SCARD

Society of Chairs of Academic Radiology Departments

Leadership and Management in Radiology Program

In Joint Providership with the Radiological Society of North America

October 14-15, 2015
The Fairmont Olympic Hotel
Seattle, Washington
Accreditation and Designation Statement
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership 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 8.25 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 emailed 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 and in the evaluation booklet. The key to the codes follows:

- LM  Leadership and Management
- SQ  Safety and Quality
- PR  Professionalism (including Ethics)

Target Audience
This two-day course is designed for all radiologists, including chief residents, and business administrators for whom a major component of their responsibility is supervision of fellow physicians and staff.
Learning Objectives
At the conclusion of this live activity, participants will be able to:

1. Discuss change management techniques and their applications to radiology.
2. Discuss potential uses of process improvement in academic radiology.
3. Discuss the role of emotional intelligence and motivation in leadership.
4. Describe how social media can be a tool for communication.

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.
2015 SCARD Leadership and Management in Radiology Program

Program Schedule (current as of August 25, 2015)

Wednesday, October 14, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Content Code(s)</th>
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<tbody>
<tr>
<td>12:00 PM – 12:30 PM</td>
<td>Lunch &amp; Welcome</td>
<td>Congress</td>
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<td>(Boxed lunches available for pre-registered program attendees)</td>
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<tr>
<td>12:30 PM – 1:15 PM</td>
<td>Diversity</td>
<td></td>
<td>LM, PR</td>
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<td>*AMA PRA Category 1 Credit™: 0.75</td>
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<tr>
<td></td>
<td>Faculty: Catherine Garzio, MBA</td>
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<td><strong>Learning Objectives:</strong></td>
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<td>1. Compare data about the state of diversity in academic medicine today.</td>
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<td></td>
<td>2. Define why diversity is good for business and for academic medicine and be able to advocate for inclusive policies in an academic institution.</td>
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<td>3. Identify unconscious bias and strategies to counteract it in the context of Radiology leadership.</td>
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<td>4. Develop strategies, based on best practices, for improving diversity and inclusion in academic medical centers.</td>
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<td>1:15 PM – 2:00 PM</td>
<td>Emotional Intelligence and Leadership</td>
<td></td>
<td>LM</td>
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<tr>
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<td>*AMA PRA Category 1 Credit™: 0.75</td>
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<td></td>
<td>Faculty: Carolyn C. Meltzer, MD</td>
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<td><strong>Learning Objectives:</strong></td>
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<td></td>
<td>1. Define emotional intelligence as it relates to leadership roles.</td>
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<td>2. Describe the ways that emotional intelligence facilitates effective leadership, and conversely, how a paucity of EQ can impede strategic goals.</td>
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<td>3. Examine whether EQ can be cultivated and/or learned.</td>
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<td>Time</td>
<td>Session</td>
<td>Credit Hours</td>
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<tr>
<td>2:00 PM – 2:15 PM</td>
<td>Break</td>
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| 2:15 PM – 3:15 PM| Ethical Challenges in Healthcare                               | LM, PR       | Annemarie Relyea-Chew, JD, MS| 1. Identify five (5) main ethical challenges in contemporary healthcare.  
2. Recognize ethical issues in process and quality improvement efforts.  
3. Discuss the ethical use of social media in contemporary healthcare.  
4. Provide guidance for the ethical conduct in scholarship and research. |
2. Appraise clinical performance of sections and individuals.  
3. Assess section chiefs accountability for team organization. |
| 4:00 PM – 5:00 PM| Leadership and Motivation                                      | LM           | Puneet Bhargava, MD*        | 1. Describe how intrinsic and extrinsic factors affect motivation.  
2. Discuss strategies to help identify and recruit radiologists with intrinsic motivation, by applying lessons from Google’s hiring practices.  
3. Develop a systems approach to help circumvent motivation issues. |
| 5:00 PM          | Adjourn                                                         |              |                             |                                                                                                                                                                                                                     |
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| 12:30 PM – 1:00 PM | **Boxed Lunch**  
(Available for pre-registered program attendees) |                 |
| 1:00 PM – 2:00 PM | **Change Management in Healthcare**  
*AMA PRA Category 1 Credit™: 1.00* | LM              |
|             | Faculty: *Brenda Izzi, RN, MBA*                          |                 |
|             | **Learning Objectives:**  
1. Draft a clear problem statement.  
2. Identify the importance of strong and weak ties.  
3. State the Experience Change Model. |                 |
| 2:00 PM – 3:00 PM | **Strategic Planning: Scenario Planning Approach**  
*AMA PRA Category 1 Credit™: 1.00* | LM              |
|             | Faculty: *Alexander Norbash, MD*                          |                 |
|             | **Learning Objectives:**  
1. Recognize the importance and role of strategic planning in radiology.  
2. Describe how scenario planning can be practically implemented as a concrete method for strategic planning.  
3. Report how strategic planning is operationalized and integrated into both roadmaps and product creation. |                 |
| 3:00 PM – 3:15 PM | **Break**                                                   |                 |
### Communication and Social Media

*AMA PRA Category 1 Credit™: 1.00*

**Faculty:** Suzanne T. Morrel, MS

**Learning Objectives:**
1. Describe how the internet has transformed social networks.
2. Identify how the internet has changed the relationship between patients and doctors.
3. Differentiate between commonly used social media platforms and identify the appropriate situations to utilize these tools.
4. Discuss the impact of social media on the evolution of healthcare.

### Can You Teach Process Improvement?

*AMA PRA Category 1 Credit™: 1.00*

**Faculty:** Layne Mitchell

**Learning Objectives:**
1. Interpret LEAN methodology focusing on improving quality by eliminating and reducing waste within the processes that deliver value to patients/customers.
2. Identify LEAN methodology fostering an environment for continuous improvement.
3. Define LEAN tools and set up processes for overall optimization.

### Adjourn
2015 SCARD LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

Faculty List

Program Chair
James V. Rawson, MD
Georgia Regents University
Augusta, GA

Puneet Bhargava, MD
University of Washington Medical Center
Seattle, WA

Justin T. Deese
University of Washington
Seattle, WA

Catherine Garzio, MBA
Stanford University
Stanford, CA

Brenda Izzi, RN, MBA
University of California Los Angeles
Los Angeles, CA

Carolyn C. Meltzer, MD
Emory University
Atlanta, GA

Layne Mitchell
Georgia Health Services
Augusta, GA

Suzanne T. Morrel, MS
University of California Los Angeles
Los Angeles, CA

Alexander Norbash, MD
University of California San Diego
San Diego, CA

Annemarie Relyea-Chew, JD, MS
University of Washington
Seattle, WA
**Disclosure Index** (as of August 25, 2015)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Details</th>
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<tbody>
<tr>
<td>Puneet Bhargava, MD</td>
<td>Editor, Reed Elsevier</td>
</tr>
<tr>
<td>Alexander Norbash, MD</td>
<td>Co-founder, Boston Imaging Core Laboratories, LLC</td>
</tr>
</tbody>
</table>
Notes