

# 2014 SCARD FALL MEETING

AND

## LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

**JW Marriott Starr Pass Resort & Spa**  
Tucson, Arizona | October 15-18, 2014



**SCARD** Society of Chairs of Academic  
Radiology Departments

In Joint Providership with the Radiological Society of North America (RSNA®)

**Plus!**

**AAARAD Fall Conference**  
Registration Info | Oct. 14-15, 2014

## Accreditation Statement

This live activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership 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.

## Designation Statements

### SCARD 2014 Fall Meeting

The RSNA designates this live activity for a maximum of 14.50 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### SCARD Leadership and Management in Radiology Program

The RSNA designates this live activity for a maximum of 8.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## The Academy of Radiology Leadership and Management

The Academy of Radiology Leadership and Management (ARLM) is sponsored by five participating  radiology societies including AAARAD, ARRS, AUR, RSNA and SCARD. Launched in 2011, the ARLM helps radiologists focus their professional development by requiring completion of education across six different learning domains. ARLM awards a Certificate of Achievement upon completion.

Participation in the SCARD Fall Meeting qualifies for 12.75 ARLM education credits. Participation in the Leadership and Management Course qualifies for 8.25 ARLM education credits. AAARAD Fall Conference participation qualifies for 8.00 ARLM education credits.

## PRESIDENT'S WELCOME

Dear Colleague:

I am pleased to announce that the 2014 **SCARD Fall Meeting** will take place **October 16-18, 2014**, at the JW Marriott Starr Pass Resort & Spa in Tucson, Arizona. We will meet in the mornings on Thursday and Saturday, and for a full day, which includes the SCARD Business Meeting and Luncheon, on Friday.



The Leadership and Management in Radiology program will take place in the afternoons on Wednesday and Thursday, October 15-16. This popular program will provide timely information about leadership and management trends and regulations affecting our profession. New chairs and others interested in learning more are encouraged to join us.

For the second year, the Society of Chairs of Children's Hospitals (SCORCH) is co-locating its meeting with SCARD. We have some exciting joint programming and networking functions planned with our pediatric chair colleagues.

Live activities for both the Fall Meeting and the Leadership and Management in Radiology program have been approved for 22.75 AMA PRA Category 1 Credits™.

A variety of interesting and timely topics are planned including:

- AAARAD Survey Results
- Health Reform and the Academic Radiologist
- Academic Medicine: In Search of a New Normal
- IR/DR Dual Board Update

I encourage you to make your hotel reservation as soon as possible, as rooms fill up quickly. **The deadline for housing is Friday, September 12th, and the deadline for advance registration is Friday, October 3rd.**

The Association of Administrators in Academic Radiology (AAARAD) will meet on Tuesday and Wednesday, October 14-15. AAARAD members are encouraged to attend the SCARD programs as well. A separate AAARAD registration brochure is enclosed.

I would like to thank Fujifilm Medical Systems USA, Inc., which has provided an unrestricted educational grant for the Fall Meeting. We appreciate Fujifilm's continued generous support of our program.

If you have any questions regarding the upcoming meeting or other SCARD activities, please do not hesitate to contact the SCARD administrative office at 1-630-368-3731 or [SCARD@rsna.org](mailto:SCARD@rsna.org).

I look forward to seeing you in Tucson!

Sincerely,

*Norman Beauchamp*

Norman J. Beauchamp Jr., MD, MHS  
President, SCARD



October 15-16, 2014

# SCARD LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

## Learning Objectives

**At the conclusion of this live activity, participants will be able to:**

- Demonstrate understanding of the strategic imperatives affecting radiology chairs, program directors, and managers.
- Identify research initiatives and tactics at the local and national level.
- Assess methodologies and principles affecting the capturing, retention, and expansion of clinical income.
- Evaluate the impress of new regulations on the chair's and the program director's freedom of action and attention to departmental protection.
- Improve stratagems for program and faculty development.

## Wednesday, October 15

12:00–12:30 PM	<i>Lunch and Welcome</i> James V. Rawson, MD
12:30–1:30 PM	<b>Interactive Quality Case: Process Improvement</b> Faculty: Jonathan B. Kruskal, MD, PhD
1:30–2:30 PM	<b>Interactive Leadership Case: Value of Radiology</b> Faculty: Carolyn C. Meitzer, MD
2:30–2:45 PM	Break
2:45–3:45 PM	<b>Interactive Finance Case: Managing a Budget Shortfall</b> Faculty: Layne Mitchell
3:45–4:45 PM	<b>Interactive Leadership Case: Managing a Natural Disaster</b> Faculty: Leonard Bok, MD, MBA
4:45 PM	Adjourn

## Thursday, October 16

12:30–1:00 PM	<i>Boxed Lunch</i>
1:00–2:00 PM	<b>Capital vs. Operational Budgets</b> Faculty: Catherine Garzio, MBA
2:00–3:00 PM	<b>HR Issues in Academics</b> Faculty: Richard Pierce, MBA
3:00–3:15 PM	Break
3:15–4:00 PM	<b>Organizational Culture</b> Faculty: Valerie P. Jackson, MD
4:00–4:45 PM	<b>Conflict Resolution</b> Faculty: Alexander Norbash, MD
4:45–5:30 PM	<b>Mentoring</b> Faculty: Cheri L. Canon, MD
5:30 PM	Adjourn

October 16-18, 2014

# SCARD FALL MEETING



## Learning Objectives

**At the conclusion of this live activity, participants will be able to:**

- Demonstrate understanding of the organizational and financial challenges that face academic radiology.
- Describe how healthcare reform might impact academic radiology.
- Assess and apply new rules and regulations regarding ethical, professional, and institutional behavior.
- Demonstrate understanding of regulations regarding residency and fellowship training.
- Identify and discuss managerial problems and solutions.
- Describe various academic radiology compensation plans.
- Demonstrate understanding of internal and external philanthropy.
- Explain how to build and maintain radiology research programs.

## Thursday, October 16

7:00 AM	Breakfast
7:55 AM	Welcome Norman J. Beauchamp Jr., MD, MHS
8:00–9:00 AM	<b>AAARAD Survey Results</b> Moderator: Ronald L. Arenson, MD Faculty: Sherry C. Elliot, MBA
9:00–10:00 AM	<b>Who Moved My Pro Fee?</b> Moderator: Cheri L. Canon, MD
9:00–9:20 AM	<i>UAB</i> Faculty: Cheri L. Canon, MD Richard Pierce, MBA
9:20–9:40 AM	<i>UCSF</i> Faculty: Ronald L. Arenson, MD Catherine Garzio, MBA
9:40–10:00 AM	<i>Q&amp;A</i>
10:00–10:15 AM	Break
10:15–11:15 AM	<b>Leading Change</b> Moderator: James V. Rawson, MD <i>Change Management Tools and Models</i> Faculty: Martin Bledsoe, MSPH <i>Change Agents, Healthcare Radicals, Rebels and Other Heretics</i> Faculty: James V. Rawson, MD
11:15 AM–12:30 PM	<b>Society Updates</b>
11:15–11:40 AM	<i>ABR Update</i> Faculty: Valerie P. Jackson, MD
11:40 AM–12:05 PM	<i>ARR Update</i> Faculty: Renee L. Cruea, MPA Jonathan S. Lewin, MD
12:05–12:30 PM	<i>ACR Radiology 3.0 Update</i> Faculty: Bibb Allen Jr., MD
12:30 PM	Adjourn
6:00 PM	SCARD/SCORCH Welcome Reception

## Friday, October 17

7:00 AM	SCARD/SCORCH Breakfast
7:55 AM	Welcome Jonathan S. Lewin, MD Robert C. McKinstry, III, MD, PhD
<b>SCARD/SCORCH Joint Program</b>	
8:00–9:00 AM	<b>Health Reform and the Academic Radiologist</b> Moderator: Robert C. McKinstry, III, MD, PhD
8:00–8:20 AM	<i>ACOs and Beyond: Critical Success Factors for Radiology</i> Faculty: Clifford J. Belden, MD
8:20–8:40 AM	<i>Total Value Creation in the Radiology Department</i> Faculty: Richard E. Heller, MD
8:40–9:00 AM	Q&A
9:00–10:00 AM	<b>Academic Medicine - In Search of A New Normal</b> Moderator: Jonathan S. Lewin, MD Faculty: Darrell G. Kirch, MD
10:00–10:30 AM	Break
10:30–11:30 AM	<b>EHR Implementation - Tragedies and Triumphs of Epic Proportion</b> Moderator: Johan G. Blickman, MD, PhD
10:30–10:45 AM	<i>EPIC Implementation: Politics, Pitfalls, Practicalities, and Potential</i> Faculty: James E. McDonald, MD
10:45–11:00 AM	<i>The Big Bang: Going Live with EPIC–Inpatient, Outpatient, Imaging, OR, Everyone on One Day</i> Faculty: Johan G. Blickman, MD, PhD
11:00–11:15 AM	<i>Cerner Implementation from Soup to Nuts: EMR, PACS and Voice</i> Faculty: Nolan R. Altman, MD
11:15–11:30 AM	Q&A
11:30 AM–12:30 PM	<b>Patient Centered Radiology</b> Moderator: Steven E. Seltzer, MD
11:30–11:40 AM	<i>RSNA's Radiology Cares® Initiative</i> Faculty: Vincent P. Mathews, MD
11:40–11:50 AM	<i>Child and Family Centered Care in Radiology: What Can and Should Be Done</i> Faculty: Thierry Huisman, MD
11:50 AM–12:00 PM	<i>Error Free Communications: What Can and Should Be Done</i> Faculty: James R. Duncan, MD, PhD
12:00–12:10 PM	<i>Radiology Consultation Services at Brigham and Women's Hospital</i> Faculty: Andrew Menard, JD
12:10–12:30 PM	Q&A
<b>SCARD Program</b>	
12:30–2:30 PM	<b>SCARD Business Meeting/Luncheon</b>
2:30–3:00 PM	<b>AAPM Update</b> Faculty: John D. Hazle, PhD
3:00–3:30 PM	<b>Quality Metrics Update - Best Practices and Emerging Metrics</b> Faculty: Jonathan B. Kruskal, MD, PhD
3:30–5:00 PM	<b>Open Mic Session - Upcoming Challenges, Common Opportunities, and Creative Solutions</b> Faculty: Norman J. Beauchamp Jr., MD, MHS Jonathan S. Lewin, MD
5:00 PM	Adjourn
6:30 PM	<b>SCARD Dinner</b>

## Saturday, October 18

7:00 AM	Breakfast
7:55 AM	Announcements Jonathan S. Lewin, MD
8:00–8:30 AM	<b>IR/DR Dual Board Update</b> Faculty: Matthew A. Mauro, MD
8:30–9:15 AM	<b>Issues and Challenges of Small and Mid-Sized Departments</b> Moderator: E. Kent Yucel, MD
8:30–8:40 AM	<i>Clinical Coverage Challenges - Day and Night</i> Faculty: E. Kent Yucel, MD
8:40–8:50 AM	<i>Research Issues</i> Faculty: Alexander Norbash, MD
8:50–9:00 AM	<i>Educational Considerations</i> Faculty: Scott C. Goodwin, MD
9:00–9:15 AM	Q&A
9:15–9:45 AM	<b>Creating a Successful Marketing Program</b> Moderator: Alexander Norbash, MD
9:15–9:27 AM	<i>Radiology Marketing: Strategic Planning and Establishing A Framework</i> Faculty: Alexander Norbash, MD
9:27–9:39 AM	<i>The Applied Marketing of Imaging Services: Practical Applications and Considerations</i> Faculty: Steven E. Seltzer, MD
9:39–9:45 AM	Q&A
9:45–10:00 AM	Break
10:00–11:00 AM	<b>New Chair's Roundup: Stories from the Front Lines</b> Moderator: N. Reed Dunnick, MD Faculty: Fergus V. Coakley, MD King C. Li, MD, MBA Reed A. Omary, MD, MS Erik K. Paulson, MD
11:00 AM–12:00 PM	<b>Chair and Faculty Burnout: How to Weather the Storm in Times of Change</b> Moderator: Norman J. Beauchamp Jr., MD, MHS
11:00–11:10 AM	<i>Introduction</i> Faculty: Norman J. Beauchamp Jr., MD, MHS
11:10–11:50 AM	<i>Top Ten Lists</i> Faculty: Thomas M. Grist, MD James A. Brink, MD Lisa H. Lowe, MD Raymond S. Dougherty, MD
11:50 AM–12:00 PM	Q&A
12:00 PM	Adjourn



## General Information

### HOTEL INFORMATION

#### JW Marriott Tucson Starr Pass Resort & Spa

3800 W. Starr Pass Boulevard  
Tucson, AZ 85745  
1-520-792-3500  
[jwmarriottstarrpass.com](http://jwmarriottstarrpass.com)



Set high in the Sonoran Desert with views reaching to the horizon, JW Marriott Tucson Starr Pass Resort & Spa is Southern Arizona's largest and most luxurious resort. Located just west of an area considered the birthplace of Tucson, this resort is rich with culture, history and beauty.

### HOTEL RESERVATIONS

Visit the Meetings page on [SCARDweb.org](http://SCARDweb.org) and click "Hotel Reservations" to reserve your room. You may also call the reservation line at 1-877-622-3140 and inform the agent that you are part of the Society of Chairs of Academic Radiology Departments (SCARD) meeting to receive the special room rate.

#### Single/Double Deluxe Room Rate: \$229

Rates are for single (king bed) or double (two double beds) occupancy and do not include a \$2.00 per room occupancy tax plus 12.05% room tax.

A \$25.00 resort fee is optional at check-in. It includes self-parking, internet in sleeping room, guided morning hike, daily fitness activities, 15% discount in resort shops, unlimited driving range and Callaway club rentals, kids (under age of 12) eat free in Signature Grill for dinner, and two bottles of water delivered daily with turndown service.

Reservations must be guaranteed by credit card deposit equal to one night's stay (including 12.05% room tax). Your first night's room deposit is fully refundable if cancelled **72 hours prior** to your arrival date. Be sure to ask for a cancellation number.

The hotel reservation deadline is **Friday, September 12**. The SCARD group rate will be confirmed based upon availability. It is possible that hotel rooms may sell out prior to the deadline; therefore it is strongly recommended that you make your reservation as early as possible. Reservations made after September 12th will be taken on a space-available basis and the SCARD group rates cannot be guaranteed.

### TRAVEL INFORMATION

The Tucson International Airport is located 12 miles away (approximately 35 minutes) from the JW Marriott Tucson Starr

Pass Resort & Spa. The estimated taxi fare from the airport is \$38.00 (one-way). Rates are subject to change at any time.

Car rental companies available at the airport are: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, and Thrifty.

Sedan service is available through Star Transportation. The approximate cost is \$45 (one-way). Advance reservations are required. For reservations, call 1-520-544-7895. The hotel does not provide shuttle service.

Shared-ride van service is available through Arizona Stage Coach. The approximate cost is \$35 (one-way) or \$68 (round trip). Advance reservations are required. For reservations, call 1-520-889-1000 or book online at [azstagecoach.com](http://azstagecoach.com).

### HOTEL PARKING

The JW Marriott Tucson Starr Pass Resort & Spa offers valet and self-parking options. The onsite self-parking is offered at a rate of \$10.00 per day. Valet parking is offered at a rate of \$20.00 per day. Off-site parking is complimentary. Parking rates are subject to change at any time.

### AIRLINE DISCOUNTS

#### American Airlines

Book online at [AA.com](http://AA.com) and enter Promotional Code: **86H4AZ** to view available flights and applicable discounts. To make reservations by phone, call American at 1-800-433-1790 and refer to Promotion Code **86H4AZ** when you call. Service fees will apply for tickets issued by phone.

#### United Airlines

Book online at [United.com](http://United.com) and enter the Offer Code: **820672** in the Offer Code box to view discounted airfares. If booking through a travel professional or United Meetings at 1-800-426-1122, please provide the following information:

Agreement Code: **820672**

Z Code: **ZR28**

Service fees may apply.

### WEATHER

The weather in Tucson averages 70-80° F in October. Visitors are encouraged to check the forecast before packing.

A special thank you to

**FUJIFILM**

For an educational grant for the  
SCARD Fall Meeting.



# SCARD

*Society of Chairs of Academic  
Radiology Departments*

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