



**JOIN US!**  
**LIVE IN DC**  
OR LIVE STREAMING

*29<sup>th</sup> Annual*  
**ECONOMICS** *of*  
**Diagnostic Imaging 2014: *National Symposium***

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**How to Thrive in a Period of Uncertainty and Rapid Change**

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*24.5 AMA PRA Category 1 Credit(s)<sup>TM</sup>*

**October 23 – 26, 2014**

The Ritz-Carlton, Pentagon City | Arlington, Virginia

**The Economics of Diagnostic Imaging 2014:**  
*National Symposium*

continues a yearly “cutting-edge” educational experience that has become established as the one meeting attracting the individuals shaping the destiny of our specialty. Be there so you can learn, participate, and bring back the knowledge needed for the changing times ahead.



**RLI credits will be available  
for some sessions.**

## About The Meeting

Federal health care reform is the law of the land, but the questions are just beginning. What will the future hold for radiology, and what strategies should radiologists employ to maximize their chances for success in the coming years? Faculty members will discuss their vision of the future of medicine in general and radiology in particular. Topics such as alternatives to fee for service, accountable care organizations (ACO's), and national radiology companies will be explored. Attendees will learn about how to respond to requests for proposals for radiology services (RFP's) and what to do if their hospitals issue such requests. The benefits and pitfalls of hospital employment, and greater demands by hospital administrators will be covered in this symposium. Also discussed will be radiologist burnout, two-tiered radiology, and meaningful use. Roundtable discussions will allow frank discussions of best practices for radiology leaders and those who aspire to lead groups and departments.

American College of Radiology (ACR) initiatives, including the Radiology Leadership Institute and the Neiman Health Policy Institute, will be presented, so that registrants can understand how these new entities can benefit radiologists and provide the data needed for successful discussions with health care systems.

Practical action items will be offered for attendees to take home and incorporate into their practices. The faculty members have been chosen for their teaching skills, their expertise and their ability to translate principles into practical applications for radiologists.

## Target Audience

This CME activity is primarily intended and designed to educate diagnostic imaging physicians, radiology business management executives, hospital CEOs, CFOs, and Board members and other key administrators, technical directors of radiology departments, corporate executives, health care attorneys and investors and reimbursement decision makers.

## Scientific Sponsor

Educational Symposia

## 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 24.5 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Technologists:** No Category A CE credit is available for this symposium.



RLI credits will be available for some sessions.

## Educational Objectives

Attendees of this course should, at its conclusion, be able to:

- Describe the ongoing impact of health care reform efforts on radiology.
- Discuss the lessons learned from efforts to change radiology in the US and abroad.
- Evaluate the benefits and pitfalls of hospital employment and other alternative to traditional practice models.
- Develop strategies to compete effectively on the bases of service and quality with national entrepreneurial radiology companies and other new entrants in imaging.
- Operate effectively in an environment of price transparency and steerage.
- Discuss the pending legislative and regulatory initiatives impacting radiology.
- Negotiate your hospital contract in a more effective manner.
- Develop strategies to lead intergenerational radiology groups to success.
- Institute intelligent incentives for increasing the value that radiologists create in healthcare while avoiding burn out and loss of group cohesion.

*No special educational preparation is required for this CME activity.*

## Course Organization

This program is planned and organized by Educational Symposia, the leader in diagnostic imaging education since 1975.

## Acknowledgement

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. A \$50 processing fee will be applied to all cancellations. Refunds requested in writing prior to September 26, 2014 will be issued for the amount of tuition paid less the \$50 processing fee. No refunds will be made on or after that date.

## Registration Information

**Tuition for live conference** includes all course materials, including a comprehensive course syllabus (printed black and white syllabus or color e-syllabus), daily continental breakfasts and coffee breaks. Early registration is strongly suggested. There will be a \$50 surcharge for anyone registering after October 13, 2014. 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 streaming** 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 a comprehensive color electronic course syllabus via email. If you have any questions or problems logging into the meeting we will have support personnel available at (800) 338-5901. There will be a \$50 surcharge for anyone registering after October 13, 2014.

**Please note: A MINIMUM NUMBER OF REGISTRANTS IS REQUIRED TO LIVE STREAM THIS COURSE.** If the minimum number is not met by September 26, 2014 the live streaming activity may be cancelled and a full refund issued.

## Live Streaming Requirements

Visit the Help Center at [www.edusymp.com/site/help](http://www.edusymp.com/site/help) to review the computer and internet requirements for viewing live streaming meetings.

## 4 Easy Ways To Register

### WE ACCEPT



#### MAIL

Check payable to:  
Educational Symposia  
5620 West Sligh Avenue  
Tampa, Florida 33634-4490

#### FAX

(800) 344-0668 (U.S. & Canada)  
(813) 806-1001

#### PHONE

(800) 338-5901 (U.S. & Canada)  
(813) 806-1000



**INTERNET**  
[www.edusymp.com](http://www.edusymp.com)

Reduce your mail clutter or just add email announcements. Please visit the "Mailing List" section of our website at [www.edusymp.com](http://www.edusymp.com).

**Disclaimer:** Educational Symposia (ESI) as planner and presenter of this meeting, and Professional Travel as the official travel agency for this meeting, claim no liability for the acts of any suppliers or the safety of any attendees while in transit to, from, or during this event or any optional activities. The total amount of liability, if any, for the meeting organizers is limited to a refund of the registration fee, and Professional Travel's responsibility is limited to that of an agent.

**Special Note for the Disabled:** 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 (800) 338-5901 or (813) 806-1000.



# Faculty

## Program Director: Frank J. Lexa, M.D., MBA

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### **Bibb Allen, Jr., M.D., FACR**

*Birmingham Radiological Group  
Chair, ACR Board of Chancellors  
Birmingham, AL*

### **Jonathan W. Berlin, M.D., M.B.A., FACR**

*Clinical Professor of Radiology  
University of Chicago Pritzker School of Medicine  
North Shore University Health System  
Evanston, IL*

### **Giles Boland, M.D.**

*Vice Chairman, Business Development  
Abdominal Imaging & Intervention  
Massachusetts General Hospital  
Professor of Radiology  
Harvard Medical School  
Boston, MA*

### **Paul J. Chang, M.D.**

*Professor and Vice-Chairman, Radiology Informatics  
University of Chicago School of Medicine  
Medical Director, Enterprise Imaging  
Medical Director, SOA Infrastructure  
University of Chicago Hospitals  
Chicago, IL*

### **W. Kenneth Davis, Jr., Esquire**

*Partner  
Katten Muchin Rosenman LLP  
Chicago, IL*

### **Richard Duszak, M.D., FACR, FRBMA**

*Vice Chair for Health Policy and Practice  
Department of Radiology and Imaging Sciences  
Emory University School of Medicine  
Atlanta, GA  
Chief Medical Officer  
Harvey L. Neiman Health Policy Institute  
Reston, VA*

### **Stephen Ferrara, M.D.**

*Chief Medical Officer  
U.S. Navy Bureau of Medicine and Surgery  
Adjunct Assistant Professor of Radiology and  
Radiological Sciences  
Uniformed Services University of the Health Sciences*

### **Howard B. Fleishon, M.D., FACR, MMM**

*Medical Director  
North Mountain Radiology Group  
Phoenix, AZ*

### **David C. Levin, M.D., FACR**

*Emeritus Professor and Emeritus Chairman  
Department of Radiology  
Thomas Jefferson University Hospital  
Jefferson Medical College  
Philadelphia, PA*

### **Frank J. Lexa, M.D., M.B.A.**

*Vice Chairman and Professor of Radiology, Drexel University  
College of Medicine  
Project Faculty, Spain and East Asia Regional Manager,  
the Global  
Consulting Practicum & Adjunct Professor of Marketing,  
The Wharton School*

### **Lawrence R. Muroff, M.D., FACR**

*CEO & President  
Imaging Consultants, Inc.  
Tampa, FL  
Clinical Professor of Radiology  
University of Florida and  
University of South Florida  
Colleges of Medicine*

### **Barbara F. Rubel, M.B.A., FRBMA**

*Senior Vice President, Marketing & Client Services  
MSN, LLC  
Past President, RBMA  
Chair, RBMA Federal Affairs Committee  
Member, RBMA Technology Task Force  
Past President, Georgia Radiology Business  
Management Association  
Member, Healthcare Billing & Management Association*

### **Ezequiel "Zeke" Silva, III, M.D., RCC**

*Diagnostic and Interventional Radiologist  
Director of Interventional Radiology  
South Texas Radiology Imaging Centers  
Adjunct Clinical Professor  
University of Texas Health Science Center  
San Antonio, TX*

IF YOU RECEIVE MORE THAN ONE BROCHURE,  
PLEASE PASS THE EXTRA ALONG TO A COLLEAGUE.

# Program

## Thursday, October 23, 2014

7:00 – 8:00 AM Registration and Continental Breakfast for Registrants

8:00 – 8:30 Future Shock  
*Frank J. Lexa, M.D., M.B.A.*

8:30 – 9:15 Socio-Economic Indicators in Radiology: How Does Your Practice Compare?  
*Lawrence R. Muroff, M.D., FACR*

9:15 – 10:00 Healthcare's Pursuit of Value: Easier Done Than Said?  
*Richard Duszak, M.D., FACR, FRBMA*

10:00 – 10:15 Coffee Break for Registrants

10:15 – 10:50 Radiology Quality: Going Beyond the Metrics  
*Jonathan W. Berlin, M.D., M.B.A., FACR*

10:50 – 11:25 The Imaging Value Chain: A Framework to Maximize Value  
*Giles Boland, M.D.*

11:25 – 12:00 PM Challenges in New Payments Models  
*Ezequiel "Zeke" Silva, III, M.D., RCC*

12:00 – 12:30 Question and Answer Session  
*Faculty*

12:30 – 1:30 Lunch On Your Own

1:30 – 2:00 Radiology's Vale Proposition: Radiologists Shaping the Future of Diagnostic Radiology (Imaging 3.0)  
*Bibb Allen Jr., M.D., FACR*

2:00 – 2:30 Navigating the Transition from "Volume" to "Value:" Leveraging Meaningful IT Innovation in Radiology  
*Paul J. Chang, M.D.*

2:30 – 3:00 Hot Topics in Radiology  
*Barbara F. Rubel, M.B.A., FRBMA*

3:00 – 3:15 Coffee Break for Registrants

3:15 – 3:45 Health Policy - An Insider's View  
*Stephen Ferrara, M.D.*

3:45 – 4:30 Volume to Value: Evolution or Revolution for Healthcare Payment and Delivery Systems?  
*Richard Duszak, M.D., FACR, FRBMA*

## Thursday, October 23, 2014 (continued)

4:30 – 5:00 Round Table Discussion on "Volume to Value"  
*Faculty*

5:00 – 5:30 Question and Answer Session  
*Faculty*

**5:30 End of Session**

## Friday, October 24, 2014

7:30 – 8:00 AM Continental Breakfast for Registrants

8:00 – 8:50 Reinventing Radiology - A Vision for the Future  
*Richard Duszak, M.D., FACR, FRBMA*

8:50 – 9:20 Socio-Economic Indicators in Radiology: How Does Your Practice Compare?  
*Lawrence R. Muroff, M.D., FACR*

9:20 – 10:00 The Importance of Team Building for Future Radiologic Practice  
*Jonathan W. Berlin, M.D., M.B.A., FACR*

10:00 – 10:15 Coffee Break for Registrants

10:15 – 10:50 Success in an Environment of Alternative Payment Models  
*Stephen Ferrara, M.D.*

10:50 – 11:25 10 Things You Can Do to Engage Your Hospital on Healthcare Reform  
*Giles Boland, M.D.*

11:25 – 12:00 PM Business Intelligence and Analytics in Radiology: Dashboards, Scorecards, and Beyond  
*Paul J. Chang, M.D.*

12:00 – 12:30 Question and Answer Session  
*Faculty*

12:30 – 1:30 Lunch On Your Own

1:30 – 2:00 Culture Change in Radiology: Why Is It So Difficult and What Can We Do About It?  
*Jonathan W. Berlin, M.D., M.B.A., FACR*

2:00 – 2:30 Enhanced Radiologist Communication and Collaboration: Leveraging Information Technology  
*Paul J. Chang, M.D.*

## Friday, October 24, 2014 (continued)

2:30 – 3:00 The Future of Radiology – The Top 10 Things Radiologists Need To Do Now to Assure It  
*David C. Levin, M.D., FACR*

3:00 – 3:15 Coffee Break for Registrants

3:15 – 3:45 Fee for Service vs. Single Payer: Pros and Cons  
*Stephen Ferrara, M.D.*

3:45 – 4:15 Obamacare and Radiology  
*Ezequiel "Zeke" Silva, III, M.D., RCC*

4:15 – 4:45 The Top 20 Major Threats Facing Radiology  
*David C. Levin, M.D., FACR*

4:45 – 5:15 Roundtable on Healthcare Reform  
*Faculty*

5:15 – 5:30 Question and Answer Session  
*Faculty*

**5:30 End of Session**

## Saturday, October 25, 2014

7:30 – 8:00 AM Continental Breakfast for Registrants

8:00 – 8:30 The Commoditization of Radiology and How to Undo It  
*David C. Levin, M.D., FACR*

8:30 – 8:45 ACR Supported Resources for Practice Leaders  
*Howard B. Fleishon, M.D., FACR, MMM*

8:45 – 9:15 Is Radiology a Commodity - Not Necessarily the Case  
*Frank J. Lexa, M.D., M.B.A.*

9:15 – 9:45 Mergers in Radiology  
*W. Kenneth Davis, Jr., Esquire*

9:45 – 10:10 Mergers and Acquisitions  
*Howard B. Fleishon, M.D., FACR, MMM*

10:10 – 10:25 Coffee Break for Registrants

10:25 – 10:55 Mergers and Acquisitions  
*Barbara F. Rubel, M.B.A., FRBMA*

10:55 – 11:40 Mergers and Acquisitions  
*Lawrence R. Muroff, M.D., FACR*

## Saturday, October 25, 2014 (continued)

11:40 – 12:10 PM Roundtable and Question and Answer on Mergers and Acquisitions  
*Faculty*

12:10 – 12:30 Question and Answer Session  
*Faculty*

**12:30 End of Session**

## Sunday, October 26, 2014

7:30 – 8:00 AM Continental Breakfast for Registrants

8:00 – 8:40 The Health Insurance Exchange and Radiology  
*Ezequiel "Zeke" Silva, III, M.D., RCC*

8:40 – 9:20 Negotiating Hospital Contracts  
*W. Kenneth Davis, Jr., Esquire*

9:20 – 10:00 Radiology Practice Models: What Might Your Future Look Like?  
*Lawrence R. Muroff, M.D., FACR*

10:00 – 10:15 Coffee Break for Registrants

10:15 – 10:50 Radiologist Leadership in the Era of Healthcare Reform  
*Bibb Allen Jr., M.D., FACR*

10:50 – 11:30 Productivity in the Brave New World of Value Based Purchasing  
*Frank J. Lexa, M.D., M.B.A.*

11:30 – 12:00 PM Round Table - What Should We Do Now?  
*Faculty*

12:00 – 12:30 Question and Answer Session  
*Faculty*

**12:30 End of Course**

# The Ritz-Carlton, Pentagon City

## ABOUT THE RESORT

On the banks of The Potomac River in Arlington, Virginia adjacent to Washington, D.C., The Ritz-Carlton, Pentagon City is situated in one of the areas most impressive shopping districts, in close proximity to monuments and museums and offers convenient access to the business districts of Crystal City and Rosslyn, Virginia.

As Arlington's only Mobil Four Star hotel, The Ritz-Carlton, Pentagon City features 366 handsomely appointed guest rooms to include 45 Ritz-Carlton Club Level rooms and 15 One Bed Room Suites. It is strategically located near the Crystal City and Rosslyn business districts, Oldtown Alexandria, Capitol Hill, downtown Washington, DC and the Pentagon. Metro rail service is located just outside the front door of the hotel and Ronald Reagan Washington National Airport is just a 5 minute drive.

## HOW TO GET THERE

Fly directly to Ronald Reagan International Airport, located just 11 minutes southeast from the Ritz-Carlton, Pentagon City. Daily non-stop flights are available to Pentagon City for major national and international carriers.

**SPACE IS LIMITED - RESERVE TODAY:** Call Ritz-Carlton, Pentagon City Reservations at: (800) 241-3333 and identify yourself as a registrant of "Educational Symposia Economics" to receive the group discount or make your reservation online at: <https://www.ritzcarlton.com/en/Properties/PentagonCity/Reservations/Default.htm> and use Group Code ESEESA

**Deluxe Guestrooms..... \$289.00/nt**  
(Single/Double Occupancy)

**Club Rooms ..... \$289.00/nt**  
(Limited Availability - First Come First Served) (Thursday - Saturday)

There will be an additional charge of \$20 per day for each additional person over age 18 and/or over two people in a guest room.

**HOTEL CUT-OFF DATE: SEPTEMBER 22, 2014**

Group rates may be available prior/post - space available basis.

**HOTEL TAX: 10%**

**DEPOSIT POLICY:** One night's room and tax deposit will be charged at time of reservation.

**CANCELLATION POLICY:** Guests who confirm reservations with a credit card will have until 6pm on the day before arrival in which to cancel a reservation without penalty. Any guest that cancels a reservation after such time will have a charge of one night's room and tax applied to their account. Check in time is: 3:00 PM; Check out time is: 12:00 Noon.

**HOTEL:** 1250 South Hayes St.  
Arlington, Virginia 22202

**PH:** (703) 415-5000

**Meeting Registration Form:** 29<sup>th</sup> Annual Economics of Diagnostic Imaging 2014: National Symposium  
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**REGISTER ONLINE: [WWW.EDUSYMP.COM](http://WWW.EDUSYMP.COM)**

### TUITION: LIVE MEETING

Tuition includes electronic syllabus **or** please check your selection below:

- ☐ **\$1,370** ☐ **PAPER SYLLABUS ONLY**  
☐ **BOTH** (Paper & Electronic at an extra cost of \$25)

### TUITION: LIVE STREAMING

Please check your selection below:

- ☐ **\$1,370** **INCLUDES ELECTRONIC SYLLABUS ONLY**

**Paper syllabus is black and white. Electronic syllabus is color.**

**EC014**

**\*MUST ENCLOSE OR FAX LETTER FROM YOUR DIRECTOR CERTIFYING STATUS.**

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