

Robotic Surgery Executive Session: How to Drive a Successful *da Vinci*[®] Program

Marriott Marquis Hotel, Times Square, New York, NY

Friday January 29, 2010

7:30 - 8:30 am	Coffee reception and <i>da Vinci Si</i> System hands-on test drives
8:30 - 9:15 am	How to Maximize Success of Your Robotics Program Through Senior Executive Involvement and Commitment to Success Warren Geller <i>Executive Vice President and Chief Operating Officer, Englewood Hospital and Medical Center, Englewood, NJ</i>
9:15 - 10:00 am	Planning for Success: Reimbursement, Coding and Strategy Considerations for a Successful <i>da Vinci</i> Surgery Service Line Kathryn Barry <i>Medical Education Training Associates, LLC</i>
10:00 - 10:15 am	Break
10:15 - 10:45 pm	Developing a Successful Robotics Program: A Surgeon's Perspective John Boggess, MD <i>Department of Obstetrics and Gynecology, UNC Health Care, Raleigh, NC</i>
10:45 - 11:15 am	Patient Perspective on <i>da Vinci</i> Surgery Thomas Morrow, MD
11:15 - 12:00 pm	Expanding your robotics program while maintaining momentum and margins <i>da Vinci</i> Program Case Study Monica Reed, MD <i>CEO, Florida Hospital, Orlando FL</i>
12:00 - 1:00 pm	Lunch
	Afternoon Breakout Sessions (participants can choose to attend both or just on of these sessions)
1:00 - 3:00 PM	OR Turnover: Implementing an Efficient <i>da Vinci</i> Program in Your OR Erin Popescu, R.N. <i>Robotics Manager, St. Joseph's Hospital, Atlanta, GA</i> -Or- How Marketing Can Support a <i>da Vinci</i> Surgery Program Richard Sheehan <i>Director of Marketing and Public Relations, Boulder Community Hospital, Boulder, CO</i>
3:00 pm	Meeting End

