from efficiency alone to true workforce enablement and reduced cognitive burden. Neuroradiologists often face poor-quality 3D reconstructions they can't rely on, with limited time to correct or retrain staff amid high turnover. Breaking this cycle requires AI that enhances quality, consistency, and trust — empowering clinicians rather than burdening them.

# LOCATION

## SAN ANTONIO MARRIOTT RIVERCENTER

101 Bowie Street  
San Antonio, TX 78205

**Hotel Phone:** 800-648-4462

**Reservations Phone:** 877-622-3056

**Group Reservation Rate:** \$249/night

**Direct Booking Link:**

[attendice.com/location](https://attendice.com/location)

**Deadline for Group Rate:**

Monday, January 19, 2026

(room block may sell out prior to deadline)

**Airport:**

San Antonio International Airport (SAT)  
Approx. 8 miles

**Parking:**

Self-Park: \$47/day

Valet: Daily: \$60/day

*Fees will be taxed*



# ICE IMAGING CONFERENCE & EXPO

**SAN ANTONIO**  
*Texas*

FEBRUARY 20-22, 2026

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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.

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**ICE26-SanAntonio**

### OPTION #2

#### Non-hospital Personnel

**COST:** \$400/person

Includes educational seminars, exhibit hall entrance and networking events.

### QUESTIONS?

Visit [attendice.com/faqs](https://attendice.com/faqs)