

ARE YOUR DUCKS IN A ROW?

A CONFERENCE TO HELP YOU BECOME
A MORE ORGANIZED LEADER.

THE 16TH ANNUAL
MRMS EDUCATIONAL
CONFERENCE
APRIL 14-18, 2007

*Doubletree Guest Suites
Historic Downtown Charleston, SC*



Magnetic Resonance
Managers Society

ARE YOUR DUCKS IN A ROW?

The 2007 MRMS educational conference will help you learn how to get your "ducks in a row" and operate a more efficient center, plus earn over 15 CME credits in the process. Our expert presenters will provide insight on how to communicate more effectively; how to conduct performance evaluations and maintain sound documentation; how to handle MRI safety, coding and compliance issues; and how to stay current on legislative changes. CME credits are approved by the American Society of Radiologic Technologists (ASRT).

NETWORK WITH PEERS

Our evening receptions will provide the opportunity for you to compare notes on how tightly run your MRI center is when compared to others throughout the country. This will be a great time to share ideas and solutions with other MRI managers.

ENJOY HISTORIC CHARLESTON

The Mt. Pleasant area of Charleston is home to one of the world's largest naval and maritime museum complexes. Tours are also available to Fort Sumter, where the Civil War began. Gracious homes from the colonial and antebellum periods can also be found in Mt. Pleasant. Step back in time when you visit the historic village of Summerville, known as the "Flowertown in the Pines", where you will see more than 700 buildings listed on the National Register of Historic Places. You will also have time to enjoy historic downtown Charleston, play golf, take tours of Charleston's beautiful plantations, and enjoy the fine beaches. For more information check out: www.charleston.com or www.charlestoncvb.com.

ABOUT MRMS

The Magnetic Resonance Managers Society (MRMS) is a group of nearly 150 professional MRI Managers and Administrators in 35 states dedicated to providing services to assist MRI administrative personnel. Established in 1988, MRMS is a non-profit, educational organization, which allows members to network with one another and share a variety of educational and professional experiences. To join MRMS, or to obtain more information, visit www.mrms.org.



Charleston, South Carolina



CONFERENCE REGISTRATION



RESERVATIONS

The Doubletree Guest Suites hotel, offering southern hospitality, is located in the premiere section of Charleston's Historic District next to the City Market. This friendly hotel is within a short walk of famed restaurants, King Street boutiques, antebellum mansions, "Rainbow Row", Waterfront Park, Charleston's High Battery, historic homes and gardens, theatres, carriage rides, and more.

Rooms are available Saturday, April 14 to Wednesday, April 18, 2007 at a discounted rate of \$169/night plus taxes. Group rates may be available before and after the conference. Reservations and an advance deposit of one night's lodging and tax are due by March 15, 2007. Deposits are refundable if individual reservations are canceled at least seven days prior to the scheduled arrival date. Check-in is 4:00 PM; check out is Noon. Please reserve your suite by calling the Doubletree at **1-843-577-2644** and mention the conference code of MRM or Magnetic Resonance Managers Society. Reservation deadline is March 15, 2007. Please identify yourself as an MRMS conference attendee.

TRANSPORTATION

Charleston International Airport is only 20 minutes (12 miles) from the Doubletree Guest Suites hotel. Follow airport signs to I-26 and take I-26 to the end. Take Exit 221-B to Meeting Street. Stay in the left lane and follow Meeting Street 1-1/2 miles. Turn left onto Hayne Street. Turn right at the stop sign. The hotel entrance is immediately on the right. Taxi fare is \$20 one way. Valet parking is \$16/day at the hotel.

DRESS

Casual dress is recommended for all functions. Meeting rooms can be cool, so remember to pack a few sweaters.

NEED AN INCENTIVE TO ATTEND?

Join MRMS or sign-up more than one person for MRMS membership as follows:

MRMS Membership	1 Member	2 Members	3 Members
One year	\$125	\$100 ea.	\$75 ea.
Two years	\$225	\$180 ea.	\$135 ea.

MRMS members receive a discounted rate for the annual conference along with a newsletter offering helpful information about MR issues. For more information about MRMS, call 1-800-297-MRMS (6767), or visit www.mrms.org.



AGENDA

2007 MRMS EDUCATIONAL CONFERENCE: ARE YOUR DUCKS IN A ROW?

Sat., April 14 – Wed., April 18, 2007

Saturday, April 14, 2007

5:00-6:30 pm Registration & Welcome Reception

Sunday, April 15, 2007

12:00-1:00 pm Registration
1:00-2:30 pm **Difficult Behavior and the Art of Communication - Dr. Rick Kirschner**
Break
2:30-2:45 pm **Conducting Performance Evaluations - Susan Meyer-Miller**
(Sponsored by Bracco Diagnostics, Inc.)
2:45-4:30 pm Introduction of Corporate Partners
4:30-5:00 pm Cocktail Hour- Visit w/Corporate Partners
5:30-6:30 pm Reception
6:30-7:30 pm Reception

Monday, April 16, 2007

7:00 am Continental Breakfast
8:00-8:15 am President's Welcome
8:15-10:15 am **Dare to be Caring - Jody Urquhart**
10:15-10:45 am Break- Visit with Vendors
10:45-12:00 pm **Defensive Documentation for Employers-Part 1. - Shelly L. Freeman, President, HROI, LLC**
12:00-1:30 pm Business Meeting and Lunch
1:30-3:00 pm **KLAS – Vendor Rating – Methodology/Results - Jeremy Bikman, VP, Advanced Technical Research/Chris Oneal, Research Manager**
Break
3:00-3:15 pm **Defensive Documentation for Employers-Part 2- Shelly L. Freeman, President, HROI, LLC**
3:15-4:30 pm Door Prizes- Adjourn

Tuesday, April 17, 2007

7:00 am Continental Breakfast
8:00-8:15 am President's Welcome
8:15-10:00 am **MRI Safety- Update-Emanuel Kanal, M.D., FACR, FISMRM**
(Sponsored by Bracco Diagnostics, Inc.)
10:00-10:30 am Break-Visit w/Vendors
10:30-12:00 pm **Cardiac Imaging - To Beat or Not to Beat!-Luann Culbreth, Med, RT (R) (MR)(QM) CRA, FSMRT**
12:00-1:30 pm **Legislative Update - Its Impact Today and Tomorrow - Cherrill Farnsworth, President, NCQDIS**
1:30 pm Door Prizes- Adjourn
Group events - Golf, Plantation Tours, Beach Tours

Wednesday, April 18, 2007

7:00 am Continental Breakfast
8:00-8:15 am President's Welcome
8:15-10:00 am **Radiology Documentation Regulations - Cheryl Schad, BA Ed, CPC, ACS-RA**
Break
10:00-10:15 am **MRI Coding and Compliance- Cheryl Schad, BA Ed, CPC, ACS-RA**
10:15-12:00 pm Door Prizes- Adjourn
12:00 pm

Total Anticipated CME hours: 15.75

NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY / STATE / ZIP _____

DAYTIME PHONE _____

E-MAIL _____

YEAR 2007 MRMS MEMBER? YES NO

NAME FOR BADGE (first & last name) _____

GUEST (if applicable) _____

Conference Cancellation

Cancellation of your conference registration must be received in writing to Marti Dussliere, MRMS Secretary, Metro MRI Centers, 615 Valley View Drive, Suite 102, Moline, IL 61265 by March 23, 2007. If you cannot attend, you may send a substitute. Please notify MRMS of your substitute's name.

Please complete and mail check & conference registration to:

Marti Dussliere, MRMS Secretary
Metro MRI Centers
615 Valley View Drive, Suite 102
Moline, IL 61265

Conference Fees

Please check one. Covers all lectures, most meals, and receptions. Does NOT cover the room reservations.

Register as an Early Bird by Feb. 15, 2007 and receive a discount.

	Early Bird Rates (by Feb. 15)	Night Owl Rates (after Feb. 15)
MRMS Member	\$450	\$500
Non-MRMS member	\$575	\$625

Guest: \$75 X _____ individuals= \$ _____

Total Amount Enclosed: \$ _____

(Make checks payable to MRMS)

ATTEND & BECOME AN MRMS MEMBER!

All non-MRMS members who attend the 2007 Conference (at the non-member rate) will receive a free, 1-year membership to MRMS, a \$125 value.

ROOM RESERVATIONS

Contact the Doubletree Guest Suites hotel (see information above) by March 15, 2007 by calling 1-843-577-2644. Reservations and an advance deposit of one night's lodging and tax are due by March 15, 2007. Room cancellations must be made at least seven days prior to scheduled arrival.

www.mrms.org

TOPICS/ SPEAKERS

Difficult Behavior and the Art of Communication

Dr. Rick Kirschner

This hilarious presentation will teach you how to deal with difficult people, immediately lower your stress and improve communication. Topics include: The Nature of Sanity and Stress; Limiting & Useful Assumptions; Elements of Influence & Conflict Aikido; How to Accept, Blend, & then Redirect; Break the Chains of Reaction; Essential Communication Skills; Listen So People Will Talk, Talk So People Will Listen; Deal with Difficult Phone & Email Behavior; The Ten Most Unwanted; Lens of Understanding for Tanks, Whiners and Know It Alls, Oh My!; Why Do They Act the Way They Do?; Strategic Responses; Skills and Strategies including Pygmalion Power, Polarity Response, Junk O'Logic, Gentle Confrontation and more!

Conducting Performance Evaluations

Susan Meyer-Miller

(sponsored by Bracco Diagnostics, Inc.)

This international speaker and trainer will share her experiences and current research regarding the best practices in evaluating employee performance. Topics to be covered include: 1) What's the Point? – an open discussion on what works and what doesn't in employee reviews; 2) Types of Reviews; 3) Managing the Performance Review Process; and 4) Taking it To the Real World, which focuses on the top 10 Best Practices from Fortune 1000 Companies. Susan has addressed more than a half-million people in 8 countries. She is an employment law specialist, management consultant, motivational speaker, and author of the handbook SOS! – 101 Solutions to Overcome Stress.

Dare to be Caring

Jody Urquhart

Through humor, insight and inspiration, Jody shows healthcare leaders how to inspire a spirited and resilient workforce that stays focused on providing the best and most compassionate care possible. Learn how to: 1) Attract & retain health care professionals; 2) Use humor to create a resilient and healthy workforce; 3) Appreciate your team with a creative acknowledgement program; 4) Bring more JOY to the workplace; 5) Create a fun culture of service excellence; and 6) Deal with patient satisfaction and staffing issues. An internationally recognized speaker, Jody writes a syndicated column -- the *Joy of Work* -- that is published in more than 65 magazine and trade journals and is dedicated to helping individuals and organizations derive more meaning and satisfaction from their work. She is author of the book, *All Work & No SAY*.

Defensive Documentation for Employers

Shelly Freeman, President, HROI, LLC

Employment-related disputes comprise the single largest category of civil lawsuits filed in federal court. Understanding what actions are UNLAWFUL and avoiding them through sound Human Resource practices and procedures, along with properly documenting the LAWFUL reasons for the actions you take are the keys to avoiding and defending employment-related claims. These sessions will provide practical tools and guidance to de-mystify employment-related matters. Objectives: 1) To review the legal framework for employment-related claims; 2) To provide practical, and defensible, advice and guidance about how to approach employment problems; 3) To differentiate performance issues versus conduct problems and suggest different approaches to deal with those different issues; 4) To provide specific guidance on proper documentation that protects the company in the event of a challenge.

KLAS – Vendor Rating – Methodology | Results

Jeremy Bikman, VP, Advanced Technical Research/Chris Oneal, Research Manager

The mission of KLAS (pronounced “class”), an independently owned and operated organization is to improve the delivery of healthcare technology by independently measuring and reporting on vendor performance. KLAS helps providers make informed technology decisions by offering accurate, honest, impartial vendor performance information obtained by independently monitoring vendor performance through the active participation of thousands of healthcare organizations. Research results are offered to healthcare providers through 1) A free directory of vendor and product information; 2) Free online access to vendor ratings for participating providers; and 3) In-depth published reports, discounted for participating providers. Jeremy Bikman and Chris Oneal will present the most recent reviews on MRI and PACS systems and will provide information on how to best develop an RFP (Request for Proposal).

MRI Safety – Update

Emanuel Kanal, M.D., FACR, FISMRM
(Sponsored by Bracco Diagnostics, Inc.)

Dr. Kanal will present an overview of changes in the MRI arena over the past 12 months, including: 1) The issues pertaining to the safety of the administration of gadolinium based MR contrast agents to patients with severe renal disease and the association with Nephrogenic Systemic Sclerosis; and 2) The newly updated ACR MR Safe Practice Guidelines. Dr. Kanal is the Director of Magnetic Resonance Services and a Professor of Radiology & Neuroradiology in the Department of Radiology at the University of Pittsburgh Medical Center.

Cardiac Imaging - To Beat or Not to Beat!

Luann Culbreth, Med, RT (R) (MR)(QM) CRA, FSMRT

This presentation will include an overview of the cardiac imaging modalities, with particular attention to the technical -- as well as economic -- impact of MRI with respect to resources and imaging time.

Legislative Update - Its Impact Today & Tomorrow

Cherrill Farnsworth, President, CEO HealthHelp; President, National Coalition for Quality Diagnostic Imaging Services (NCQDIS)

Federal and state legislatures are confronting critical regulatory issues in diagnostic imaging that may affect the quality of imaging Americans receive. Cherrill Farnsworth is President of NCQDIS, an organization that closely monitors events in Washington, D.C. and acts as the imaging industry's advocate in legislative and regulatory issues. She will discuss present and anticipated legislation that will shape the diagnostic imaging industry.

Radiology Documentation Regulations; MRI Coding and Compliance

Cheryl Schad, BA Ed, CPC, ACS-RA

Consider this: incorrect coding leads to incorrect reimbursement or, even worse, unintentional insurance fraud. This program will cover: 1) Radiology Documentation Guidelines; 2) MRI, MRA, MR Arthrography Coding Conventions for all body areas; 3) Radiology Coding Compliance; 4) Q-Codes for MR Contrast; 5) NCCI Compliance Guidelines for Radiology; 6) Medical Necessity Compliance; 7) Official ICD-9 Guidelines; and 8) Modifiers for Radiology. Cheryl Schad is a nationally recognized Reimbursement Specialist and owner of Schad Medical Management, a physician reimbursement/compliance consulting firm with emphasis on CPT and ICD-9 coding, Medicare Part B regulations, E&M documentation audits, PATH regulations, and billing techniques in many areas of medical specialty reimbursement. Cheryl has over 25 years of healthcare experience, specializing in the area of Diagnostic and Interventional Radiology.