

GEHC@RSNA 2022: Innovation Theater



Join us live in the **Innovation Theater at McCormick Place, North Hall 7324**, or view live online at events.gehealthcare.com/RSNA

Time - CST	Sunday 11/27/2022	Monday 11/28/2022	Tuesday 11/29/2022	Wednesday 11/30/2022
10:15 a.m.		Keynote: Entering a new era in imaging	Keynote: Patient access to imaging across the care journey	Keynote: Vision of image-guided therapies
10:50 a.m.	Leveling the MR learning curve with the new face of SIGNA™ MR	Securing future access to contrast media: lessons learned from the recent contrast shortage	Revolutionizing CT experience from referral to report	The value of augmented imaging and Artificial Intelligence in image-guided therapies
11:25 a.m.	A review of all breast imaging techniques for patient care at the N of 1	How Artificial Intelligence in ultrasound is advancing patient care	A multifaceted approach to fostering screening compliance from leading breast cancer organizations, patient advocates, and nurse navigators	CEM Lexicon: toward standardization of reporting in contrast mammography
12:00 p.m.	Transformative breast care in the safety net setting	Artificial Intelligence-enabled detection of pneumothorax from chest X-rays	Digital path to improved ultrasound quality, efficiency, and workflow	Digital transformation: leveraging a digital health platform in radiology
Lunch break				
1:00 p.m.	Keynote: Digital transformation in radiology	Panel Discussion: Improving outcomes with Imaging 360 for Operations	Keynote: Evolving the promise of precision medicine with theranostics	Keynote: A glimpse into the digital future of ultrasound
1:35 p.m.	Cybersecurity for healthcare	Moving beyond work relative value unit (wRVU) with innovation to boost productivity in workload management	Clinical breakthrough with Omni Legend PET/CT	Accelerating digitally enabled care in North America
2:10 p.m.	Access: anytime, anywhere	Extraordinary image quality without compromise: AIR™ Recon DL	Explore the possibilities of photon-counting CT with deep silicon	Entering a new era in image resolution with deep-learning imaging reconstruction
2:45 p.m.	POCUS: challenges and opportunities for radiology	Building a theranostics center of excellence	Optimize workflows and minimize contrast media waste through the use of CT motion™ syringeless injector	Leveraging alternative payment models in a challenging financial environment
3:20 p.m.	Keynote: Sustainability in radiology	Keynote: The role of ultrasound in radiology and beyond	Keynote: Embrace the transformational value of cloud technology	The utilization of fusion ultrasound in interventional radiology
3:55 p.m.	Capturing maximum value throughout the technology lifecycle	Changing the beat in cardiac care with Revolution™ Apex platform	Lifecycle strategies	

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Sunday, November 27

All times CST Title and Speakers

10:50 a.m. **Leveling the MR learning curve with the new face of SIGNA™ MR**
Sheila Washburn, PhD, Digital Product Manager, Global MR, GE Healthcare
Christopher Ahlers, MD, Specialist in radiology, Managing Partner for radiomed Wiesbaden

11:25 a.m. **A review of all breast imaging techniques for patient care at the N of 1**
Fiona Gilbert, Professor of Radiology, Head of Department, University of Cambridge, UK

12:00 p.m. **Transformative breast care in the safety net setting**
Randy Miles, MD, Division Chief of Breast Imaging & Associate Director of Research (Radiology), Denver Health Hospital

1:00 p.m. **Keynote: Digital transformation in radiology**
Rekha Ranganathan, Chief Digital Officer (acting), GE Healthcare and General Manager, Imaging Solutions
Dr. Peter Strouhal, Radiologist & Medical Director, Alliance Medical, UK

1:35 p.m. **Cybersecurity for healthcare**
Sher Baig, Senior Director of Global Cyber Product Commercialization, GE Healthcare

All times CST Title and Speakers

2:10 p.m. **Access: anytime, anywhere**
Amanda Bruemmer, Global Product Marketing Manager, Imaging Operations, GE Healthcare
Markus Trumann, Digital Imaging Product Manager, GE Healthcare

2:45 p.m. **POCUS: challenges and opportunities for radiology**
John S. Pellerito, MD, FACR, FAIUM, FSRU, Vice Chair, Education Program and Director, Diagnostic Radiology & Residency Department of Radiology, Northwell; Health Professor, Departments of Radiology & Science Education; Chair, Appointments & Promotions Committee; and Co-Director, Sonics Ultrasound Program, Zucker School of Medicine at Hofstra/Northwell

3:20 p.m. **Keynote: Sustainability in radiology**
Scott Miller, Chief Marketing Officer of Imaging, GE Healthcare
Kelvin Sanborn, ESG Program Leader, GE Healthcare

3:55 p.m. **Capturing maximum value throughout the technology lifecycle**
Donna Dyer, Executive – Business Operations, GE Healthcare
Xuemei Cai, Capital Management & Acquisition Manager, Supply Chain Management
Jennifer Sellis, Director Supply Chain at Northwestern Medicine

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Monday, November 28

All times CST Title and Speakers

10:15 a.m. **Keynote: Entering a new era in imaging**
Scott Miller, Chief Marketing Officer of Imaging, GE Healthcare

10:50 a.m. **Securing future access to contrast media: lessons learned from the recent contrast shortage**
Marco Campione, General Manager, Pharmaceutical Diagnostics, Americas
Thomas M. Grist, MD, FACR, John H. Juhl Professor of Radiology and Medical Physics and Chair, Department of Radiology, School of Medicine and Public Health, University of Wisconsin–Madison

11:25 a.m. **How Artificial Intelligence in ultrasound is advancing patient care**
Prof. Mathias Goyen, MD, Chief Medical Officer EMEA, GE Healthcare, Germany
David Fetzer, MD, Assistant Professor in the Department of Radiology at UT Southwestern Medical Center (UTSMC), Medical Director of Ultrasound at both UTSMC & Parkland Memorial Hospital, and Chief of Abdominal Imaging Interventional Services at Parkland
Silvia Pérez Rodrigo, MD, Head of the Breast Radiology Section at MD Anderson Cancer Center Madrid & Hospital Quiron La Luz

12:00 p.m. **Artificial Intelligence-enabled detection of pneumothorax from chest X-rays**
Dr. Amit Gupta, Cardiothoracic Radiologist at University Hospitals Cleveland Medical Center

All times CST Title and Speakers

1:00 p.m. **Panel Discussion: Improving outcomes with Imaging 360 for Operations**
JJ Gower, Digital Product Manager, GE Healthcare
Dr. Peter Strouhal, Radiologist & Medical Director, Alliance Medical, UK
Dr. Peter R. Dankerl, Radiologist, Managing Director & Medical Director – Evidia, Germany
Melany Atkins, MD, Division Chief, Body/Cardiovascular Imaging and Medical Director, Advanced Cardiac Imaging, Inova Health System; Medical Director, Fairfax MRI Center

1:35 p.m. **Moving beyond work relative value unit (wRVU) with innovation to boost productivity in workload management**
Elizabeth A. Bergey, MD, President & CEO, Quantum Imaging & Therapeutic Associates

2:10 p.m. **Extraordinary image quality without compromise: AIR™ Recon DL**
Jason Polzin, PhD, General Manager, MR Applications Platform and Research Technologies, GE Healthcare
Melany Atkins, MD, Division Chief, Body/Cardiovascular Imaging and Medical Director, Advanced Cardiac Imaging, Inova Health System; Medical Director, Fairfax MRI Center
Yazan Kaakaji, MD, Section Chief, MSK Division, Duly Radiology

2:45 p.m. **Building a Theranostics Center of Excellence**
Anthony Chang, PhD, BAMF Health, Grand Rapids, Michigan

3:20 p.m. **Keynote: The role of ultrasound in radiology and beyond**
Roland Rott, President & CEO, Ultrasound, GE Healthcare

3:55 p.m. **Changing the beat in cardiac care with Revolution™ Apex platform**
Samantha Barr, Senior Product Manager for Premium CT, GE Healthcare

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Tuesday, November 29

All times CST Title and Speakers

10:15 a.m. **Keynote: Patient access to imaging across the care journey**
Andrew J. DeLaO, Chief Strategy & Marketing Officer, U.S. & Canada, GE Healthcare

10:50 a.m. **Revolutionizing CT experience from referral to report**
Mario Carcano, Global Marketing Director for CT, GE Healthcare

11:25 a.m. **A multifaceted approach to fostering screening compliance from leading breast cancer organizations, patient advocates, and nurse navigators**
Cati Stone, Susan G. Komen Vice President of Community Health & Survivor
Corrine Ellsworth-Beaumont, PhD, Founder of Know Your Lemons (virtual)
Asha Miller, Patient Veteran & Influencer
Diane Lack, Nurse Navigator – One-Stop Clinic™ for breast, St. Luke's University Health Network
Cecilia Olsson, Patient Advocate
Lesley Bradshaw, Vice President & General Manager of Mammography, GE Healthcare

12:00 p.m. **Digital path to improved ultrasound quality, efficiency, and workflow**
Eric Bauer, Vice President of General Imaging, GE Healthcare
Mary Whitsett & Laurie Sebastiano, MD, St. Luke's University Hospital and Health Network

1:00 p.m. **Keynote: Evolving the promise of precision medicine with theranostics**
Ben Newton, General Manager, Oncology, GE Healthcare
Jamie McCoy, General Manager, Theranostics, GE Healthcare
Jean-Luc Procaccini, President & CEO, Molecular Imaging & Computed Tomography, GE Healthcare
Erez Levy, Executive Director & General Manager, Molecular Imaging, GE Healthcare

All times CST Title and Speakers

1:35 p.m. **Clinical breakthrough with Omni Legend PET/CT**
Erez Levy, Executive Director & General Manager, Molecular Imaging, GE Healthcare
Frédéric Courbon, Professor of Medicine, University of Toulouse; Chair, Nuclear Medicine Department - The Cancer University Institute of Toulouse-Oncopole, Toulouse, France

2:10 p.m. **Explore the possibilities of photon-counting CT with deep silicon**
Brian Thomsen, Global Research Manager, Molecular Imaging & Computed Tomography, GE Healthcare
Timothy P. Szczykutowicz, PhD, DABR, Associate Professor, Departments of Radiology, Medical Physics and BME, University of Wisconsin–Madison

2:45 p.m. **Optimize workflows and minimize contrast media waste through the use of CT motion™ syringeless injector**
Dr. Dustin M. Dunham, Head of Medical Affairs, Pharmaceutical Diagnostics, Americas
Dushyant Sahani, MD, FACR, FSAR, FSAB, Professor & Chairman of Radiology at University of Washington

3:20 p.m. **Keynote: Embrace the transformational value of cloud technology**
Simon Rost, Chief Marketing Officer, Enterprise Digital Solutions, GE Healthcare

3:55 p.m. **Lifecycle strategies**
Dan Hurry, President at Advantus Health Partners

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Wednesday, November 30

All times CST Title and Speakers

10:15 a.m. **Keynote: Vision of image-guided therapies**
Philip Rackliffe, *President & CEO of Image Guided Therapies, GE Healthcare*

10:50 a.m. **The value of augmented imaging and Artificial Intelligence in image-guided therapies**
Arnaud Marie, *General Manager Global Interventional Image Guided Systems, GE Healthcare*

11:25 a.m. **CEM Lexicon: toward standardization of reporting in contrast mammography**
Jordana Phillips, *Breast Radiologist & Associate Professor of Radiology, Boston Medical Center, MA*

12:00 p.m. **Digital transformation: leveraging a digital health platform in radiology**
Bernardo Canedo Bizzo, MD, PhD, MSc, *Senior Director, Digital Clinical Research Organization, Mass General Brigham and Instructor in Radiology, Harvard Medical School, United States*
Dr. Felix Nensa, *University Hospital Essen & Institute for Artificial Intelligence in Medicine*
Paritosh Dhawale, *Senior Vice President & General Manager, Edison Enterprise Ecosystem, GE Healthcare*

1:00 p.m. **Keynote: A glimpse into the digital future of ultrasound**
Karley Yoder, *General Manager & Chief Digital Officer, Ultrasound, GE Healthcare*
Jason B. Wiesner, MD, MBA, *Diagnostic Imaging Service Line Medical Director, Executive Director of Imaging Informatics, Sutter Health*

All times CST Title and Speakers

1:35 p.m. **Accelerating digitally enabled care in North America**
Dr. Alexander Bilbily, *Co-founder & Co-CEO, 16 Bit*
Dr. Randall Jones, PhD, MBA, *CEO & Founder, Bot Image*
Geoffrey Dalbow, *Co-founder & Chief Technology Officer, CardioWise*
Manali Patnaik, *Senior Product Manager, Edison Developer Ecosystem, GE Healthcare*

2:10 p.m. **Entering a new era in image resolution with deep-learning imaging reconstruction**
Scott Miller, *Chief Marketing Officer of Imaging, GE Healthcare*
Sonia Sahney, *Chief Marketing Officer, Molecular Imaging & Computed Tomography, GE Healthcare*
Ioannis Panagiotelis, PhD, *Chief Marketing Officer, Magnetic Resonance Imaging, GE Healthcare*
Andrew J. DeLaO, *Chief Strategy & Marketing Officer, U.S. & Canada, GE Healthcare*

2:45 p.m. **Leveraging alternative payment models in a challenging financial environment**
Mark Lombardi, *Business Leader, GE Healthcare Financial Services, US & Canada*
Jeff Breen, *Vice President Strategic Solutions, GE Healthcare Financial Services, US & Canada*
Sara Katherine Kirkpatrick, *Marketing Director, GE Healthcare Financial Services, US & Canada*

3:20 p.m. **The utilization of fusion ultrasound in interventional radiology**
Hischam Tchelpi, MD, *Associate Professor of Clinical Radiology, Section Chief Diagnostic & Interventional Radiology and Chief of Abdominal Imaging Ultrasound, USC Medical Center*