

2011 SCARD Fall Meeting and Leadership and Management in Radiology Program

In Joint Sponsorship with the Radiological Society of North America



2011

THE BROADMOOR

Colorado Springs, Colorado | September 22 – 25, 2011

SCARD

*Society of Chairs of Academic
Radiology Departments*

President's Welcome

Accreditation 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.

Designation Statements

SCARD 2011 Fall Meeting

The RSNA designates this live activity for a maximum of 14.75 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

SCARD Leadership and Management in Radiology Program

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.

Dear Colleague:

I am pleased to announce that the **2011 SCARD Fall Meeting** will take place **September 22-25, 2011**, at The Broadmoor in Colorado Springs, Colorado. We will meet in the mornings on Friday and Sunday, and for a full day, including the SCARD Business Meeting and Luncheon, on Saturday.

Radiology leaders and new chairs are also encouraged to join us Thursday and Friday afternoon for the Leadership and Management in Radiology program. This popular program will provide timely information about leadership and management trends and regulations affecting your profession as well as strategies for action.

These live activities have been approved for *AMA PRA Category 1 Credit*[™] for both the Fall Meeting and the Leadership and Management in Radiology program.

We have incorporated a variety of interesting and timely topics including:

- Benchmarking Clinical and Academic Productivity
- Cardiac Imaging in Academic Radiology
- Interventional Radiology Issues
- Healthcare Reform
- Scenario Planning

I encourage you to make your hotel reservation immediately, as rooms fill up quickly. **The deadline for housing is Monday, August 22, 2011 and the deadline for advance registration is Friday, September 9, 2011.**

The Association of Administrators in Academic Radiology (AAARAD) will meet on Wednesday and Thursday, September 21-22. AAARAD members are encouraged to attend the SCARD programs as well. A separate AAARAD registration brochure is enclosed.

I would like to thank Fujifilm Medical Systems USA, Inc., who has provided an unrestricted educational grant for the Fall Meeting. We appreciate Fujifilm's continued generous support of our program.

If you have any questions regarding the upcoming meeting or other SCARD activities, please do not hesitate to contact the SCARD administrative office at 1-630-368-3731 or SCARD@rsna.org.

I look forward to welcoming you to Colorado in September!

Sincerely,

Steven E. Seltzer

Steven E. Seltzer, MD
President, SCARD



General Information

Hotel Accommodations

The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906

Phone: 1-719-634-7711

Fax: 1-719-577-5700

Broadmoor.com

Located in Colorado Springs, at the foot of the Rockies, The Broadmoor provides an environment of unparalleled beauty and luxury surrounded by the mountains and centered by Cheyenne Lake. This unique location, adjacent to both the wild natural beauties of the Colorado Rockies and the amenities of urban Colorado Springs, provides guests with a range of possibilities for entertainment.

The Broadmoor is the longest-running consecutive winner of both the AAA Five-Diamond and Forbes Travel Guide Five-Star awards. The hotel offers an award-winning day spa, fitness center, two swimming pools, three outdoor hot tubs, one lap pool, 54 holes of championship golf, six tennis courts and 25 specialty retail shops. In addition, enjoy an impressive choice of dining and lounge options in 18 distinctly different facilities.

Travel Information

The Broadmoor is located approximately 20 minutes from Colorado Springs Airport. Taxi service is available for approximately \$25.00* (one-way). Shuttle service can be arranged through Ramblin Express by calling the hotel at 1-800-634-7711 ext. 5769 or BroadmoorTransportation.com.

Individual fares are \$24.00* one-way or \$37.00* round-trip. Reservations are required for guaranteed service on this shuttle.

The Denver International Airport is approximately 90 minutes from the hotel. All of the major car rental companies are available at the airport.

Hertz Rental is the official car rental agency for The Broadmoor. Hertz has rental locations at the Denver International Airport and Colorado Springs Airport. Hertz has great one-way rates from Denver to the hotel. They also offer daily rentals from Colorado Springs for sightseeing or shopping trips during your stay. To receive a special one-way rate, please visit Hertz.com or call 1-719-591-4473.

Hotel Parking

Valet parking is available to all overnight guests. The charge is \$16.00* per night. Self-parking is available in the garage only. The charge to self-park for a 24-hour period is \$14.00* per night, with in and out privileges.

Airline Discounts

United Airlines is the official airline for the SCARD Fall Meeting and is offering attendees special discounted fares. To take advantage of this offer, simply call United Airlines directly at 1-800-521-4041 or book through United.com and reference the Meeting ID code 553SB. Reservations agents are available Monday - Friday from 7:00 a.m. - 12:00 a.m. (Eastern Time).

Weather

The weather in Colorado Springs averages 41 - 69° F in September. Visitors are encouraged to check the forecast before packing.

*rates subject to change



Preliminary Schedule

Thursday, September 22

12:30 PM	<i>Box lunches will be available for pre-registered program attendees.</i>
1:00 PM - 1:45 PM	Faculty Development Faculty: Kathleen D. Egli, MD
1:45 PM - 2:15 PM	How to Motivate Junior Faculty Faculty: Steven E. Seltzer, MD
2:15 PM - 3:00 PM	Principles of Leadership Faculty: Alexander M. Norbash, MD
3:00 PM - 3:15 PM	Break
3:15 PM - 4:00 PM	Communication Skills Faculty: Jonathan S. Lewin, MD
4:00 PM - 4:45 PM	Accounts Receivable: Getting Paid for the Work You Do Faculty: Norman J. Beauchamp Jr, MD, MHS
4:45 PM - 5:15 PM	How to Fire Someone Faculty: Alexander M. Norbash, MD

Friday, September 23

12:30 PM	<i>Box lunches will be available for pre-registered program attendees.</i>
1:00 PM - 2:00 PM	How to Establish a Research Program Faculty: Carolyn C. Meltzer, MD
2:00 PM - 3:00 PM	The Chairman as Entrepreneur Faculty: William G. Bradley Jr, MD, PhD
3:00 PM - 3:15 PM	Break
3:15 PM - 3:45 PM	How to Win Every Argument: The Value of Dialectic Faculty: Stephen R. Baker, MD
3:45 PM - 5:00 PM	Leadership: Ten Case Studies Faculty: Stephen R. Baker, MD



Leadership and Management in Radiology Program 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 stratagems for program and faculty development.

Fall Meeting Learning Objectives

- At the conclusion of this live activity, participants will be able to:**
- Demonstrate understanding of the organizational and financial challenges that face academic radiology.
 - Describe how healthcare reform might impact academic radiology.
 - Assess and apply new rules and regulations regarding ethical, professional, and institutional behavior.
 - Demonstrate understanding of regulations regarding residency and fellowship training.
 - Identify and discuss managerial problems and solutions.
 - Demonstrate understanding of issues in cardiac and interventional radiology.
 - Describe how to manage difficult faculty members.
 - Describe various academic radiology compensation plans.
 - Demonstrate understanding of internal and external philanthropy.
 - Explain how to build and maintain radiology research programs.

Preliminary Schedule

Friday, September 23 CLINICAL ISSUES

7:00 AM - 7:55 AM	Breakfast
7:55 AM - 8:00 AM	Welcome and Announcements Moderator: Steven E. Seltzer, MD
8:00 AM - 9:00 AM	AAARAD/Radiologist Salary/Productivity Faculty: Sherry C. Elliott, MBA, FACMPE
9:00 AM - 9:45 AM	Benchmarking Clinical and Academic Productivity: A Survey and Experience at Two Institutions <i>Survey of Academic Institutions</i> Faculty: Laurie L. Fajardo, MD, MBA <i>Measuring Clinical Productivity at Henry Ford</i> Faculty: Manuel L. Brown, MD <i>Measuring Academic Productivity at the University of Cincinnati</i> Faculty: Jannette Collins, MD, MEd, FCCP
9:45 AM - 10:00 AM	Break
10:00 AM - 10:45 AM	Cardiac Imaging in Academic Radiology <i>Past 50 Years: Reflections on Radiology's Ever-Changing Role</i> Faculty: David C. Levin, MD <i>Current Level of Radiology Involvement: SCARD Survey Review</i> Faculty: Richard D. White, MD <i>Organizational Opportunities for Radiology: AHA, NASCI, ACR, RSNA, ARRS</i> Faculty: Arthur E. Stillman, MD, PhD <i>Open Discussion</i>
10:45 AM - 11:30 AM	Interventional Radiology: Current Issues and Controversies Faculty: Scott C. Goodwin, MD Matthew A. Mauro, MD James B. Spies, MD
11:30 AM - 12:30 PM	The Toxic Faculty Member Faculty: Ronald L. Arenson, MD Valerie P. Jackson, MD Carolyn C. Meltzer, MD
12:30 PM	Adjourn
6:00 PM	Welcome Reception

Saturday, September 24 PRACTICE MANAGEMENT

7:00 AM - 7:55 AM	Breakfast
7:55 AM - 8:00 AM	Announcements Moderator: Norman J. Beauchamp Jr, MD, MHS
8:00 AM - 8:45 AM	ARR Update Faculty: Renee L. Cruea, MPA Steven E. Seltzer, MD
8:45 AM - 9:30 AM	ACR Update: Accountable Care Organizations (ACOs) Faculty: Paul H. Ellenbogen, MD Harvey L. Nieman, MD
9:30 AM - 10:15 AM	Meaningful Use Faculty: Steven E. Seltzer, MD
10:15 AM - 10:45 AM	Break

10:45 AM - 12:00 PM	Scenario Planning Faculty: Norman J. Beauchamp Jr, MD, MHS Dieter R. Enzmann, MD Alexander M. Norbash, MD
12:00 PM - 1:55 PM	SCARD Business Meeting and Lunch
1:55 PM - 2:00 PM	Announcements Faculty: Jonathan S. Lewin, MD
2:00 PM - 3:00 PM	Philanthropy: Getting and Giving Back Faculty: Daniel J. Mollura, MD Philip J. Kenney, MD
3:00 PM - 4:00 PM	Compensation Plans Moderator: James A. Brink, MD <i>Harvard/Beth Israel</i> Faculty: Jonathan B. Kruskal, MD, PhD <i>Yale</i> Faculty: Thomas R. Goodman, MBBChir <i>William Beaumont</i> Faculty: Duane G. Mezwa, MD
4:00 PM - 5:00 PM	SCARD Members Forum: (Topic TBD) Faculty: TBD
5:00 PM	Adjourn
6:30 PM	Dinner

Sunday, September 25 RESEARCH AND EDUCATION

7:00 AM - 7:55 AM	Breakfast
7:55 AM - 8:00 AM	Announcements Moderator: Kathleen D. Egglj, MD
8:00 AM - 9:00 AM	Building Radiology Research Faculty: William G. Bradley Jr, MD, PhD Philip Costello, MD James H. Thrall, MD
9:00 AM - 10:00 AM	Conflict of Interest Faculty: Charles A. Dietz Jr, MD N. Reed Dunnick, MD
10:00 AM - 10:30 AM	Break
10:30 AM - 11:30 AM	ABR Update Faculty: Gary J. Becker, MD James P. Borgstede, MD Jennifer Bosma, PhD N. Reed Dunnick, MD Duane G. Mezwa, MD
11:30 AM - 12:30 PM	Anticipated Impact of Health Care Reform on AMCs and Radiology Departments: Regional Perspectives Faculty: Ronald L. Arenson, MD Cheri L. Canon, MD Gerald D. Dodd III, MD N. Reed Dunnick, MD Jonathan B. Kruskal, MD, PhD
12:30 PM	Program Adjourns

Meeting Registration Form

Save Time—Register Online! SCARDweb.org

Advance Registration Deadline: Friday, September 9, 2011

STEP 1: CONTACT INFORMATION

First Name _____ Last Name _____ Degree _____

Name As It Should Appear on Badge (if different than above) _____

Institution _____

Street Address _____ (Check one: Work Address Home Address)


City _____ State/Province _____ ZIP/Postal Code _____ Country _____

E-mail _____ Phone _____ Fax _____

Companion/Spouse Badge: First Name _____ Last Name _____

Emergency Contact Information (a person not attending the meeting with you)

Name _____ Phone _____

 Check here if, under the Americans with Disabilities Act, you require accommodations or services in order to attend. You will be contacted by SCARD.

STEP 2: REGISTRATION FEES Onsite full conference registration fees are \$50 higher than advance registration fees.

Please check appropriate box(es) and enter total fee enclosed. Registration classification is subject to SCARD approval and rate change.

Meeting Type	SCARD Member	Non-Member	Department Business Manager
SCARD Fall Meeting For current and past chairs, business managers or any interested academic radiologist.	<input type="checkbox"/> \$410	<input type="checkbox"/> \$650	<input type="checkbox"/> \$340
Leadership and Management in Radiology Program For all radiologists (including chief residents) and business administrators for whom a major component of their responsibility is supervision of fellow physicians and staff.	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$250
Total Registration Fee	\$ _____	\$ _____	\$ _____

STEP 3: MEETING EVENTS Please check all that apply.

Welcome Reception – Friday, September 23	<input type="checkbox"/> Yes, I Will Attend	<input type="checkbox"/> Yes, My Companion/Spouse Will Attend
Dinner – Saturday, September 24	<input type="checkbox"/> Yes, I Will Attend	<input type="checkbox"/> Yes, My Companion/Spouse Will Attend
SCARD Business Meeting/Luncheon – Saturday, September 24 (FOR CHAIRS ONLY)	<input type="checkbox"/> Yes, I Will Attend	N/A

STEP 4: METHOD OF PAYMENT

Check # _____ MasterCard Visa

(payable to SCARD in U.S. funds drawn on a U.S. Bank**) _____ _____

Credit Card Number Expiration Date

Name on Card _____ Cardholder's Signature _____

**By sending your check to us, you authorize SCARD to convert the check into an electronic funds transfer. Please be aware that your bank account may be debited as soon as the same day we receive your payment.

ONLINE SCARDweb.org	FAX 1-630-571-7837	MAIL SCARD 820 Jorie Blvd Oak Brook, IL 60523
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CANCELLATIONS:
All cancellations must be received in writing by **September 9, 2011**.
A \$50.00 administrative fee will be charged per registration form refunded.
No refunds will be issued after September 9, 2011.

QUESTIONS: E-mail SCARD@rsna.org or call 1-630-368-3731.

Hotel Reservation Form



SCARD Fall Meeting
The Broadmoor, Colorado Springs, Colorado
September 22 - 25, 2011

Hotel Reservation Deadline: Monday, August 22, 2011

STEP 1: CONTACT INFORMATION

First Name _____ Last Name _____ Degree _____

Institution _____

Street Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

E-mail _____ Phone _____ Fax _____

STEP 2: ACCOMMODATIONS

(Room rates are subject to a 9.4% tax and a 2.25% public improvement fee.)

Single (One King Bed): \$269.00 Double (Two Double Beds): \$269.00

Arrival Date _____ Arrival Time _____ Departure Date _____

Person(s) Sharing My Room: First Name _____ Last Name _____

 Handicap Accessibility: My needs are _____

STEP 3: ROOM DEPOSIT

Reservations must be guaranteed by credit card or check for a deposit equal to one night's stay plus 9.4% tax.

Check # _____ American Express Diners Club Discover
(payable to The Broadmoor) MasterCard Visa _____
Credit Card Number Expiration Date

Name on Card _____

Cardholder's Signature _____

Check-in time is 4:00 PM. Check-out time is 12:00 PM.

Hotel Reservation Deadline: August 22, 2011

Reservations made after the deadline will be taken on a space-available basis and the SCARD hotel rate cannot be guaranteed.

Cancellation Policy:

In order to avoid a cancellation/change fee of one night's room and tax, all changes in arrival and/or departure dates or cancellations must be confirmed no later than **7 days prior to your date of arrival**. Be sure to ask for a cancellation number.

Confirmation:

If you provided your e-mail address above, the hotel will e-mail a confirmation after the reservation has been confirmed.

ONLINE

SCARDweb.org:
click "Make a Hotel Reservation"

CALL

1-866-837-9520 or 1-719-577-5775 and inform
the agent that you are part of the SCARD meeting
to receive the special room rate.

FAX

1-719-577-5738

MAIL

The Broadmoor
Attn: Group Reservations
1 Lake Avenue
Colorado Springs, Colorado 80906

SCARD

Society of Chairs of Academic Radiology Departments

820 Jorie Blvd, Oak Brook, IL 60523

TEL: 1-630-368-3731

FAX: 1-630-571-7837

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