



# SNUG 2018

## CLINICAL CONUNDRUMS, MEDICAL MYSTERIES, AND DIAGNOSTIC DILEMMAS

### Exceptional Educational & Networking Opportunities

The annual SNUG conference is focused on exceptional educational and networking opportunities combined with technical sessions, roundtable discussions, and product demonstrations. This investment of your time will empower you with knowledge and connections that will benefit you and your facility for years to come!

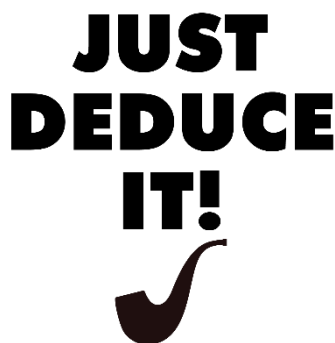
- LEARN NEW TOOLS AND TECHNIQUES!
- SHARE IDEAS, LESSONS LEARNED, AND BEST PRACTICES!
- NETWORK WITH SCC CLIENTS AND SCC STAFF!
- EARN FREE P.A.C.E. ® CREDITS FOR MANY SESSIONS WITHIN THE CONFERENCE!
- PREVIEW THE LATEST SOFTWARE AND SERVICES FROM MANY VENDORS, INCLUDING DIAMOND SPONSOR, SCC SOFT COMPUTER!
- DISCOVER THE DIRECTION OF SCC, WHERE WE'RE HEADED, AND WHAT THE FUTURE HOLDS!

In addition to breakout sessions and roundtables, hands-on lab access and poster sessions are scheduled. Developed directly from feedback gathered from surveys sent to SCC users, the conference is designed to ensure that you leave with the knowledge and tools necessary to increase your efficiency and give you an opportunity to meet with your SCC support team. Reference materials will be available online prior to the conference at [www.snuginconline.org](http://www.snuginconline.org).

SNUG 2018 offers sessions for professionals from every level in your organization, including lab managers, LIS managers and administrators, IS/IT staff, supervisors, pathologists, and medical laboratory scientists. We encourage you to send as many attendees as possible from your organization so your entire team can benefit.

REGISTER NOW!

[www.snuginconline.org](http://www.snuginconline.org)



MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5 CINCO DE MAYO
6	7	8	9	10	11	12
S N U G C O N F E R E N C E						
13	14	15	16	17	18	19 ARMED FORCES DAY
MOTHER'S DAY 20	21	22	23 FIRST DAY OF RAMADAN	24	25	26
PENTECOST SHAVUOT 27	28 MEMORIAL DAY	29	30	31		

2018

SOFT NETWORK USERS GROUP

# SNUG 2018

## Conference at-a-Glance



**Don't miss the SNUG 2018**  
CLINICAL CONUNDRUMS, MEDICAL MYSTERIES,  
AND DIAGNOSTIC DILEMMAS

**Conference**  
& Expo

Networking Events  
Hands-on Demonstrations  
Group Presentations



May 6 – 10 • Sheraton Sand Key Resort • Clearwater Beach, Florida

# SNUG 2018 Conference-at-a-Glance

## Sunday, May 6

### Conference Registration & Check-in

SNUG Help Desk @ Sheraton Sand Key Resort lobby II

### FREE ½-day Pre-conference SoftReports workshop:

Space is limited to 40 attendees | Registration is required

### Networking event:

Welcome Reception poolside at the Sheraton Sand Key

## Monday, May 7

SNUG 2018 Opening Session

SNUG Town Hall meeting

Half day of sessions and roundtables (afternoon)

### Networking events:

Platinum vendor hospitality suites (refreshments served)

The 10th annual SNUG Idol | Karaoke @ the Mainstay Tavern

## Tuesday, May 8

Annual SNUG business meeting (morning)

Full day of sessions and roundtables

Poster session (afternoon)

Vendor sessions

Vendor exhibits

### Networking events:

Vendor wine and cheese reception (refreshments served)

Escape Room Adventure (Space is limited | Registration is required | Choose 7:00 or 8:00 P.M. | \$28 per person)

## Wednesday, May 9

Customer Service Forum / SIG (special interest group)  
(morning)

Full day of sessions and roundtables

Vendor exhibits (morning)

### Networking event:

SCC's annual client appreciation banquet

## Thursday, May 10

Full day of sessions and roundtables

Conference adjourns @ 3:15 p.m.

## SCC Hands-on Lab | Monday – Thursday, May 7 – 10

Throughout the conference, the SNUG Hands-on Lab will showcase SCC products configured for a multitude of networks and client environments. Join staff members from SCC's programming and product development teams in the SCC Hands-on Lab to get answers to your product and environment questions.

You'll be able to log into your home network to check on things back at the office and answer your e-mails while in Clearwater.

## Poster Session | Tuesday, May 8

Maximize your time at SNUG and check out the poster session presented by your colleagues and SCC staff. This showcase will give you the opportunity to engage in discussions with the poster presenters as they accompany their posters.

## Conference Tracks:

Technical sessions make up the core of the SNUG Healthcare Information Technology Summit. Several tracks are offered for those SNUG attendees who want to focus their attention and learning experience on a specific area.

**General Lab**—Increase your knowledge of SCC's LIS solutions with sessions that include topics on basic and advanced calculations, audit trails, specimen tracking, translation tables, and more.

**Operations**—Grow your IT skills with sessions that include topics on interoperability, environment management, change control, testing methodology, MoM/HIS, and more.

**Blood Bank**—Are you a transfusion services professional or an IT professional? Learn how to get the most from your SCC transfusion services management software tools and interfaces.

**Genetics**—Is your organization looking towards the future of healthcare IT and seeing that it includes MDx and personalized medicine? Learn why SCC is a pioneer in genetics information management solutions and how your organization can use the **modules in SCC's Genetics Information Systems Suite®** to automate workflow in your laboratory. **IT's in SCC's Genes!**

**Professional Development**—Learn why SCC has been recognized for excellence in workforce training and professional development with sessions that are designed to help you improve your job performance.

## Vendor Fair | Tuesday & Wednesday, May 8 & 9

The **SNUG Vendor Fair** features the most practical SCC add-ons and third-party programs. You'll have an opportunity to discuss these products with vendor reps and explore new ways to boost your facility's efficiency.

Play the **SNUG Vendor Game** on Tuesday as you visit each vendor and turn in your game card that evening during the Vendor Reception for your chance to win fabulous prizes!

## Vendor Wine & Cheese Reception | Tuesday, May 8

The **Vendor Reception** Tuesday evening (and *Hospitality suites hosted by the Platinum vendors Monday evening*) provide additional opportunities for you to meet with SNUG vendors in a relaxed setting during the conference.

## SNUG Annual Business Meeting | Tuesday, May 8

Attend the annual SNUG business meeting Tuesday morning for a SNUG business review and update, and election of new officers. Vote for the committee members that will represent you and influence SCC. *Why not increase your involvement and consider becoming a committee member yourself?!*

## SCC's Client Appreciation Banquet | Wednesday, May 9

Join your colleagues and SCC staff for a delectable feast at **SCC's Annual Client Appreciation Banquet**.

For updated information and detailed session descriptions, visit SNUG's website at [www.snuginconline.org](http://www.snuginconline.org).

## SNUG 2018 Keynote Speaker: Tim Gabrielson, Magician



**SNUG 2018 Opening Session**  
**Monday, May 7**  
**9:15 A.M., Grand Ballroom**

*According to SNUG 2018 Keynote Speaker, Tim Gabrielson, YOU'RE the only one who controls how you think, feel, and act. When this "common sense" becomes "common practice," you gain perspective. Perspective enables your organization to solve problems easier, find solutions quicker, create a more overall efficient team, and have fewer turnovers – all by implementing positive change. Tim has two main goals when he steps on stage:*

*1) Inspire audiences to make positive, intentional choices and 2) Keep It Funny.*

Tim began his career performing at a local theme park at age 16. His comedic wit and natural timing—combined with his magical prowess—quickly made him a park favorite. He soon became in-demand nationally for his riveting show that combines clean humor **and highly skilled magic**. It didn't take long to gain the attention of agents and producers alike, landing him with his own show on the Las Vegas strip.

A turning point for Tim was when he realized his humor was touching lives by allowing people to see beyond immediate hardships. He began infusing his show with a simple and profound takeaway message: *How to turn Lemons to Laughter*. Tim teaches people how **to respond instead of just reacting to life's situations, which results in a more meaningful and enthusiastic life**. Tim's "Keep it Funny" philosophy, as highlighted in his signature book, *Lemons to Laughter*, is apparent throughout his laugh-a-minute show. He performs at more than 100 events a year, and his wide appeal makes his program valuable for all audience types.

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*"You can be a fabulous magician and make people laugh but the real key is to give the audience something of value to take away. I love to entertain but my true mission is to ignite people to live a happier life."*

*TIM GABRIELSON, SNUG 2018 Keynote Speaker*

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You won't want to miss this keynote presentation. With a unique blend of comedy, magic, and inspirational principles, Tim will inspire you with his words, entertain you with his breathtaking comedy and magic, and show you how to make small choices that create positive change and help modify thought patterns resulting in greater enthusiasm and improved productivity. You will walk away invigorated and equipped to infuse a "positive change" culture into your work and personal lives.

## SNUG 2018 Networking & Recreational Activities

In addition to lunches and breaks, we've arranged some fun activities to help you break the ice, reconnect, and network with your colleagues from other client sites as well as your SCC support staff and SNUG sponsors.

**WELCOME RECEPTION | Sunday, May 6** – Mix and mingle poolside @ the Sheraton Sand Key Resort with SNUG attendees and SCC staff in a relaxed setting as the sun sets over the Gulf of Mexico. Hosted by the SNUG 2018 Platinum sponsors, our "Partners in Innovation"!

**PLATINUM HOSPITALITY SUITES | Monday, May 7** – Hosted by Platinum sponsors who **pull out all the stops with hors d'oeuvres**, beverages, music, and a chance to unwind, and network with fellow attendees after your first day at SNUG.

**SNUG IDOL! KARAOKE @ THE MAINSTAY TAVERN | Monday, May 7** – Now in its 10<sup>th</sup> year, this event has become a SNUG favorite! Join us and become the star you were meant to be ... **even if it's just for a few hours**. You won't want to miss this fun-filled evening of music and laughter.

**VENDOR WINE AND CHEESE RECEPTION | Tuesday, May 8** – Join the SNUG vendors and fellow attendees for a wine and cheese reception hosted by the SNUG 2018 sponsors. Be sure to bring your completed vendor game card to be entered into a drawing for a chance to win fabulous prizes!

**CYBER CASE: REAL-LIFE ADVENTURE GAME @ ESCAPE ROOM CLEARWATER BEACH | Tuesday, May 8** – Immediately following the SNUG Vendor Reception, hop on board the Jolley Trolley and head up to north Clearwater Beach for our Escape Room Adventure: Cyber Case teambuilding and networking event.



Unwind, network with SNUG attendees and SCC staff, and have fun as you work as a team to solve a case.

Space is limited | Registration required (choose 7:00 P.M. or 8:00 P.M.)

Fee: \$28.00 per person

For more information, visit <https://app.escapetix.com/events/just-deduce-it-snug-2018>.

**SCC'S ANNUAL CLIENT APPRECIATION BANQUET | Wednesday, May 9** – Hosted by SNUG Diamond Sponsor, SCC Soft Computer, to thank you for your support, this is an opportunity to network with SCC clients and staff while you enjoy a sumptuous meal.

Details to follow.

# SNUG Fees and Conference Rates\*

\*All fees listed are in U.S. dollars and are paid to SNUG, Inc.

At a time when many organizations are cutting back on training costs and are looking for ways to get the most for the money spent in every area, the annual SNUG conference is a cost-effective professional education conference that can help users learn how to get the most from their SCC clinical information systems and maximize their LIS.

Active SNUG members receive a significant discount on the registration fee for the annual conference.

## ANNUAL SNUG MEMBERSHIP FEE

(Per Soft Production Environment)

\$400 .....per Calendar Year

## SNUG 2018 CONFERENCE FEES

(Per Attendee)

Plan your attendance at the 2018 SNUG Healthcare Information Technology Summit to fit your schedule.

Attend the full conference or choose daily rates.

### FULL CONFERENCE

\$425 ..... SNUG Members  
\$1,100 ..... Non-members

### DAILY RATES

(you will be prompted to select a day or days)

\$175 (one day) ..... SNUG Members  
\$325 (two days) ..... SNUG Members  
\$275 (one day) ..... Non-members  
\$550 (two days) ..... Non-members

## ACTIVITIES & GUEST FEES

\$20..... Guest, Lunch Fee – Per Day†  
No charge ..... **SCC's SNUG Appreciation Banquet Fee‡**

† Lunch is included in your SNUG 2018 conference fee.  
You are welcome to bring a guest for a nominal fee.

‡ There is no charge for SCC's annual SNUG Appreciation Banquet.

## PAYMENT

Registration is not complete until payment is received.

Major credit cards, company checks, personal checks, and cashier's checks are all accepted.

The annual SNUG membership fee is per Soft production environment; the conference fee is per attendee.

*Keep in mind that a single idea taken home from the conference could save your facility many times the cost of your attendance!*

**REGISTER NOW** at [www.snuginonline.org](http://www.snuginonline.org)!

### DISCLAIMER:

SNUG, Inc. claims no liability for the acts of any supplier at this meeting or for the safety of any attendee while in transit to, from, or during this meeting. Attendees who purchase non-refundable airline tickets do so at their own risk. SNUG reserves the right to cancel this function without penalty. Total amount of liability to SNUG will be limited to a refund of fees paid by attendee.

# Conference Deadlines | Resources for more information

## Wednesday, April 4

### Conference cancellations and giveaway deadlines

Cancel in writing with no penalty on or before Wednesday, April 4, 2018. Full fees will be charged for cancellations received after this date.

Registrations received after April 4, 2018, will NOT be guaranteed giveaway items (SNUG SWAG – bag, shirt, padfolio, beverage cup), as this is our deadline for ordering these items.

### Hotel conference rate expires

#### The Sheraton Sand Key Resort's special conference rate expires

at 5:00 P.M. ET on this date. Make your reservations directly with the Sheraton by phone at (727) 593-6000 or online (go to [www.snuginonline.org](http://www.snuginonline.org), select Conference Info, and click Hotel Information). Use reservation code SE15AA. You MUST USE THIS CODE IN ORDER FOR SNUG TO GET CREDIT FOR YOUR ROOM.

*SNUG attendees must reserve a minimum number of rooms in our block of rooms for SNUG to get the conference space at NO COST, which is how we've been able to keep the conference registration rate so low over the years.*

If you must cancel for any reason, you may cancel your room with no penalty 72 hours prior to scheduled arrival. You must forfeit your deposit for cancellations made with less than 72 hours' notice.

## Questions

Look for details on SNUG's website [www.snuginonline.org](http://www.snuginonline.org).

For information about SNUG membership registration or conference registration, contact SNUG's registrar, The Link Events Professionals, at 727.439.0994 or 727.463.0994, or by e-mail at [SNUG@thelinkevents.com](mailto:SNUG@thelinkevents.com).

## Mail

SNUG  
c/o The Link Events Professionals  
9814 52nd Avenue North  
St. Petersburg, Florida 33708

**Don't** miss this educational opportunity!  
Watch for conference information and register to attend SNUG 2018 at [www.snuginonline.org](http://www.snuginonline.org)!

**Register NOW!**  
[www.snuginonline.org](http://www.snuginonline.org)

# Conference Hotel & Ground Transportation

The 2018 SNUG conference will be held at the Sheraton Sand Key Resort on Clearwater Beach. Special conference rates apply. To reserve your room, visit [www.snuginconline.org](http://www.snuginconline.org), go to **CONFERENCE INFO**, and click **Hotel Information**. The links will take you to SNUG's custom reservation page (use reservation code **SE15AA**).

## CONFERENCE HOTEL

The SNUG 2018 conference hotel is the Sheraton Sand Key Resort. Situated on the north end of Sand Key (*a barrier island located between the Gulf of Mexico and the Florida mainland*) the Sheraton Sand Key is an award-winning Mediterranean-style resort that offers a tropical island experience with accommodations overlooking Sand Key Beach and Clearwater Harbor to the north, the Intercoastal Waterway to the east, and the sparkling azure waters of the Gulf of Mexico to the west.

The Sheraton Sand Key Resort is offering the following guest room rates for SNUG 2018 attendees:

1 Bedroom (1 – 2 persons): .....\$189.00\*  
Each additional adult: ..... \$ 10.00

*\*rate is per night (standard room), plus 13% tax*

This rate is available for anyone staying before or after the conference. Check with Sheraton reservations for availability.

**The special SNUG 2018 guest room rate expires Wednesday, April 4 at 5:00 P.M. EDT.**

Reservations made after this date and time will NOT be eligible for the discounted conference rates.

You CANNOT use a travel agent to book your guest room and get this special conference rate. To reserve your room from the SNUG website ([www.snuginconline.org](http://www.snuginconline.org)), go to the Conference Info page **and click one of the hotel links to go to SNUG's custom online reservation page**. You can also make reservations by calling (727) 595-1611. (Be sure to use this reservation code: **SE15AA**.)

## Sheraton Sand Key Resort

1160 Gulf Boulevard | Clearwater Beach, Florida 33767  
Phone: (727) 595-1611 | Fax: (727) 596-8488

### WHY STAY AT THE SNUG CONFERENCE HOTEL?

**Free conference space for SNUG = lower cost for you!**  
If we book enough rooms, SNUG gets the conference space **FREE ... this helps us control the cost of the conference, and we pass on the savings to you!**

**Convenience!**  
Your room is right there if you need a break or in case you forget something or need to do a quick change for the next event.

**Extra beauty rest!**  
**You can sleep in since you don't have far to travel!**

**No rental car needed = additional savings on your travel costs and no worries about parking or rental car return**  
The hotel has restaurants, shops, recreation, easy beach **access ... everything you need is right there, or within walking distance.**

### PLEASE NOTE:

Room rates are only guaranteed through the cut-off date of **April 4**. Because other large events are scheduled immediately before and after SNUG 2018, it is imperative that you book your room as soon as possible.

You **MUST** book your room by the cut-off date to take advantage of the reduced rate.

**The cost of the conference is reduced by the number of rooms credited to SNUG's conference room block for the week.**

Help us keep the cost of the conference down by booking your room through the Hotel's SNUG reservation webpage or use the SNUG discount code SE15AA (*when booking on your own or through a travel agent*). This small step will ensure SNUG gets credit for your stay. *Missing our quota will cost our user group thousands of dollars (per day) in additional conference room rental fees.*

## GROUND TRANSPORTATION

With two major airports – Tampa International Airport (TPA) and St. Petersburg/Clearwater International Airport (PIE), the Tampa Bay area is a reasonably priced and easy to access destination. Taxis, rental cars, and shuttle services are widely available.

There are variety of ground transportation options between TPA and PIE and surrounding destinations. Choose from various companies under public transportation, bus service, rental cars, shared ride, and taxis. For information on your ground transportation options from TPA and PIE visit their websites at:

- [http://www.tampaairport.com/ground\\_transportation/](http://www.tampaairport.com/ground_transportation/)
- <http://www.fly2pie.com/ground-transportation/taxis-shuttles>
- <http://www.fly2pie.com/ground-transportation/rental-cars>

### TAXI

Estimated taxi fare:

- \$50 (one-way) from TPA
- \$40 (one-way) from PIE

### RENTAL CAR

All of the major rental car companies are available at both TPA and PIE.

### SUPERSHUTTLE

Super Shuttle offers direct service from TPA and PIE to the Sheraton Sand Key Resort.

### PARKING

The Sheraton Sand Key Resort offers free self-parking for hotel guests.

### LOCAL TRANSPORTATION

The Jolley Trolley (<http://www.clearwaterjolleytrolley.com/>) provides easy access to local transportation for just \$2.25 per trip or \$5.00 for an unlimited daily pass!

## Not convinced yet?!

The annual SNUG conference is simply a good value, offering professional training and career development at a reasonable price.

**What to expect at SNUG 2018:** A full week of educational sessions, roundtable discussions, luncheons, one-on-one meetings with SCC staff, and fun networking / teambuilding events in the evenings ... **plus spectacular sunrises and sunsets!**

**Earn P.A.C.E.® CEUs @ SNUG 2018:** Get FREE CEUs, and keep up your P.A.C.E. (Professional Acknowledgement for Continuing Education) certification through selected annual conference sessions. Many of the presentations given at SNUG are approved to receive P.A.C.E. credit in the form of contact hours.

*P.A.C.E. provides a means for recording credits that Clinical Laboratory Professionals earn by attending continuing education programs to maintain and enhance their competence. The American Society of Clinical Laboratory Science (ASCLS) is a continuing sponsor of P.A.C.E.*

*SCC is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E. Program.*

**Picture yourself at SNUG 2018! The only thing missing is YOU!**

