

Society of Chairmen of Academic Radiology Departments

New & Prospective Chair Orientation Program

Sunday, October 10 – Monday, October 11, 2004

Hyatt Regency Bethesda, Bethesda, Maryland

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 Chairmen 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 7.0 category I credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the educational activity.

Evaluation

In compliance with the ACCME requirements, you must record your attendance and evaluate the sessions you attend in order to receive category 1 CME 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 and address in the space provided, and complete the evaluations for the sessions you attend. At the end of the meeting, submit this completed evaluation booklet to the SCARD registration desk. A record of the CME credit earned at this meeting will be mailed to you 6-8 weeks after the meeting.

Content Codes

To better help the participants of this CME activity organize their CME records, two-letter content codes have been indicated throughout the program. The content code for all sessions has been designated as [HP]- Health Policy/Management/Informatics.

Target Audience

This two-day course is designed for newly appointed chairs (less than 2 years), for senior faculty who aspire to become chair of an academic radiology department and for junior faculty curious to know more about what a chair's responsibility encompasses.

Learning Objectives

At the completion of this meeting, participants should be able to: Understand the strategic imperatives affecting the position of Radiology chair • 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 stratagems for program and faculty development.

Disclosure Statements

RSNA, as an accredited provider of continuing medical education, must obtain signed disclosure statements from faculty at the SCARD Fall Meeting and New and Prospective Chair Orientation programs. Disclosures for presenters, who have or have had an affiliation or financial relationship with companies or organizations about whose products or services they are reporting (within the previous 12 months or at the time the research was conducted), are included at the end of the session description. A star indicates the presenters had nothing to disclose. A triangle indicates disclosure information was unavailable at press time.



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.

Financial and FDA off-label disclosure information submitted after the printing of the SCARD Fall Meeting program will be available onsite. A list of those authors failing to submit signed disclosure statements prior to the meeting will also be available onsite.

Program Faculty

Program Chair

Stephen R. Baker, MD

*New Jersey Medical School
Newark, NJ*

Ronald L. Arenson, MD

*University of California San Francisco
San Francisco, CA*

Steven E. Seltzer, MD

*Brigham & Women's Hospital
Boston, MA*

James E. Thrall, MD

*Massachusetts General Hospital
Boston, MA*

Robert K. Zeman, MD

*George Washington University Medical Center
Washington, DC*

New & Prospective Chair Orientation Program • Day 1

Sunday, October 10, 2004 · Location: Old Georgetown

Time	Event Description	Content Code
12:00 pm – 5:00 pm	Registration Location: Old Georgetown Foyer	
1:00 pm – 2:00 pm	Leadership Stephen R. Baker, MD ★	HP
	Learning Objectives: <ul style="list-style-type: none"> • 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. • Portray a guide for the maintenance of authority of the chair vis-à-vis faculty members. 	
2:00 pm – 2:30 pm	Clinical Trials Robert K. Zeman, MD ★	HP
	Learning Objectives: <ul style="list-style-type: none"> • Understand the role of clinical trials in the broader context of program development. • Learn to maintain regulatory compliance. • Better identify research potential. 	
2:30 pm – 3:00 pm	HIPAA Robert K. Zeman, MD ★	HP
	Learning Objectives: <ul style="list-style-type: none"> • Understand HIPAA compliance as relates to privacy, electronic data, and security. • Appreciate the unique treatment relationships of the radiologist. • Be able to enact a Business Associate Agreement or Organized Health Care Arrangement when appropriate. 	
3:00 pm – 3:20 pm	Break Location: Old Georgetown Foyer	

New & Prospective Chair Orientation Program • Day 1 (continued)

Sunday, October 10, 2004 · Location: Old Georgetown

Time	Event Description	Content Code
3:20 pm – 5:00 pm	Billing	
3:20 pm – 4:10 pm	<p>Contracting</p> <p>Ronald L. Arenson, MD ★</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Learn about billing organizations and medical group structures. • Study relationships with medical centers, including joint ventures. • Consider patient mix implications for billing and contracting. • Understand how managed care and preferred provider networks operate. • Learn strategies for dealing with contracts. 	HP
4:10 pm – 5:00 pm	<p>Front End/Back End</p> <p>Robert K. Zeman, MD ★</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • Learn the importance of Medicare compliance and how to implement a compliance plan. • Understand CPT and ICD-9 coding processes. • Appreciate the fundamental billing differences between hospital-based and free-standing imaging centers. 	HP

New & Prospective Chair Orientation Program • Day 2

Monday, October 11, 2004 · Location: Baccarat

Time	Event Description	Content Code
1:00 pm – 1:45 pm	Faculty Discipline Stephen R. Baker, MD ★ Learning Objectives: <ul style="list-style-type: none">• 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.	HP
1:45 pm – 2:15 pm	Compensation Plan Ronald L. Arenson, MD★ Learning Objectives: <ul style="list-style-type: none">• 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.	HP
2:15 pm – 3:00 pm	How Do We Motivate Junior Faculty? Steven E. Seltzer, MD★ Learning Objectives: <ul style="list-style-type: none">• Understand the factors that motivate professionals.• Understand how these factors apply to academic radiology.• Take home some specific tactics to use with their staff.	HP
3:00 pm – 3:15 pm	Break Location: Haverford Foyer	

New & Prospective Chair Orientation Program • Day 2 (continued)

Monday, October 11, 2004 · Location: Baccarat

Time	Event Description	Content Code
3:15 pm – 4:00 pm	<p>How Do We Motivate Senior Faculty? James H. Thrall, MD★</p> <p>Learning Objectives:</p> <ul style="list-style-type: none">• Review a summary of special issues facing senior faculty.• Learn the “do’s and don’ts” of managing senior faculty.• Learn about factors that inhibit effective management.• Compare different management philosophies.	HP
4:00 pm – 4:45 pm	Questions and Answers – All Faculty	HP
4:45 pm	Adjournment	