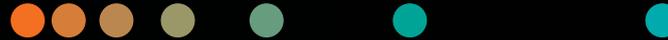


Speaker highlights

Innovations for Imaging '21

Leadership · Knowledge · Networking

➤ siemens-healthineers.us/InnovationsforImaging



Opening Keynote Presentation (All Innovations Attendees)

The Future of Healthcare: Leading Through Disruption

As the CEO at LeaderLogic, LLC, an innovation and technology firm, Nicholas works with Fortune 500 companies throughout the world to help them lead their industries in Innovation, Strategy and Customer Experience (CX) Design. He has been awarded over 43 patents by the US Patent and Trademark Office for breakthrough technologies that include one of the world's smallest medical implants to a wide range of industrial and consumer products. His background and training as a technologist give him a unique insight into the world of medical imaging. His breakthrough research from his just released book, *"The Healthcare Mandate"* provides a playbook for healthcare leaders to navigate the disruptive future of healthcare. His international documentary film, *"Fixing Healthcare"* provides keen insights as to how the big shift in healthcare will change the way in which we deliver value to patients.

Nicholas is one of the top healthcare futurists and speaks to audiences across the entire healthcare ecosystem. In his presentation, Nicholas addresses how healthcare will be massively impacted by enabling technologies leveraging everything from artificial intelligence, predictive analytics, augmented reality, and anticipatory wearable technologies, just to name a few. Patients view healthcare as a consumer product, yet many organizations are not delivering on this fundamental expectation. Nicholas explains how the best healthcare brands, hospitals, and clinics are leveraging the power of Patient Experience Design (PXD) to drive sustainable growth, profit, and patient satisfaction. Nicholas is passionate about the future of innovation and energizes his audiences with actionable insights on how to build a "future ready" organization. His book, *"The Innovation Mandate"*, has become number one on the best-selling list.



Nicholas Webb
Award Winning Inventor, Bestselling Author, Adjunct Professor and Chief Innovation Officer at Western University of Health Sciences, and CEO of LeaderLogic, LLC

Topics subject to change.

Innovations for Imaging '21

Speaker Highlights

Managers Program Presentations



Training Edge

Training Edge is a full-service training and development company committed to helping organizations achieve their highest level of success by strengthening their most powerful asset, their employees. With over 25 years of “hands on” experience and an extensive, proven track record with companies from a wide range of industries, Training Edge prides itself on taking the time to truly understand customers’ needs and then providing a customized solution that brings about results. Training Edge has capabilities and capacity in delivering training, instructional design, assessment tools, and professional coaching by leveraging the talent, knowledge, and deep expertise of its facilitators that carry the highest credentials in the industry. Training Edge has been a trusted advisor to Siemens Healthineers for more than 15 years, supporting their internal/external training and talent management needs.

The first day of the Managers Program, led by TrainingEdge, is designed to provide leadership training for all healthcare professionals who want to enhance their capabilities, strengthen their skills, and acquire techniques to help them tackle their most pressing management issues and concerns.

Track A topics include:

Building Resilience to Overcome Adversity and Challenges, Manage Stress, and Thrive in Your Personal and Professional Life; and Navigating Difficult Conversations.

Track B topics include:

Respect in the Workplace – Behaviors, expectations, self-awareness, understanding and application. Motivating Your Employees– Understanding employee personal and Professional Motivators and how to create a positive work environment.



Wharton Executive Education

Wharton Executive Education transforms the way executives learn and organizations develop talent with powerful knowledge that meets organizational needs and drive sustainable results. Innovative, evidence-based learning solutions that challenge conventional business wisdom and encourage experimentation are at the core of Wharton’s approach. Led by the Wharton School’s world-renowned faculty, Wharton offers programs that strengthen business acumen, enhance leadership skills, build personal networks, and prepare leaders for greater success.

The second day of the Managers Program, led by Guy David, Professor in the Department of Health Care Management at the Wharton School, is designed to provide an understanding of the changing landscape of healthcare and include contemporary topics and challenges facing healthcare, concluding with the possible impact on the future of medical imaging.

Topics include:

The Changing Landscape of Healthcare; The Economics of Healthcare; Challenges along the Care Continuum; and Value and Medical Imaging Technology.



Guy David, PhD

Associate Professor, Department of Health Care Management at the Wharton School, University of Pennsylvania, Faculty Research Fellow at the National Bureau of Economic Research, and a Senior Fellow at the Leonard Davis Institute of Health Economics, University of Pennsylvania.



Innovations for Imaging '21

Speaker Highlights

Professionals Program Keynote Presentation

(Combined and Professionals Program Attendees)

5 Steps to Making the Impossible Possible

As the co-founder of The Buried Life movement, Ben's message of radical possibility has been featured by major media outlets including The Today Show, The Oprah Winfrey Show, CNN, Inc., ABC, CBS, Fox and NBC News. Ben weaves the remarkable story of how The Buried Life grew from 100 impossible dreams into a global movement and connects his lessons to the fabric of our daily lives.

Ben's message of radical possibility combined with his '5 Steps to Make the Impossible Possible' leaves audiences not only inspired but also equipped with tools to tackle the seemingly insurmountable. He shares his system of achieving impossible goals and demystifies daunting tasks by turning 'dreams' into 'projects' and creates inspiration through action and accountability. Ben reminds us that it's never too late to start a list and leave a lasting impact on the world. He addresses why an organization can only become the-best-version-of-itself to the extent that its employees are becoming better-versions-of-themselves proving that how caring enough to ask yourself and others what matters most goes a long way, and it's easier than you think. Ben brings home the importance of pursuing a bucket list, not only for your own wellbeing, but also for your career and for those around you. He facilitates goal sharing and inspires people into action through masterful storytelling and by implementing tiers of accountability to drive them toward their goals. When you're pursuing the things that are truly important to you, you're more alive in every way and you bring that energy to everything you do, especially patient care.



Ben Nemtin

New York Times #1 Bestselling Author of *What Do You Want To Do Before You Die?* and a star of the MTV show *The Buried Life*

Innovations for Imaging '21

Speaker Highlights

Professionals Program Joint Session Speakers

(Combined and Professionals Program Attendees)



Kristin Arnold

Award-winning Author, Newspaper Columnist, and Retired Lieutenant Commander in the United States Coast Guard

Joint Session 1

Team Player or Spectator? Why It's Important that Everyone's in the Game

Wouldn't it be amazing if everyone was a great team player?

As one of the first female graduates of the United States Coast Guard Academy and the first woman stationed on-board an ocean-going buoy tender, Kristin learned early on about working with others. In 1990, she became one of the first Coast Guard facilitators—and made every mistake one could! Frustrated, she avidly researched this nascent skill called “facilitation” and found herself training a cadre of internal facilitators. By 1992, companies were asking her to teach their people about teamwork and how to be productive team members. Since then, she has been sharing her concrete approach to teamwork with a treasure trove of practical concepts, tools and techniques one can apply immediately to see positive, sustainable results.

In Kristin's presentation, she will share five strategies that will prevent 80% of teamwork problems from happening in the first place and how to get co-workers to sign up and step up—even when they don't want to.



Robert Stevenson

Expert at Building a High Performance Culture, Improving Efficiency, and Accelerating Growth

Joint Session 2

If You Don't Like Change... You're Going to Hate Extinction

Robert Stevenson is one of the most widely sought-after speakers in the world today as well as a best-selling author. He has over 30 years experience of running his own companies along with the knowledge he has gained from interviewing over 10,000 employees, managers and senior executives in more than 250 industries.

The pace of change is accelerating in every industry, especially healthcare, every market, and in every facet of our daily lives. The ability to manage change is essential to winning, succeeding, and staying on top in an ever-changing landscape.

In this presentation, Robert addresses not only how to handle change, but how to embrace it; in simple terms, how to cope, control and capitalize on change. You'll learn to see change as an inevitable opportunity, recognize the value and importance of change, examine personal beliefs about change, and understand that the idea receiving the most resistance is probably the best idea. Learn how not to be one of the few, die hard, stubborn, inflexible, obstinate people out there, who is going to fight change to the bitter end.

Professionals Program Joint Session Speakers (Continued)

(Combined and Professionals Program Attendees)



Cheryl Turner,
EdD, RT (R)(T)
Director of Global
Education and
Training Legion
Healthcare Partners

Joint Session 3

The Impact of Stress Part 1: How Workplace Experiences Affect Patient Safety

Current national and international research indicates that workplace conditions such as busyness, understaffing, incivility, and disengagement may contribute to these failures. Failures in radiation therapy, and other modalities, may have catastrophic results including near misses and patient errors. The research contends that overworked and underprepared staff leads to distraction, depersonalization, and apathy. While not often directed towards patients, these signs of workplace stress and burnout have the potential to create unsafe situations in radiological sciences practices. Who or what holds responsibility for these actions and potential consequences? Radiological sciences professionals, including radiation therapists, cite lack of training and professional development, overwork, and disrespect/distrust as the most significant factors leading up to the possibilities of a patient mistake. *How are these stressful working environments recognized and corrected? How have recent standards and principles in reimbursement and budgets contributed to these unsafe practices?*



Melissa G. Pergola,
EdD, RT (R)(M),
FASRT
Competency
Management
Development
Specialist Siemens
Healthineers

Joint Session 4

The Impact of Stress Part 2: How Workplace Experiences Affect You

Medical Imaging and Radiation Therapy professionals work in a fast-paced environment. The role demands their complete attention to perform tasks quickly, accurately, and safely. This combined with external healthcare pressures can cause stress and burnout and prompt the question “Why am I still doing this?” As Imaging Professionals, we must be able to answer this “why?” because research has shown that the cumulative effects of stress on health care providers can have significant impact on not only their well-being but the patient’s experience, satisfaction and outcomes.



Michelle Ray
Leadership & Accountability
Catalyst: Acclaimed Speaker and
Author of *Lead Yourself First!*

Joint Session 5

Leadership: It Starts with Me

Michelle Ray is an award-winning speaker, leadership expert, and founder of the Lead Yourself First Enterprises. With more than 25 years’ experience, Michelle offers insights and practical, actionable advice to help organizations create leaders at all levels to solve the most pressing workplace challenges.

In her presentation, Michelle addresses the fact that leadership is not about title. Neither is it about job title position power. It’s about character. Practicing personal leadership is everyone’s responsibility. Michelle challenges the audiences to take charge of themselves, shift perspectives and discover their greatest potential. A leader is someone at any level who has grasped the ability to take charge of their thoughts, and consequently their actions, in any situation. Attitudes directly impact the workplace atmosphere and the quality of our business relationships. When you learn the importance of harnessing the power of personal leadership and why it matters you are better equipped to strengthen relationships with patients, management, and co-workers. You will leave with accountability strategies you can use long after the event ends to take the lead, embrace challenges and create your own realities. Build a leadership blueprint to use in business and in life while tapping into your innovative potential to bring out the best in yourself.



Innovations for Imaging '21

Speaker Highlights

Professionals Program Bonus Lunch Session

(Combined and Professionals Program Attendees)

ARRT Continuing Qualifications Requirements (CQR)

Today more than ever, patients demand high quality care and accountability from their health care providers—so it's important for medical professionals to routinely assess their knowledge and skills. By doing so, they become better prepared to meet changing standards. That's why many credentialing organizations, including ARRT, have created long-term requirements (sometimes called time-limited certification) for maintaining credentials.

Our process is called Continuing Qualifications Requirements (CQR). It will help you assess and improve your knowledge—and your ability to provide high-quality patient care. CQR will also help you refresh your understanding of areas in which you might not currently practice.



Travis Prowant
MSHS, RRA, RT(R)
(CV)(CT)(ARRT),
FASRT
Board Trustee ARRT,
Radiologist Assistant,
VCU Health

At Siemens Healthineers, our purpose is to enable healthcare providers to increase value by empowering them on their journey toward expanding precision medicine, transforming care delivery, and improving patient experience, all enabled by digitalizing healthcare.

An estimated 5 million patients globally benefit every day from our innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics, and molecular medicine, as well as digital health and enterprise services.

We're a leading medical technology company with over 120 years of experience and 18,500 patents globally. With about 50,000 dedicated colleagues in over 70 countries, we'll continue to innovate and shape the future of healthcare.

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