2015 SCARD
FALL MEETING & LEADERSHIP AND MANAGEMENT IN RADIOLOGY PROGRAM

The Fairmont Olympic Hotel
Seattle, Washington | October 14-17, 2015

SCARD Society of Chairs of Academic Radiology Departments
In Joint Providership with the Radiological Society of North America

Plus!
AAARAD Fall Conference
Registration Info | Oct. 13-14, 2015
Dear Colleague:

I am pleased to announce that the 2015 SCARD Fall Meeting will take place October 15-17, 2015, at the Fairmont Olympic Hotel in Seattle, Washington. As you know, Seattle is THE MOST BEAUTIFUL city in the world, though I may be slightly biased. I can say with no bias this will be a great meeting. We will meet in the mornings on Thursday and Saturday, and for a full day, which includes the SCARD Business Meeting and Luncheon, on Friday.

The Leadership and Management in Radiology program will take place in the afternoons on Wednesday and Thursday, October 14-15. This highly popular program will provide timely information about leadership and management trends and regulations affecting your profession. New chairs, future chairs, aspiring leaders and individuals simply interested in learning more about leadership and management are encouraged to join us.

Live activities for both the Fall Meeting and the Leadership and Management in Radiology program have been approved for AMA PRA Category 1 Credits™. A variety of interesting and timely topics are planned including:

- AAARAD Faculty Salary and Productivity Survey Results
- Funding Research and Education
- Value-metrics for Radiologists
- The Future of Radiology

I encourage you to make your hotel reservation as soon as possible, as rooms fill up quickly. The deadline for housing is Friday, September 18th, and the deadline for advance registration is Friday, October 2.

The Association of Administrators in Academic Radiology (AAARAD) will meet on Tuesday and Wednesday, October 13-14. 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., which 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 seeing you in Seattle!

Sincerely,

Norm Beauchamp Jr., MD, MHS
President, SCARD
Learning Objectives
At the conclusion of this live activity, participants will be able to:

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

Wednesday, October 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00–12:30 PM</td>
<td>Lunch and Welcome</td>
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<tr>
<td>12:30–1:15 PM</td>
<td>Diversity</td>
</tr>
<tr>
<td></td>
<td>Faculty: Catherine Garzio, MBA</td>
</tr>
<tr>
<td>1:15–2:00 PM</td>
<td>Emotional Intelligence and Leadership</td>
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<tr>
<td></td>
<td>Faculty: Carolyn C. Meltzer, MD</td>
</tr>
<tr>
<td>2:00–2:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>2:15–3:15 PM</td>
<td>Change Management in Healthcare</td>
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<tr>
<td></td>
<td>Faculty: Brenda Izzi, RN, MBA</td>
</tr>
<tr>
<td>3:15–4:00 PM</td>
<td>Staffing Models in Academic Radiology</td>
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<tr>
<td></td>
<td>Faculty: Justin T. Deese</td>
</tr>
<tr>
<td>4:00–5:00 PM</td>
<td>Leadership and Motivation</td>
</tr>
<tr>
<td></td>
<td>Faculty: Puneet Bhargava, MD</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>Adjourn</td>
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</tbody>
</table>

Thursday, October 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30–1:00 PM</td>
<td>Boxed Lunch</td>
</tr>
<tr>
<td>1:00–2:00 PM</td>
<td>Ethical Challenges in Healthcare</td>
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<tr>
<td></td>
<td>Faculty: Annemarie Relyea-Chew, JD, MS</td>
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<tr>
<td>2:00–3:00 PM</td>
<td>Strategic Planning: Scenario Planning Approach</td>
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<tr>
<td></td>
<td>Faculty: Alexander Norbash, MD</td>
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<tr>
<td>3:00–3:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:15–4:15 PM</td>
<td>Communication and Social Media</td>
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<tr>
<td></td>
<td>Faculty: Suzanne T. Morrel, MS</td>
</tr>
<tr>
<td>4:15–5:15 PM</td>
<td>Can You Teach Process Improvement?</td>
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<td></td>
<td>Faculty: Layne Mitchell</td>
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<tr>
<td>5:15 PM</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>
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.
- Assess and apply new rules and regulations regarding ethical, professional, and institutional behavior.
- Describe how healthcare reform might impact academic radiology.
- Demonstrate understanding of regulations regarding residency and fellowship training.
- Identify and discuss managerial problems and solutions.
- Describe various academic radiology compensation plans.
- Demonstrate understanding of current information technology and social media applications for the field of radiology.

Thursday, October 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>7:55 AM</td>
<td>Welcome</td>
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<tr>
<td></td>
<td>Norman J. Beauchamp Jr, MD, MHS</td>
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<tr>
<td>8:00 –  9:00 AM</td>
<td>AAARAD Survey Results</td>
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<tr>
<td></td>
<td>Moderator: Jonathan S. Lewin, MD</td>
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<td></td>
<td>Faculty: Sherry C. Elliott, MBA</td>
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<tr>
<td>9:00 –  9:45 AM</td>
<td>Balancing the Missions</td>
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<tr>
<td></td>
<td>Moderator: Carolyn C. Meltzer, MD</td>
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<tr>
<td>9:00 –  9:05 AM</td>
<td>Introduction and Brief Overview: Threat of Healthcare Reform on Mission Balance</td>
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<tr>
<td></td>
<td>Faculty: Carolyn C. Meltzer, MD</td>
</tr>
<tr>
<td>9:05 –  9:20 AM</td>
<td>Sustainability of Radiology Research</td>
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<td></td>
<td>Faculty: Thomas M. Grist, MD</td>
</tr>
<tr>
<td>9:20 –  9:35 AM</td>
<td>Funding Education in the Post Healthcare Reform Era</td>
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<td></td>
<td>Faculty: Duane G. Mezwa, MD</td>
</tr>
<tr>
<td>9:35 –  9:45 AM</td>
<td>Q&amp;A</td>
</tr>
<tr>
<td>9:45 –  10:00 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:00 –  11:45 AM</td>
<td>How We Did It and Lessons Learned</td>
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<tr>
<td></td>
<td>Moderator: Cheri L. Canon, MD</td>
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<tr>
<td>10:00 –  10:10 AM</td>
<td>University of Alabama Birmingham</td>
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<td></td>
<td>Faculty: Cheri L. Canon, MD</td>
</tr>
<tr>
<td>10:10 –  10:20 AM</td>
<td>University of Nebraska</td>
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<td></td>
<td>Faculty: Craig W. Walker, MD</td>
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<tr>
<td>10:20 –  10:40 AM</td>
<td>University of Colorado</td>
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<td></td>
<td>Faculty: Gerald D. Dodd III, MD</td>
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<tr>
<td>10:40 –  10:55 AM</td>
<td>Boston University</td>
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<td></td>
<td>Faculty: Alexander Norbash, MD</td>
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<tr>
<td>10:55 –  11:10 AM</td>
<td>University of Pittsburgh</td>
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<tr>
<td></td>
<td>Faculty: Jules H. Sumkin, DO</td>
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<tr>
<td>11:10 –  11:45 AM</td>
<td>Panel Discussion</td>
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<tr>
<td>11:45 AM –  12:30 PM</td>
<td>Not-So-New Chairs’ Lessons Learned: If I Knew Then What I Know Now…</td>
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<tr>
<td></td>
<td>Moderator: N. Reed Dunnick, MD</td>
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<tr>
<td></td>
<td>Faculty: E. Stephen Amis Jr, MD; William G. Bradley Jr, MD, PhD; Susan D. John, MD; Steven E. Seltzer, MD</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Adjourn</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>SCARD Dinner (offsite)</td>
</tr>
</tbody>
</table>
Saturday, October 17

7:00 AM Breakfast

7:55 AM Announcements: Jonathan S. Lewin, MD

8:00 – 9:00 AM Roundup at the IT Corral
Moderator: James A. Brink, MD

8:00 – 8:20 AM Retention of Images in the PACS Era
Faculty: Susan D. John, MD; James Carnes, MBA; Andy Strickland

8:20 – 8:40 AM Computerized Decision Support - How to Comply with the PAMA Legislation
Faculty: James A. Brink, MD; Steven E. Seltzer, MD; Bruce E. Lehnert, MD

8:40 – 9:00 AM Social Media and Smart Devices in Healthcare
Faculty: Jae Lee, MBA; Carolyn C. Meltzer, MD; Gerald D. Dodd III, MD

9:00 – 9:45 AM Society Updates
Moderator: Valerie P. Jackson, MD

9:00 – 9:15 AM ABR Update
Faculty: Milton J. Guiberteau, MD

9:15 – 9:30 AM AAR Update
Faculty: Renee L. Cruea; Jonathan S. Lewin, MD

9:30 – 9:45 AM AAPM
Faculty: John M. Boone, PhD

9:45 – 10:00 AM Break

10:00 – 11:00 AM Dealing with Disruptive Faculty Members
Moderator: Norman J. Beauchamp Jr, MD, MHS
Faculty: Norman J. Beauchamp Jr, MD, MHS; M. Elizabeth Oates, MD; Dieter R. Enzmann, MD; Lisa H. Lowe, MD

11:00 AM – 12:00 PM Issues and Challenges of Small and Mid-sized Departments
Moderators: E. Kent Yucel, MD; Alexander Norbash, MD

11:00 – 11:12 AM Radiation Dose Optimization (On A Budget)
Faculty: Terence A. Matalon, MD

11:12 – 11:24 AM Regional Radiology in A Rural State: Implementation and Growth
Faculty: Jocelyn D. Chertoff, MD, MS

11:24 – 11:36 AM The Oklahoma Standard: As Applied When Resources Are Overrun
Faculty: Anthony M. Alleman, MD, MPH

11:36 – 11:48 AM Using Faculty Time Wisely
Faculty: James V. Rawson, MD

11:48 AM – 12:00 PM Q&A

12:00 PM Adjourn

Friday, October 16

7:00 AM Breakfast

7:55 AM Announcements: Jonathan S. Lewin, MD

8:00 – 10:00 AM Volume to Value - Surviving the Disruption
Moderator: James V. Rawson, MD

8:00 – 8:30 AM Health System Market Consolidation: Impact on Academic Radiology Departments
Faculty: Carolyn C. Meltzer, MD

8:30 – 9:00 AM Imaging 3.0 - Putting Theory into Practice
Faculty: Bibb Allen Jr, MD

9:00 – 9:30 AM Strategies for Bundled Payments and Service Lines for the Radiologist
Faculty: James V. Rawson, MD

9:30 – 10:00 AM Panel Discussion

10:00 – 10:30 AM Break

10:30 – 11:30 AM New Chairs’ Roundup: Stories from the Front Lines
Moderator: Reed A. Omary, MD, MS
Faculty: Mitchell D. Schnall, MD, PhD; Laura K. Findeiss, MD; Vincent P. Mathews, MD; Charles E. Ray Jr, MD, PhD

11:30 AM – 12:30 PM IR/DR Residency
Moderator: Matthew A. Mauro, MD

11:30 – 11:45 AM IR Update
Faculty: Matthew A. Mauro, MD

11:45 AM – 12:00 PM IR Residency at a Small Program - Georgetown
Faculty: James B. Spies, MD

12:00 – 12:15 PM IR Residency at a Large Program - Northwestern
Faculty: Eric J. Russel, MD

12:15 – 12:30 PM Q&A

12:30 – 2:30 PM SCARD Business Meeting/Luncheon

2:30 – 3:00 PM Value-metrics for Radiologists - The SCARD Dashboard and Data Proposal
Moderator: James V. Rawson, MD

2:30 – 2:45 PM Faculty: James V. Rawson, MD

2:45 – 3:00 PM Faculty: Ronald Zink

3:00 – 3:30 PM 24/7 without Breaking the Bank
Moderator: Steven E. Seltzer, MD

The UCSD Experience with After Hours Coverage - External Solutions
Faculty: William G. Bradley Jr, MD, PhD

The BWH Experience - Homegrown Solutions
Faculty: Steven E. Seltzer, MD

Q&A

3:30 – 5:00 PM Hot Topics and Open Mic Session
Moderators: Jonathan S. Lewin, MD; Norman J. Beauchamp Jr, MD, MHS

5:00 PM Adjourn

6:00 – 7:00 PM SCARD Networking Reception
In order to take advantage of this program, you must enroll prior to your arrival. Provide your membership number when making your reservation or call Fairmont President’s Club Guest Services Team at 1-877-232-7070 to add your membership number to any already confirmed reservation. Sign up today at www.fairmont.com/fpc/enroll.

TRAVEL INFORMATION

The Seattle-Tacoma International Airport is located 13 miles away (approximately 20 to 30 minutes) from the Fairmont Olympic Hotel.

The taxi fare from the airport to the hotel is approximately $50. Rates are subject to change at any time.

Shuttle Express Airport Service is available at $18 one way per adult, or $31 for a round trip. Each child under the age of 17 rides free with an accompanying adult. Rates are subject to change at any time.

All rental car companies currently operating at Sea-Tac Airport operate at a separate rental car facility, with dedicated shuttle buses operating 24 hours a day.

The hotel offers onsite self-parking at a rate of $39.00 per day and valet parking at a rate of $49.00 per day. Parking rates are subject to change at any time.

UNITED AIRLINES DISCOUNT

Book online at United.com, and enter the Offer Code 673353 in the Offer Code box to view discounted airfares. If booking through a travel professional or United Meetings (1-800-426-1122), please provide the following information: Agreement Code: 673353; Z Code: ZTFH. Service fees may apply.

WEATHER

The weather in Seattle averages 55-65° F in October. Visitors are encouraged to check the forecast before packing.

A SPECIAL THANK YOU TO FujiFilm Medical Systems USA, Inc. for an unrestricted educational grant for the SCARD Fall Meeting.
**Meeting Registration Form**

**October 14-17, 2015 • Seattle, Washington**

**Advance Registration Deadline: Friday, October 2, 2015**

### STEP 1: CONTACT INFORMATION

First Name ___________________________________ Last Name _______________________________________ Degree (s) ____________________

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

Institution ___________________________________________________________________________________________________________________

Street Address ____________________________________________________________________________________ (Address Type: [ ] Home [ ] Office)

City ________________________________________ State/Province _______________  ZIP/Postal Code ______________ Country _________________

Email _____________________________________________  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.

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

### STEP 3: MEETING EVENTS

For **SCARD Fall Meeting attendees only.** Please check all that apply.

- [ ] Yes, I Will Attend
- [ ] Yes, My Companion/Spouse Will Attend

**Dinner** – Thursday, October 15

**Networking Reception** – Friday, October 16

**SCARD Business Meeting/Luncheon** – Friday, October 16 (FOR **SCARD MEMBERS ONLY**)

- [ ] Yes, I Will Attend
- [ ] Yes, My Companion/Spouse 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 the same day we receive your payment.**

**ONLINE**

SCARDweb.org

1-630-571-2198

**SECURE FAX**

**MAIL**

SCARD

820 Jorie Blvd

Oak Brook, IL 60523

**CANCELLATIONS:**

All cancellations must be received in writing by October 2.

A $50.00 administrative fee will be charged per registration form refunded.

No refunds will be issued after October 2.

**QUESTIONS:** Email **SCARD@rsna.org** or call 1-630-368-3731.