

SCARD

**Society of Chairs of
Academic Radiology
Departments**

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

October 15 - 16, 2009

12:00 pm – 5:00 pm

Plaza Ballroom

**The Fairmont Orchid, Hawaii
Kohala Coast, Big Island, Hawaii**

SCARD

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Final Program

Faculty List

Attendee List

Notes

Society of Chairs of Academic Radiology Departments

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Orchid, Kohala Coast, Big Island, Hawaii

October 15 – 16, 2009

In joint sponsorship with the Radiological Society of North America

Accreditation and Designation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Radiological Society of North America (RSNA) and the Society of Chairs of Academic Radiology Departments (SCARD). The RSNA is accredited by the ACCME to provide continuing medical education for physicians.

The RSNA designates this educational activity for a maximum of 8.00 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Evaluation

In compliance with the ACCME requirements, you must record your attendance and evaluate the sessions you attend in order to receive AMA PRA Category 1 Credit.

The evaluation instrument is supplied to you at registration in a booklet format. The session evaluations appear in chronologic order. Please write your name, address, and degree(s) in the space provided, and complete the evaluations for the sessions you attend. At the end of the meeting, submit the entire evaluation booklet to the SCARD registration desk. A record of the CME credit earned at this meeting will be mailed to you shortly after the program.

Content Codes

To better help the participants of this CME activity organize their CME records, a two-letter content code will be indicated in the evaluation booklet.

Target Audience

This two-day course is designed for newly appointed chairs (less than two years), for senior faculty who aspire to become chair of an academic radiology department, for junior faculty curious to know more about what a chair's responsibilities encompass, and for chief residents who aspire to leadership in their career.


Learning Objectives

At the completion of this meeting participants should be able to:

- Understand the strategic imperatives affecting radiology chairs.
- Be aware of research initiatives and tactics at the local and national level.
- Become familiar with methodologies and principles affecting the capturing, retention, and expansion of clinical income.
- Learn about the impress of new regulations on the chair's freedom of action and attention to departmental protection
- Gain insight into the stratagems for program and faculty development.

Disclosure Statements

The Accreditation Council for Continuing Medical Education (ACCME) requires that the RSNA, as an accredited provider of continuing medical education, obtain signed disclosure statements from meeting faculty, including committee members, program planners, and presenters. The intent of this policy is not to prevent an individual with a financial relationship from participating; however, in accordance with ACCME standards, the RSNA has developed policies and procedures to manage identified conflicts of interest. The ACCME further requires that the RSNA provide disclosure information to all attendees prior to the educational activity. Individuals who have or have had within the previous 12 months (or at the time the research was conducted) an affiliation or financial relationship with any commercial interest are noted with a star (*) after their name in the program book. Financial disclosure statements for these individuals are reported after each individual's name in the disclosure index. All other individuals have indicated they have nothing to disclose.

 This icon indicates discussion of uses not approved by the FDA. The RSNA and SCARD recognize that at scientific meetings faculty may discuss the application of some devices, materials, or pharmaceuticals that are not FDA approved. In keeping with the highest standards of professional integrity and ethics, RSNA and SCARD require that faculty fully disclose to their audience that there will be discussion of the unlabeled use of a commercial product, device, or pharmaceutical that has not been approved for such purpose by the FDA.

Society of Chairs of Academic Radiology Departments

Leadership and Management in Radiology Program

The Fairmont Orchid, Kohala Coast, Big Island, Hawaii

October 15 – 16, 2009

Program Schedule (current as of September 25, 2009)

Thursday, October 15

7:00 AM – 5:00 PM

Registration

Location: Plaza Ballroom Foyer

GENERAL SESSION

Location: Plaza Ballroom

12:00 PM

Box lunches will be available for pre-registered program attendees.

12:30 PM – 1:30 PM

Leadership I

AMA PRA Category 1 Credit: 1.00

Faculty: *Stephen R. Baker, MD*

Learning Objectives: Acquaint the prospective or new chair with strategic goals common to all leaders of academic radiology departments. Describe the dynamics of the devolution of responsibility among chairs of radiology, medical directors, and deans.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Orchid, Kohala Coast, Big Island, Hawaii

October 15 – 16, 2009

Thursday, October 15 (continued)

1:30 PM – 2:00 PM

Contracting

AMA PRA Category 1 Credit: 0.50

Faculty: *Ronald L. Arenson, MD**

Learning Objectives: Learn about billing organizations and medical group structures. Study relationships with medical centers, including joint ventures. Consider patient mix implications for billing and contracting.

2:00 PM – 2:30 PM

Compensation Plan

AMA PRA Category 1 Credit: 0.50

Faculty: *Ronald L. Arenson, MD**

Learning Objectives: Determine what constitutes a good compensation plan. Learn what types of incentives are important and meaningful. Balance recruitment needs and retention needs, determine fairness. Determine if on-call work should receive additional remuneration.

2:30 PM – 2:45 PM

Break

Location: Plaza Ballroom Foyer

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

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October 15 – 16, 2009

Thursday, October 15 (continued)

2:45 PM – 3:30 PM

Accounts Receivable: Getting Paid for the Work You Do

AMA PRA Category 1 Credit: 0.75

Faculty: *Norman J. Beauchamp, Jr, MD, MHS**

Learning Objectives: The attendee will learn: The importance of accounts receivable management to the success of a radiology practice. 2. Key parameters for monitoring accounts receivable management performance. 3. Approaches to optimize accounts receivable management performance.

3:30 PM – 4:15 PM

Turf Management

AMA PRA Category 1 Credit: 0.75

Faculty: *Norman J. Beauchamp, Jr, MD, MHS**

Learning Objectives: The attendee will learn: 1. The detrimental impact of turf issues to quality and cost in patient care. 2. Strategies to protect your patients and department from the detrimental impact of turf battles. 3. Collaborative models for interdisciplinary collaboration.

4:15 PM – 5:00 PM

How to Protect Your Staff

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives: To acquaint the attendee with the need to develop a relationship with non-physician members of your department. To develop channels of communication with staff members allowing for prompt interchange. To use administrative human resources principles to protect your staff. To utilize the concept of apology for conflict resolution

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Orchid, Kohala Coast, Big Island, Hawaii

October 15 – 16, 2009

Friday, October 16

7:00 AM – 5:00 PM

Registration

Location: Plaza Ballroom Foyer

GENERAL SESSION

Location: Plaza Ballroom

12:00 PM

Box lunches will be available for pre-registered program attendees.

12:30 PM – 1:30 PM

Challenges to a Leader: Eight Case Studies

AMA PRA Category 1 Credit: 1.00

Faculty: *Stephen R. Baker, MD*

Learning Objectives: To offer a mechanism for interactive discussions on a case-based format of issues pertinent to leadership by a radiology chairman. To raise issues through such discussions about human resources and equipment resources pertinent to a chairman. To reinforce through didactic exchange salient features important for leaders to acknowledge, if not accept, with respect to motivating and managing faculty.

1:30 PM – 2:15 PM

Communication Skills: Strategies for Effective Critical Conversations

AMA PRA Category 1 Credit: 0.75

Faculty: *Jonathan S. Lewin, MD**

Learning Objectives: 1. To define a useful framework for critical communication. 2. To describe communication skills that are central to successful conflict resolution. 3. To learn concepts and techniques for successful discussion of difficult topics and effective critical communication

Society of Chairs of Academic Radiology Departments

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

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October 15 – 16, 2009

Friday, October 16 (continued)

2:15 PM – 2:30 PM

Break

Location: Plaza Ballroom Foyer

2:30 PM – 3:00 PM

How Do We Motivate Junior Faculty?

AMA PRA Category 1 Credit: 0.50

Faculty: *Steven E. Seltzer, MD*

Learning Objectives: By attending this seminar, the participant will: 1. Gain understanding of the principles of human motivation. 2. Review data on the factors affecting career choices among radiology residents. 3. Review several simulated but realistic case studies in which a Department Chair tries to retain a Junior Faculty member.

3:00 PM – 3:45 PM

Faculty Discipline: How to Fire Someone

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives: Describe the limitations of the chair's range of action with respect to non-renewal and firing of employees. Present the various state and federal regulations with respect to employee rights. Offer a tactical guide for the removal of inept or recalcitrant faculty.

Society of Chairs of Academic Radiology Departments

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Friday, October 16 (continued)

3:45 PM – 4:30 PM

Leadership II

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives: Acquaint the prospective or new chair with strategic goals common to all leaders of academic radiology departments. Describe the dynamics of the devolution of responsibility among chairs of radiology, medical directors, and deans.

Program Adjourns

Faculty List

Program Chair

Stephen R. Baker, MD
UMDNJ-New Jersey Medical School
Newark, NJ

Faculty

Ronald L. Arenson, MD
University of California San Francisco
San Francisco, CA

Jonathan S. Lewin, MD
Johns Hopkins Hospital
Baltimore, MD

Norman J. Beauchamp Jr, MD, MHS
University of Washington HSC
Seattle, WA

Steven E. Seltzer, MD
Brigham & Women's Hospital
Boston, MA

Disclosure Index

Arenson, Ronald L.
Advisory Board, Genelux Corporation

Beauchamp Norman J.
Research grant, Koninklijke Philips Electronics NV; Advisory Board,
General Electric Company

Lewin, Jonathan S.
Stockholder, Interventional Imaging, Inc; Co-founder, Interventional
Imaging, Inc

SCARD Fall Meeting Future Date(s)

2010	Sept 23-25	Fairmont Le Chateau Frontenac Quebec City, Quebec, Canada
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SCARD 2009 – Leadership & Management in Radiology Program
Pre-registration Attendee List
(As of 9/30/09)

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