

# **SCARD**

**Society of Chairs of  
Academic Radiology  
Departments**

## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

**October 16 - 17, 2008  
12:00 pm – 5:00 pm**

**JW Marriott Starr Pass Resort & Spa  
Tucson, Arizona**

# ***SCARD***

## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

**Final Program**

**Faculty List**

**Attendee List**

**Notes**

*Society of Chairs of Academic Radiology Departments*

## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

JW Marriott Starr Pass Resort & Spa, Tucson, Arizona

October 16 – 17, 2008

*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 Credits™*. 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 this completed evaluation booklet to the SCARD registration desk. A record of the CME credit earned at this meeting will be mailed to you six to eight weeks after the meeting.

### **Content Codes**

To better help the participants of this AMA PRA Category 1 Credit activity organize their CME records, two-letter content codes will be indicated in the evaluation booklet.

### **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 completion of this meeting participants should be able to:

- Understand the strategic imperatives affecting radiology chairs.
- 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 the stratagems for program and faculty development.

## Disclosure Statements

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 (ie, Board members, committee members, program planners, presenters) for the SCARD Fall Meeting and New and Prospective Chair Orientation programs. 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 within the previous 12 months (or at the time the research was conducted) an affiliation or financial relationship with any commercial interest 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 faculty 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.

## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

JW Marriott Starr Pass Resort and Spa, Tucson, Arizona

October 16 – 17, 2008

### **Program Schedule** (current as of September 25, 2008)

#### **Thursday, October 16**

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7:00 AM – 5:00 PM

Registration

Location: Arizona Ballroom Foyer

<b>GENERAL SESSION</b>
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Location: Arizona Ballroom Salon 9-12
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12:00 PM

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

12:30 PM – 1:30 PM

**Leadership**

AMA PRA Category 1 Credit: 1.00

*Stephen R. Baker, MD*

**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.

1:30 PM – 2:00 PM

**Contracting**

AMA PRA Category 1 Credit: 0.50

*Ronald L. Arenson, MD*

**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.

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**Thursday, October 16** (continued)

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2:00 PM – 2:30 PM

**Compensation Plan**

AMA PRA Category 1 Credit: 0.50

*Ronald L. Arenson, MD*

**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.

2:30 PM – 2:45 PM

**Break**

Location: Arizona Ballroom Foyer

2:45 PM – 3:30 PM

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

AMA PRA Category 1 Credit: 0.75

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

3:30 PM – 4:15 PM

**Communication Skills: Strategies for Effective Critical Conversations**

AMA PRA Category 1 Credit: 0.75

*Jonathan S. Lewin, MD\**

**Learning Objectives:** 1. To define a useful framework for critical communication. 2. To describe communication skills that are central to successful conflict resolution. 3. To learn concepts and techniques for successful discussion of difficult topics and effective critical communication

*Society of Chairs of Academic Radiology Departments*

## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

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### **Thursday, October 16** (continued)

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4:15 PM – 5:00 PM

#### **How to Protect Your Staff**

AMA PRA Category 1 Credit: 0.75

*Stephen R. Baker, MD*

**Learning Objectives:** To acquaint the attendee with the need to develop a relationship with non-physician members of your department. To develop channels of communication with staff members allowing for prompt interchange. To use administrative human resources principles to protect your staff. To utilize the concept of apology for conflict resolution

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## **NEW AND PROSPECTIVE CHAIR ORIENTATION**

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### **Friday, October 17**

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7:00 AM – 5:00 PM

Registration

Location: Arizona Ballroom Foyer

<b>GENERAL SESSION</b>
------------------------

Location: Arizona Ballroom Salons 9-12
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12:00 PM

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

12:30 PM – 1:30 PM

**Challenges to a Leader: Eight Case Studies**

AMA PRA Category 1 Credit: 1.00

*Stephen R. Baker, MD*

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

1:30 PM – 2:15 PM

**Turf Management**

AMA PRA Category 1 Credit: 0.75

*Norman J. Beauchamp Jr, MD, MHS*

2:15 PM – 2:30 PM

Break

Location: Arizona Ballroom Foyer



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**Friday, October 17** (continued)

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2:30 PM – 3:00 PM

**How Do We Motivate Junior Faculty?**

AMA PRA Category 1 Credit: 0.50

*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.

3:00 PM – 4:00 PM

**Faculty Discipline: How to Fire Someone**

AMA PRA Category 1 Credit: 1.00

*Stephen R. Baker, MD*

**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.

4:00 PM – 4:30 PM

**Questions to Faculty**

AMA PRA Category 1 Credit: 0.50

*Ronald L. Arenson, MD*

*Stephen R. Baker, MD*

*Norman J. Beauchamp Jr, MD, MHS*

*Jonathan S. Lewin, MD\**

*Steven E. Seltzer, MD\**

**Program Adjourns**

## Faculty List

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### *Program Chair*

**Stephen R. Baker, MD**  
UMDNJ-New Jersey Medical School  
Newark, NJ

### *Faculty*

**Ronald L. Arenson, MD**  
University of California San Francisco  
San Francisco, CA

**Jonathan S. Lewin, MD**  
Johns Hopkins Hospital  
Baltimore, MD

**Stephen R. Baker, MD**  
UMDNJ-New Jersey Medical School  
Newark, NJ

**Steven E. Seltzer, MD**  
Brigham & Women's Hospital  
Boston, MA

**Norman J. Beauchamp Jr, MD, MHS**  
University of Washington HSC  
Seattle, WA

## Disclosure Index

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Jonathan S. Lewin, MD  
Stockholder, Interventional Imaging, Inc; Founder, Interventional Imaging,  
Inc

Steven E. Seltzer, MD  
Radiology Advisory Committee, General Electric Company

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**2008 New & Prospective Chair Orientation Program**  
**Pre-Registration List**  
As of 10/01/2008

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**2008 New & Prospective Chair Orientation Program  
Pre-Registration List**

As of 10/01/2008

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