

SCARD

Society of Chairs of Academic Radiology Departments

Leadership and Management In Radiology Program

In Joint Sponsorship with the Radiological Society of North America

October 4 – 5, 2012
Fairmont Pacific Rim
Vancouver, British Columbia
Canada



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October 4 – 5, 2012

Final Program.....	1
Attendee List.....	16

Society of Chairs of Academic Radiology Departments

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-5, 2012

In Joint Sponsorship with the Radiological Society of North America

Accreditation and Designation Statement

This live 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 live activity for a maximum of 7.75 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the 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 Credits*[™].

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
LM	Leadership and 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

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

- Demonstrate understanding of the strategic imperatives affecting radiology chairs and program directors.
- 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 strategems 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.

Society of Chairs of Academic Radiology Departments

Leadership and Management in Radiology Program

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-5, 2012

Program Schedule (current as of September 10, 2012)

Thursday, October 4, 2012

Content Code(s)

<p style="text-align: center;">GENERAL SESSION</p>

<p style="text-align: center;">Location: Star Sapphire Ballroom A</p>

12:30 PM

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

12:55 **Welcome and Announcements**

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

1:00 PM – 1:45 PM

Faculty Development: The Chair's Most Important Job

LM, PR

AMA PRA Category 1 Credit™: 0.75

Faculty: *Kathleen D. Eggli, MD*

Learning Objectives:

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.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-5, 2012

Thursday, October 4, 2012 (continued)

Content Code(s)

1:45 PM – 2:15 PM

How to Motivate Junior Faculty

LM

AMA PRA Category 1 Credit™: 0.50

Faculty: *Steven E. Seltzer, MD*

Learning Objectives:

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.

2:15 PM – 3:00 PM

Principles of Leadership

LM, PR

AMA PRA Category 1 Credit™: 0.75

Faculty: *Alexander M. Norbash, MD**

Learning Objectives:

1. Recognize the differences between leadership and management, and the essential role both play in radiology chairmanship.
2. Recognize various methods of management styles, including advantages and disadvantages of each.
3. Analyze examples of provided leadership theories, and how such theories can be applied to your leadership and management strategy.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-5, 2012

Thursday, October 4, 2012 (continued)

Content Code(s)

3:00 PM – 3:15 PM

Break

Location: Star Sapphire Ballroom Foyer

3:15 PM – 4:00 PM

How to Fire Someone

LM

*AMA PRA Category 1 Credit*TM: 0.75

Faculty: *Alexander M. Norbash, MD**

Learning Objectives:

1. Understand the strategic and process-based approach to dismissing faculty.
2. Prospectively recognize examples and categories of faculty behavior and organizational needs which may result in dismissal proceedings.
3. Understand the documentary requirements for managers considering faculty dismissal procedures.

4:00 PM – 4:45 PM

Communication Skills

LM

*AMA PRA Category 1 Credit*TM: 0.75

Faculty: *Jonathan S. Lewin, MD**

Learning Objectives:

1. Decipher the underlying structure of difficult conversation.
2. Interpret the significance of what is said – and what is not.
3. Identify the erroneous assumptions that keep you stuck.

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-5, 2012

Thursday, October 4, 2012 (continued)

Content Code(s)

4:45 PM – 5:15 PM

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

LM, HP

AMA PRA Category 1 Credit™: 0.50

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

Learning Objectives:

1. Identify the importance of accounts receivable management to the success of a radiology practice.
2. Describe the key parameters for monitoring accounts receivable management performance.
3. Utilize effectively approaches to optimize accounts receivable management performance.

Adjourn

Society of Chairs of Academic Radiology Departments

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Friday, October 5, 2012

Content Code(s)

<p style="text-align: center;">GENERAL SESSION</p>

<p style="text-align: center;">Location: Star Sapphire Ballroom A</p>

12:30 PM

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

1:00 PM – 2:00 PM

How to Establish a Research Program

LM

AMA PRA Category 1 Credit™: 1.00

Faculty: *Carolyn C. Meltzer, MD*

Learning Objectives:

1. Describe strategies for leveraging external and internal resources for support of radiology research.
2. Plan staged development and/or expansion of research by laying down the needed infrastructure and faculty support.
3. Develop a fair and transparent practice of recruitment, retention, and accountability for researcher and clinician-investigator faculty.

Society of Chairs of Academic Radiology Departments

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Fairmont Pacific Rim, Vancouver, BC, Canada

October 4-6, 2012

Friday, October 5, 2012 (continued)

Content Code(s)

2:00 PM – 3:00 PM

The Chairman as Entrepreneur

LM

AMA PRA Category 1 Credit™: 1.00

Faculty: *William G. Bradley Jr., MD, PhD**

Learning Objectives:

1. Appreciate the entrepreneurial traits useful in being a radiology chair.
2. See the potential for entrepreneurialism in hiring clinical and research faculty to increase productivity and grant funding.
3. Be familiar with common entrepreneurial activities for radiology chairs such as teleradiology, outpatient imaging centers, CME courses, and leveraging research activities to increase clinical revenue.

3:00 PM – 3:15PM

Break

Location: Star Sapphire Ballroom Foyer

Society of Chairs of Academic Radiology Departments

LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

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October 4-5, 2012

Friday, October 5, 2012 (continued)

Content Code(s)

3:15 PM – 3:45 PM

How to Not Lose Any Argument Through Dialectic

LM

AMA PRA Category 1 Credit™: 0.50

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.

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Friday, October 5, 2012 (continued)

Content Code(s)

3:45 PM – 5:00 PM

Leadership: Ten Case Studies

LM, PR

AMA PRA Category 1 Credits™: 1.25

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.

Program Adjourns

Society of Chairs of Academic Radiology Departments

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Faculty List

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Faculty

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Penn State/Milton S Hershey Medical Center

Hershey, PA

Jonathan S. Lewin, MD

Johns Hopkins Hospital

Baltimore, MD

Carolyn C. Meltzer, MD

Emory University

Atlanta, GA

Alexander M. Norbash, MD

Boston University School of Medicine

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Steven E. Seltzer, MD

Brigham & Women's Hospital

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Society of Chairs of Academic Radiology Departments

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Disclosure Index

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Researcher, General Electric Company

Jonathan S. Lewin, MD

Founder, Peake Healthcare Innovations

Board Member, Peake Healthcare Innovations

Alexander M. Norbash, MD

Co-founder, Boston Imaging Core Laboratories, LLC

Notes

Lined area for notes, consisting of multiple horizontal lines.

SCARD 2012 – Leadership & Management in Radiology Program
Pre-registration Attendee List
(As of 9/18/12)

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SCARD 2012 – Leadership & Management in Radiology Program
Pre-registration Attendee List
(As of 9/18/12)

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