

SCARD

Society of Chairs of Academic Radiology Departments

Leadership and Management in Radiology Program

In Joint Sponsorship with the Radiological Society of North America

September 23-24, 2010

Fairmont Le Château Frontenac
Québec City, Quebec, Canada



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September 23-24, 2010

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LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada
September 23-24, 2010

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 CreditsTM*. 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; two-letter content codes will be indicated throughout the program. A key to the codes follows:

HP	Health Policy
MA	Management
PR	Professionalism (including Ethics)

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

After completing this educational activity, participants will be able to:

- Understand the strategic imperatives affecting radiology chairs and program directors.
- 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 and the program director'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 Radiological Society of North America (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. Faculty who have or have had an affiliation or financial relationship with any commercial interest (within the previous 12 months or at the time the research was conducted) 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.

Leadership and Management in Radiology Program

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada

September 23-24, 2010

Program Schedule (current as of September 7, 2010)

Thursday, September 23

Content Code(s)

7:00 AM – 5:00 PM

Registration

Location: Vercheres

<p>GENERAL SESSION</p>

<p>Location: Petit Frontenac</p>

12:00 PM

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

12:30 PM – 1:30 PM

Leadership I

MA, PR

AMA PRA Category 1 Credit: 1.00

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

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

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada
September 23-24, 2010

Thursday, September 23 (continued)

Content Code(s)

1:30 PM – 2:15 PM

**Accounts Receivable: Getting Paid
for the Work You Do**

HP, MA

AMA PRA Category 1 Credit: 0.75

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

Learning Objectives:

The attendee will learn:

1. 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.

2:15 PM – 2:45 PM

Contracting

MA

AMA PRA Category 1 Credit: 0.50

Faculty: *Ronald L. Arenson, MD*

Learning Objectives:

1. Learn about billing organizations and medical group structures.
2. Study relationships with medical centers, including joint ventures.
3. Consider patient mix implications for billing and contracting.

2:45 PM – 3:00 PM

Break

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada
September 23-24, 2010

Thursday, September 23 (continued)

Content Code(s)

3:00 PM – 3:45 PM

Turf Management

MA, PR

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.

3:45 PM – 4:15 PM

How to Protect Your Staff

MA

AMA PRA Category 1 Credit: 0.50

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

1. To acquaint the attendee with the need to develop a relationship with non-physician members of your department.
2. To develop channels of communication with staff members allowing for prompt interchange.
3. To use administrative human resource principles to protect your staff.
4. To utilize the concept of apology for conflict resolution.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada

September 23-24, 2010

Thursday, September 23 (continued)

Content Code(s)

4:15 PM – 5:00 PM

How to Win Every Argument

MA

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

1. Provide rhetorical tools to support your views when challenged or petitioned by your staff.
2. Learn the value of the unfair–unfortunate dichotomy.
3. Utilize effectively the subjunctive sense, and conditional sense to reach a consensus.
4. Frame arguments to reach a consensus.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Le Château Frontenac, Québec City, Quebec, Canada
September 23-24, 2010

Friday, September 24

Content Code(s)

7:00 AM – 5:00 PM

Registration

Location: Vercheres

<p>GENERAL SESSION</p>

<p>Location: Petit Frontenac</p>

12:00 PM

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

12:30 PM – 1:30 PM

Challenges to a Leader: Ten Case Studies

MA, PR

AMA PRA Category 1 Credit: 1.00

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

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

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

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Friday, September 24 (continued) **Content Code(s)**

1:30 PM – 2:15 PM

Faculty Development: The Chair's Most Important Job **MA, PR**

AMA PRA Category 1 Credit: 0.75

Faculty: *Kathleen D. Eggli, MD*

Learning Objectives: At the conclusion of this presentation attendees should:

1. Be convinced of the importance of faculty development at the leadership, mid career, and junior faculty levels.
2. Have a better understanding of the faculty development options available regionally and nationally.
3. Be more aware of cultural and gender differences in the pursuit of leadership roles, and how to identify leadership capacities in those who do not self identify.

2:15 PM – 2:30 PM

Break

2:30 PM – 3:00 PM

How Do We Motivate Junior Faculty? **MA**

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.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

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Friday, September 24 (continued) **Content Code(s)**

3:00 PM – 3:45 PM

Faculty Discipline: How to Fire Someone

MA, PR

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

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

3:45 PM – 4:30 PM

Leadership II

MA, PR

AMA PRA Category 1 Credit: 0.75

Faculty: *Stephen R. Baker, MD*

Learning Objectives:

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

Program Adjourns

Faculty List

Program Director

Stephen R. Baker, MD
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Faculty

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Norman J. Beauchamp Jr, MD, MHS
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Kathleen D. Eggli, MD
Penn State/Milton S Hershey Medical Center
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Steven E. Seltzer, MD
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Disclosure Index (current as of August 25, 2010)

All individuals have indicated they have nothing to disclose.

SCARD Fall Meeting Future Date(s)

2011	Sept 22-25	The Broadmoor Colorado Springs, Colorado
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SCARD 2010 – Leadership & Management in Radiology Program
Pre-registration Attendee List
(As of 9/8/10)

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