

The 35th

Economics of Diagnostic Imaging 2021: National Symposium

Overcoming and Succeeding in Unprecedented Times

October 29 - 31, 2021 • Webcast Only



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ABOUT THE MEETING

For three and half decades, Economics of Diagnostic Imaging has been the premier venue in the US for helping radiologists learn to succeed as the landscape for health care changes. 2020 was an unprecedented year for us and 2021 will see new challenges to our practices and departments. Our reimbursement from CMS was cut at the end of 2020 and while there was some last-minute mitigation that may prove temporary. The full impact of the Federal election of 2020 is still being worked out, but with one party in control of the White House and both the Senate and House of Representatives, significant changes are coming. On the private side, COVID caused a slight lull in the corporatization of radiology but 2021 and 2022 will likely see strong mergers and acquisitions activity in healthcare with further consolidation along the dimensions of hospitals networks, radiology practices and payer entities. In parallel, we are witnessing substantial progress in AI and other technical innovations that will revolutionize health care, with radiology being one of the hot zones for implementation.

This is the premier US meeting for participants to learn from leading experts and from each other about cutting-edge issues that face radiology and more importantly to build solutions that will allow us to succeed in the face of these challenges.

TARGET AUDIENCE

This CME activity is primarily designed to educate radiologists, radiology business management executives, hospital CEOs, CFOs, board members and other key hospital administrators as well as technical directors of radiology departments, reimbursement experts, corporate executives, attorneys and sophisticated health care investors.

ACCREDITATION

Physicians: Educational Symposia is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Educational Symposia designates this live activity for a maximum of 17.25 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Self-Assessment Modules (SAMs): Educational Symposia has been granted Deemed Status by the American Board of Radiology (ABR). This allows Educational Symposia to develop and implement SAMs that satisfy ABR Part II MOC requirements.

Credit(s) for This Activity Will be Available
to Virtual Participants as Long as Sessions are Viewed in Real Time

(i.e., Viewing Recorded Sessions at a Later Date/Time Does Not Qualify for Credit)

EDUCATIONAL OBJECTIVES

Attendees should, at the completion of this course, be able to:

- Understand current and anticipated Federal regulatory changes for diagnostic imaging.
- Prepare for Federal impacts on radiology from changes in reimbursement.
- Analyze the current waves of corporatization, consolidation and M and A activity in healthcare and their impacts on our practices.
- Anticipate the impact of innovations and of disruptive technologies especially AI on your practice and learn to be the disruptor rather than the disrupted.
- Develop novel forms of value in your practice or department.
- Benchmark your practice against other leading practices on multiple metrics.
- Receive DC insider executive briefings on political changes, coding changes and quality metrics.
- Diagnose burnout and learn how to prevent and treat it in yourself and your colleagues.
- Examine the ins and outs of selling your practice.
- Prepare for the next waves of change in the academic and private sectors.

No special educational preparation is required for this CME activity.

SCIENTIFIC SPONSOR: Educational Symposia

COURSE ORGANIZATION: This program is planned and organized by Educational Symposia, a leader in accredited continuing education since 1975.

ACKNOWLEDGMENT:

Educational Symposia appreciates our corporate supporters and exhibitors. A list of industry supporters will be provided and acknowledged at the meeting.

CANCELLATIONS

Cancellations must be received in writing by sending an e-mail to cancel@edusymp.com. There is a \$50 processing fee applied to all cancellations. Cancellations made in writing prior to **October 1, 2021** will be issued a refund for the amount of tuition paid less the \$50 processing fee. No refunds will be made on or after **October 1, 2021**.

REGISTRATION INFORMATION

Tuition for live conference includes all course materials, an electronic color course syllabus (printed color syllabus available for \$95, advanced purchase only), daily continental breakfasts and coffee breaks. Early registration is strongly suggested. There will be a \$100 surcharge for anyone registering after **October 20, 2021**. Minimum and maximum attendance levels have been established for this meeting. If your registration cannot be accepted, you will be issued a full tuition refund.

Tuition for live webcast includes participation for one registrant. Each registrant must sign-in on a separate computer to receive credit. Prior to the meeting we will send you further information about the log in process. We will also send you an electronic color course syllabus via email. If you have any questions or issues logging into the meeting we will have support personnel available at (813) 806-1000. There will be a \$100 surcharge for anyone registering after **October 20, 2021**.

FACULTY		PROGRAM	
PROGRAM DIRECTOR: Frank J. Lexa, M.D., MBA, FACR		Friday, October 29, 2021	
Ted Burnes, MPA <i>Senior Director of Political Affairs</i> <i>American College of Radiology</i> <i>Washington, DC</i>		7:00 – 8:00 AM	Registration and Continental Breakfast for Registrants
		10:45 – 11:15	Pathways from Innovation to Patient Care <i>Ezequiel “Zeke” Silva, III, M.D., FACR, FSIR, RCC</i>
Paul J. Chang, M.D. <i>Professor and Vice-Chairman, Radiology Informatics</i> <i>University of Chicago School of Medicine</i> <i>Medical Director, Enterprise Imaging</i> <i>Medical Director, SOA Infrastructure</i> <i>University of Chicago Hospitals</i> <i>Chicago, IL</i>		8:00 – 8:40	Private Equity, Oligopoly, Corporatization and the Future of US Radiology <i>Frank J. Lexa, M.D., MBA, FACR</i>
		11:15 – 11:45	Machine Learning and Artificial Intelligence in Radiology: A “Gentle” Introduction <i>Paul J. Chang, M.D.</i>
James Y. Chen, M.D. <i>Associate Professor</i> <i>Program Director, Neuroradiology Fellowship</i> <i>University of California, San Diego</i> <i>San Diego, CA</i>		8:40 – 9:20	The Radiology Workforce in Evolution <i>Richard Duszak, M.D., FACR, FSIR, FRBMA</i>
		11:45 – 12:00 PM	Question & Answer Session <i>Faculty</i>
W. Kenneth Davis, Jr., J.D. <i>Partner</i> <i>Katten Muchin Rosenman LLP</i> <i>Chicago, IL</i>		9:20 – 10:00	Negotiations with the Hospital CEO: 18 Clauses to Heed in Your Contract <i>Lawrence R. Muroff, M.D., FACR</i>
		12:00 – 1:00	Lunch On Your Own
Richard Duszak, M.D., FACR, FSIR, FRBMA <i>Professor and Vice Chair for Health Policy and Practice</i> <i>Department of Radiology and Imaging Sciences</i> <i>Emory University School of Medicine</i> <i>Atlanta, GA</i>		1:00 – 1:30	Machine Learning and Artificial Intelligence in Radiology: A Reality Check <i>Paul J. Chang, M.D.</i>
		1:30 – 2:00	The Rapid Growth of Telemedicine and Digital Technology During COVID-19: Implications for Radiology <i>Ezequiel “Zeke” Silva, III, M.D., FACR, FSIR, RCC</i>
Howard B. Fleishon, M.D., FACR, MMM <i>Associate Professor</i> <i>Emory Department of Radiology and Imaging Services</i> <i>Chair, ACR Board of Chancellors, 2020</i> <i>Atlanta, GA</i>		2:00 – 2:30	Mergers, Affiliations, Aggregations: Alternatives to Corporatization <i>Lawrence R. Muroff, M.D., FACR</i>
		2:30 – 3:00	Selling Your Practice: The Deals, They are Evolving, So Know What You’re Getting Into <i>W. Kenneth Davis, Jr., J.D.</i>
Frank J. Lexa, M.D., MBA, FACR <i>Professor and Vice Chair for Faculty Affairs</i> <i>Department of Radiology</i> <i>University of Pittsburgh Medical Center</i> <i>Pittsburgh, PA</i> <i>Chief Medical Officer</i> <i>The Radiology Leadership Institute</i> <i>Chair of the Commission on Leadership and Practice Development</i> <i>American College of Radiology</i>		3:00 – 3:30	The Academic Medical Center Bought My Community Hospital: What’s Next for My Radiology Practice? <i>Lawrence R. Muroff, M.D., FACR</i>
		3:30 – 3:45	Question & Answer Session <i>Faculty</i>
Lawrence R. Muroff, M.D., FACR <i>Honorary Adjunct Clinical Professor</i> <i>University of Florida and University of South Florida Colleges of Medicine</i> <i>Tampa, FL</i>		3:45	End of Session
Barbara F. Rubel, MBA, FRBMA <i>Senior Vice President, Marketing & Client Services</i> <i>MSN Healthcare Solutions</i> <i>Past President, RBMA</i> <i>Past President, Georgia Radiology Business Management Association</i> <i>Immediate Past President, FRBMA</i> <i>Member, Healthcare Business Management Association</i> <i>Green Cove Springs, FL</i>		Sunday, October 31, 2021	
		7:30 – 8:00 AM	Continental Breakfast for Registrants
Ezequiel “Zeke” Silva, III, M.D., FACR, FSIR, RCC <i>Diagnostic and Interventional Radiologist</i> <i>Medical Director of Radiology</i> <i>Methodist Tessian Hospital</i> <i>Adjunct Associate Professor</i> <i>University of Texas Health Science Center</i> <i>San Antonio, TX</i> <i>AMA RUC Chair and also AMA DMPAG Chair</i>		8:00 – 8:40	Re-Engineering Radiology in the New World of AI, Radiomics, and Precision Medicine: Return of the Doctor’s Doctor? <i>Paul J. Chang, M.D.</i>
		8:40 – 9:20	An Agnostic’s Thoughts on Practice Sales After the Pandemic <i>W. Kenneth Davis, Jr., J.D.</i>
		9:20 – 10:00	Detecting and Measuring Burnout - Can Data-Mining Replace Surveys? <i>James Y. Chen, M.D.</i>
		10:00 – 10:15	Coffee Break for Registrants
		10:15 – 10:45	Strategic Success (and Failure) - Priorities for Radiologists, Their Groups/ Departments and the Profession <i>Frank J. Lexa, M.D., MBA, FACR</i>
		10:45 – 11:30	Burnout Prevention and Mitigation Focusing on the LSE Method <i>James Y. Chen, M.D.</i>
		11:30 – 12:10 PM	Update from Capitol Hill or How Policies in DC are Impacting Radiology <i>Ted Burnes, MPA</i>
		12:10 – 12:30	Question and Answer and Wrap Up <i>Faculty</i>
		12:30	End of Course
Saturday, October 30, 2021 (Continued)			
		10:15 – 10:45	AI Culture Change
			Faculty & topics subject to change

Meeting Registration Form:

PRODUCT ID: ECO21

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TUITION

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ADA COMPLIANCE: Educational Symposia wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please contact our office at (813) 806-1000.

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