



2019

CANOPY PARTNERS IMAGING SUMMIT



CONVERGENCE



“Peak performance comes down to simple things done savagely well.”

—Phill Nosworthy
Founder, Switch Inc.

Phill Nosworthy’s elements of conversion involve going from what we tend toward on the left to the advanced place of thinking and being on the right:

SKILL	SUBSTANCE
KNOWLEDGE	APPLICATION
INTENTION	ACTION
IDENTITY	REPUTATION
CONFIDENCE	COURAGE

THREE TIPPING POINTS *for* RADIOLOGY GROUPS



- 1. Serving consolidated health systems**
Rely on legacy health system relationships or tip into making investments to align with system strategy
- 2. Steerage - friend or foe**
Focus on minimizing negative impact of steerage or tip into potential steerage stream capture
- 3. Designing our future identity**
Stand by identity as local independent groups or tip into larger, transregional partnerships

“Imaging is a perfect microcosm of our health cost crisis.”

—Erin Lane
The Advisory Board



VIEW FROM *the* TOP- TOWN HALL



Four of the largest radiology groups in the country (independent groups and national groups) offered a journey through the vision, mission, and steps taken to get where they are now as well as their future plans.

Moderated by Canopy Partners President, Worth Saunders

Participants included:

- Lloyd Stambaugh, MD, VP, Radia
- Mark Jensen, CDO, US Radiology Specialists
- Randy Roat, COO, Strategic Radiology
- Anthony Gabriel, COO, Radiology Partners



A KALEIDOSCOPE *of* MARKET PERSPECTIVES PANEL

Stakeholders in the radiology marketplace, including small to mid-sized radiology groups, hospital imaging departments, and outpatient imaging operators shared hands-on insights.

Moderated by Canopy Partners VP of Technology Consulting, Reed Humphrey. Participants included:

- Bill Algee, Director of Imaging Services, Columbus Regional Hospital
- Todd Smiley, Director of Imaging Services, UNC Health Care
- Tiffany Mullis-Brittain, Executive Director, Catawba Radiology
- Steve Shanaberger, Executive Director of Radiology, Cone Health
- Dr. Alexander Sardiña, CMO, Solis Mammography

GETTING to YES



“New opportunities open up when you take risks and make investments in the future of your group.”

—Reed Humphrey
VP of Technology Consulting,
Canopy Partners


- Make a plan and commit to doing it before you approach hospital partners.
- Get full radiologist buy-in first. If you can't convince your own partners, you will never convince your hospitals.
- Start with the C-Suite and Radiology Director. Do not start with IT.

“Must be physician led with radiologist buy-in.”

—Stephen Willis
Chief Technology Officer,
Canopy Partners

- Be prepared to make investments in IT staff and infrastructure. Anticipate the hospital's questions and perceived concerns. Do your research.
- Focus on benefits and savings. What are the hospital's True North metrics? How do they define radiology success? What challenges can you help them solve?
- Don't discuss financial details until you have conceptual buy-in from hospital.
- Assure them that this will not cost the hospital any additional money.



A portrait of Ted Burnes, a man with dark curly hair, wearing a light blue checkered shirt and a yellow tie, smiling. The background is a blurred green outdoor setting.

AN UPDATE *on* LEGISLATIVE ISSUES IMPACTING RADIOLOGY

There is a lot of uncertainty in radiology and on Capitol Hill as well. Ted Burnes not only provided an update on what's happening (or not) on healthcare legislation in DC but also provided tools to gain a competitive edge for your practice. The practices that know how the process works can use the knowledge to positively impact their business.

***“Payment policy
rightly belongs to
Congress, not CMS.”***

—Ted Burnes
Director of RADPAC & Political
Education, American College of
Radiology

A portrait of Trey Crenshaw, a man with a beard and mustache, wearing a dark blue suit, white shirt, and grey tie, smiling. The background is a blurred green outdoor setting.

RECRUITING *and* RETAINING TOP RADIOLOGY TALENT

Trey Crenshaw
Senior Marketing Consultant,
Merritt Hawkins

Quality of Life and Quality of Practice are the most important factors candidates weigh when considering opportunities.

Additional important recruiting factors:

- Adequate time off
- Community size
- Telerad or Nighthawk coverage
- Outpatient vs. Inpatient workload
- Time off to obtain CME

IMAGING INNOVATION LAB BREAKOUT SESSIONS

12 breakout sessions included a wide range of industry topics



CERANOTE

Facilitating Connectivity in a Distributed
Reading Environment



VELERO

A New Approach for Building Clinical
Decision Support Strategy



SUBTLE MEDICAL

Cone Health & Subtle Medical: Up to 4x Faster
PET Exams with SubtlePET™



RADIUS

Is the Future of Radiology in the Cloud?

2020 LINEUP

EDUCATIONAL EVENTS

for RADIOLOGY and

IMAGING LEADERS

If you have an interest in strategic planning and desire to elevate your imaging game, the Canopy Summit series is well attended by radiology professionals who set trends, pursue innovation, and transform their organizations into industry leaders.

INAUGURAL

Canopy Partners Health System Radiology Summit

May 27-29, 2020

The Umstead Hotel & Spa, Raleigh, North Carolina



2020 Canopy Partners Imaging Summit

October 21-23, 2020

The Umstead Hotel & Spa, Raleigh, North Carolina

Interested in getting on the list for next year's events?
Email us at contact@canopy-partners.com or call 336-274-9617.
www.canopy-partners.com



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