

# **SCARD**

## **Society of Chairmen of Academic Radiology Departments**

### **NEW AND PROSPECTIVE CHAIR ORIENTATION**

**Saturday, September 13, 2003**

**Fairmont Waterfront Hotel  
Vancouver, British Columbia, Canada  
Mackenzie 2**

# Society of Chairmen of Academic Radiology Departments New & Prospective Chair Orientation Program

Saturday, September 13, 2003  
The Fairmont Waterfront, Vancouver, British Columbia, Canada

In Joint Sponsorship with the Radiological Society of North America

## CME Information

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 7.5 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the educational activity.

This event has been accredited by the Canadian Association of Radiologists as a Group Learning Activity (section 1 credits) for the Maintenance of Certification Program (RCPSC).

## 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.

## Target Audience

This one 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 • 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 stratagems for program and faculty development.

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 Disclosure

The Accreditation Council for Continuing Medical Education requires the RSNA, as an accredited provider of continuing medical education, to obtain signed disclosure statements from faculty at the New and Prospective Chair Orientation program/SCARD Fall Meeting. It further requires that the RSNA provide disclosure information to all attendees prior to the educational activity. Presenters who have or have had within the previous 12 months an affiliation or financial relationship with companies or organizations about whose products or services they are reporting are disclosed at the end of their program listing.

Disclosures submitted after the printing of the program book will be available onsite. A list of those authors failing to submit signed disclosure statements prior to the SCARD Fall Meeting will also be available onsite. All other presenters have submitted signed statements indicating they have no affiliation or financial relationship to disclose.

## Program Faculty

Stephen R. Baker, MD, Program Chair  
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Ronald L. Arenson, MD  
*University of California San Francisco  
San Francisco, CA*

N. Reed Dunnick, MD  
*University of Michigan Health System  
Ann Arbor, MI*

Donald P. Harrington, MD  
*State University of New York - HSC  
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Theron W. Ovitt, MD  
*Arizona Health Science Center  
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Robert K. Zeman, MD  
*George Washington University Medical Center  
Washington, DC*



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## New & Prospective Chair Orientation Program • Morning Session

Time	Event Description	Location
7:00 am – 7:45 am	Registration and Continental Breakfast	Mackenzie Foyer
7:45 am – 8:30 am	<p><b>Leadership</b></p> <p><i>Stephen R. Baker, MD</i></p> <p>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. Portray a guide for the maintenance of authority of the chair vis-à-vis faculty members.</p>	Mackenzie 2
8:30 am – 9:30 am	<p><b>Capital Equipment Acquisition</b></p> <p><i>N. Reed Dunnick, MD</i></p> <p>Learning Objectives: Understand importance of "state-of-the-art" imaging equipment. Become familiar with the vendor's motivation in having their equipment in your institution. Appreciate the necessity for the "deal" to benefit both parties. Determine if on-call work should receive additional remuneration.</p>	Mackenzie 2
9:30 am – 10:00 am	<p><b>HIPAA</b></p> <p><i>Robert K. Zeman, MD</i></p> <p>Learning objectives: Understand HIPAA compliance as it 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.</p>	Mackenzie 2
10:00 am – 10:30 am	Break	Mackenzie Foyer
10:30 am – 11:00 am	<p><b>Compensation Plan</b></p> <p><i>Ronald L. Arenson, MD</i></p> <p>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.</p>	Mackenzie 2
11:00 am – 12:15 pm	<b>Billing</b>	Mackenzie 2
11:00 am - 11:30 am	<p><b>Contracting</b></p> <p><i>Ronald L. Arenson, MD</i></p> <p>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. Understand how managed care and preferred provider networks operate. Learn strategies for dealing with contracts.</p>	
11:30 am - 12:15 pm	<p><b>Front End/Back End</b></p> <p><i>Robert K. Zeman, MD</i></p> <p>Learning objectives: 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.</p>	
12:15 pm – 1:00 pm	Lunch	Mackenzie Foyer

## New & Prospective Chair Orientation Program • Afternoon Session

Time	Event Description	Location
1:00 pm – 2:00 pm	<b>Research</b>	Mackenzie 2
1:00 pm - 1:30 pm	<b>Clinical Trials</b> <i>Robert K. Zeman, MD</i> Learning objectives: Understand the role of clinical trials in the broader context of program development. Learn to maintain regulatory compliance. Better identify research potential.	
1:30 pm - 2:00 pm	<b>NIH Funding</b> <i>N. Reed Dunnick, M.D</i> Learning Objectives: Appreciate the importance of investigator-initiated research by a radiologist. Appreciate the importance of external funding for radiology research. Learn how the NIH attributes research award funding. Appreciate how Deans value externally funded research.	
2:00 pm – 2:45 pm	<b>Faculty Discipline</b> <i>Stephen R. Baker, MD</i> 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.	Mackenzie 2
2:45 pm – 3:00 pm	<b>Break</b>	Mackenzie Foyer
3:00 pm – 3:45 pm	<b>Case Study: Outpatient Screening Center</b> <i>Stephen R. Baker, MD</i> Learning Objectives: Illustrate the dynamic tension affecting the chair with respect to innovations, income enhancement and responsibility to patients. Explore the tactics involved in application of new technology. Stimulate discussion about the place of ethical issues in strategic thinking.	Mackenzie 2
3:45 pm – 4:45 pm	<b>Questions and Answers</b> <i>Stephen R. Baker, MD, Program Chair</i> <i>Ronald L. Arenson, MD</i> <i>N. Reed Dunnick, MD</i> <i>Donald P. Harrington, MD</i> <i>Theron W. Ovitt, MD</i> <i>Robert K. Zeman, MD</i>	Mackenzie 2
4:45 pm	<b>Adjournment</b>	

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**Speaker List**

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