



INDUSTRY FORUM PROGRAM DESCRIPTION

The ThinkLab Industry Forum is a “town hall” education session presented by key executives from three (3) vendors who have products and/or services related to the forum topic and have demonstrated subject matter expertise. The objective of the Industry Forum is to provide the audience with a broad-scope perspective on innovations and company strategies that will help hospitals and health care organizations achieve their respective objectives. In order to offer an optimal broad-scope perspective, vendors from a varied segment of the industry will be invited to participate in a particular forum.

The Industry Forum will be held within a theater pavilion on the exhibit floor. The pavilion will have a seating capacity for approximately 150 attendees. All registered conference attendees, including Exhibits Only registrants, are invited to attend each forum.

The content of the program will be mutually developed by CLMA and the participating vendors and will meet all criteria to qualify for Continuing Education Units.

Scheduled Industry Forums:

Sunday, March 30 / 11:00 a.m. – 12:00 p.m.

Monday, March 31 / 11:00 a.m. – 12:00 p.m.

Tuesday, April 1 / 11:00 a.m. – 12:00 p.m.

Program Agenda

Each Forum will be a one (1) hour session, beginning with the moderator stating an issue or a problem. Each participating vendor will be given 10 to 12 minutes to describe the strategies his company has developed to address this particular issue or problem. Following this discussion, the audience will have the opportunity for open dialogue, and question-and-answer with the vendors.

Criteria For Vendor Participation

- Vendor must be an exhibitor at ThinkLab 2008.
- Vendor must demonstrate knowledge and expertise with the subject matter.
- Vendor’s strategies and corresponding product/service will introduce an innovative new approach to resolving an issue or problem.
- A company executive (e.g. President, CEO, V.P. Marketing) will represent the participating vendor as the presenter.
- Vendor will assist with the development of the forum program and program content.
- Vendor will assist with the promotion of the Industry Forum.
- Vendor agrees to co-sponsor the event in the amount of \$2,500.

To participate in the Industry Forums, please complete the submission form below.

Industry Forum Submission for Topics

CLMA is asking exhibitors at ThinkLab '08 to submit ideas for topics for the Industry Forums. Below please find a list of categories for which we are seeking topics. However, we are open to any and all ideas you have.

Recommended Categories for 2008 Industry Forums:

Communication Strategies

Coding/Reimbursement

Leadership

Management

Patient Safety

Outreach

Compliance

Molecular Diagnostics

Technology

Industry Forum topics at previous ThinkLabs have included:

- The Electronic Integration of the Lab and its Contribution to the Electronic Medical Record
- Practical Approaches to Patient Safety
- IT's Role in Patient Safety
- The Future of Molecular Diagnostics

To suggest a forum topic, complete the form below and submit your ideas as soon as possible. Please note, if your suggested topic is selected, you will be a participant in the Forum. CLMA will select the 2 additional companies to participate.

All companies participating in the Industry Forums agree to co-sponsor their respective forum for a sponsorship fee of \$2,500.

Please complete and return to Steve Clark, sclark@clma.org or fax (610) 995-9568 by January 15, 2008

Name: _____

Title: _____

Company: _____

Email: _____

Phone: _____

Proposed Topic: