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*The 9<sup>th</sup>*

# ECONOMICS SUMMIT:

RADIOLOGY 2015:

MEETING THE CHALLENGE OF THE  
NEXT WAVE OF HEALTH REFORM

April 9 – 11, 2015

The Venetian® and The Palazzo®  
Las Vegas, Nevada

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

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RLI credits will be available for some sessions.

## ABOUT THE MEETING

As 2015 approaches, the economy has slowly recovered but the challenges for US radiology haven't relented. Pressures on reimbursement, hospital employment and competition from national for profit teleradiology companies have intensified. The Affordable Care Act is over four years old and while its impact on radiology has already been substantial, the authors of the bill say that this is just the first act in a much longer play so there will be many more effects on radiology. Accountable care organizations and other forms of payment for value have also had a rocky start with many failures, but have developed a foothold in US medicine.

Radiology leaders need to get better intelligence on how their practices will be affected by these momentous changes in our healthcare landscape. They need actionable information to help them thrive in a period of unprecedented challenges to the practice of radiology. Faculty members will discuss the strategic challenges that we face and how to develop tactical plans to succeed during a period of adversity in our field. Many key topics will be addressed including: current trends in reimbursement and regulation, changes in radiologist group practice including hospital employment, measuring radiologist value, roles that radiologists and their groups can play in organizations that embrace value based payment and many others. Interactive sessions will allow the participant to drill down on details with the faculty and the other radiologists in the audience.

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, their willingness to be accessible to the audience during question and answer sessions and breaks as well as 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, board members and other key administrators, technical directors of radiology departments as well as corporate executives, health care attorneys, health care investors in the private equity and ventures spaces and reimbursement decision makers.

## SCIENTIFIC SPONSOR

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## 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 15.75 *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.

## EDUCATIONAL OBJECTIVES

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

- Develop strategies to adapt to value based payments and bundling.
- Understand the role of radiologists and their groups in ACOs and related value based organizational structures.
- Implement programs to improve radiology outcomes.
- Manage change in radiology practices and departments.
- Use IT to navigate the transition from volume to value.
- Manage and implement decision support in radiology.

No special educational preparation is required for this CME activity.



RLI credits will be available for some sessions.

## COURSE ORGANIZATION

This program is planned and organized by Educational Symposia, a leader in continuing medical 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 March 13, 2015 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 March 30, 2015. 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 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 March 30, 2015.

**Please note: A MINIMUM NUMBER OF REGISTRANTS IS REQUIRED TO LIVE WEBCAST THIS COURSE.** If the minimum number is not met by March 13, 2015 the live webcast activity may be cancelled and a full refund issued.

## LIVE WEBCAST 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 webcast meetings.

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**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

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University of Florida and  
University of South Florida  
Colleges of Medicine*

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# PROGRAM

## THURSDAY, APRIL 9, 2015

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

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8:00 – 8:45 Strategic Imperatives for Radiology Groups in 2015  
*Frank J. Lexa, M.D., M.B.A.*

8:45 – 9:30 Socio-Economic Indicators in Radiology: How Does Your Practice Compare?  
*Lawrence R. Muroff, M.D., FACR*

9:30 – 10:00 What is Our Product?  
*Giles Boland, M.D.*

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### 10:00 – 10:15 Coffee Break for Registrants

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10:15 – 10:45 Navigating the Transition from "Volume to "Value": Leveraging Meaningful IT Innovation in Radiology  
*Paul J. Chang, M.D.*

10:45 – 11:15 Socio-Economic Indicators in Radiology, Part II  
*Lawrence R. Muroff, M.D., FACR*

11:15 – 12:00 PM Bundled Payments in Radiology: How We Can Invert the Half Empty Glass  
*Richard Duszak, M.D., FACR, FRBMA*

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

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### 12:30 – 1:30 Lunch On Your Own

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1:30 – 2:05 New Care Pathways: What They Mean for Imaging  
*Giles Boland, M.D.*

## THURSDAY, APRIL 9, 2015 (CONTINUED)

2:05 – 2:40 Business Intelligence and Analytics in Radiology: Dashboards, Scorecards and Beyond  
*Paul J. Chang, M.D.*

2:40 – 3:00 Question and Answer Session  
*Faculty*

3:00 **End of Session**

## FRIDAY, APRIL 10, 2015

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

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8:00 – 8:40 Imaging 3.0 in Action: Case Studies and a Toolkit  
*Geraldine McGinty, M.D., M.B.A., FACR*

8:40 – 9:20 Enhanced Radiologist Communication and Collaboration: Leveraging Information Technology  
*Paul J. Chang, M.D.*

9:20 – 10:00 Patient Centered Radiology: What it Really Means and Implications for Practices  
*Giles Boland, M.D.*

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### 10:00 – 10:15 Coffee Break for Registrants

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10:15 – 10:55 Leadership Concepts for Radiologists  
*Michael N. Brant-Zawadzki, M.D., FACR*

10:55 – 11:25 ICD-10: Impending Armageddon or Y2K Redux  
*Richard Duszak, M.D., FACR, FRBMA*

## FRIDAY, APRIL 10, 2015 (CONTINUED)

- 11:25 – 12:00 PM Clinical Decision Support:  
What You Need to Know  
and Do Before January  
2017  
*Geraldine McGinty, M.D., M.B.A.,  
FACR*
- 12:00 – 12:30 Question and Answer Session  
*Faculty*

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### 12:30 – 1:30 Lunch On Your Own

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- 1:30 – 2:30 Hospital Contracting  
*Lawrence R. Muroff, M.D., FACR*
- 2:30 – 3:00 Question and Answer Session  
*Lawrence R. Muroff, M.D., FACR  
and Faculty*
- 3:00 End of Session

## SATURDAY, APRIL 11, 2015

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

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- 8:00 – 8:40 Radiology: Profession or  
Commodity?  
*Michael N. Brant-Zawadzki, M.D.,  
FACR*
- 8:40 – 9:25 Disruptive Perspectives on  
Value in Healthcare:  
What is It and Why is It  
So Elusive?  
*Richard Duszak, M.D., FACR,  
FRBMA*
- 9:25 – 10:00 Radiology Practice Models:  
What Might Your Future  
Look Like?  
*Lawrence R. Muroff, M.D., FACR*

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### 10:00 – 10:15 Coffee Break for Registrants

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## SATURDAY, APRIL 11, 2015 (CONTINUED)

- 10:15 – 10:50 The Future of Radiology -  
Is There One?  
*Michael N. Brant-Zawadzki, M.D.,  
FACR*
- 10:50 – 11:30 Imaging Economics and  
Advocacy Update  
*Geraldine McGinty, M.D., M.B.A.,  
FACR*
- 11:30 – 12:00 PM The Future of Radiology -  
Where Will We Be  
in 2025  
*Frank J. Lexa, M.D., M.B.A. and  
Faculty*
- 12:00 – 12:30 Question and Answer and  
Wrap Up  
*Faculty*
- 12:30 End of Course

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## Meeting **The 9th Economics Summit: Radiology 2015**

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ES 15

Attendance is limited; therefore, early registration is strongly suggested. **There will be a \$50 surcharge for anyone registering after March 30, 2015.**

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