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The 9th

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

15.75 AMA PRA Category 1 Credit(s)TM



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

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 15.75 *AMA PRA Category 1 Credit(s)*TM. 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.



**RADIOLOGY™
LEADERSHIP
INSTITUTE**
AMERICAN COLLEGE OF RADIOLOGY

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 to review the computer and internet requirements for viewing live webcast meetings.

4 EASY WAYS TO REGISTER

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www.edusymp.com

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5620 West Sligh Avenue
Tampa, Florida 33634-4490

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

PHONE

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

Reduce your mail clutter or just add email announcements. Please visit the "Mailing List" section of our website at 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., M.B.A.

GILES BOLAND, M.D.

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

MICHAEL N. BRANT-ZAWADZKI, M.D., FACR

*Executive Medical Director of Physician Engagement
The Ron and Sandi Simon Endowed Chair
Executive Medical Director, Neurosciences
Hoag Memorial Hospital Presbyterian
Newport Beach, CA
Adjunct Clinical Professor of Radiology
Stanford University School of Medicine
Stanford, CA*

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*

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*

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*

GERALDINE MCGINTY, M.D., M.B.A., FACR

*Dept of Radiology, Weill Cornell Medical College
Chair, ACR Commission on Economics*

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*

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please pass the extra along to a colleague.

PROGRAM

THURSDAY, APRIL 9, 2015

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

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.

10:00 – 10:15 Coffee Break for Registrants

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

12:30 – 1:30 Lunch On Your Own

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

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

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.

10:00 – 10:15 Coffee Break for Registrants

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

12:30 – 1:30 Lunch On Your Own

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

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

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

10:00 – 10:15 Coffee Break for Registrants

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

The Venetian® and The Palazzo®

ABOUT THE RESORT

With excellent service and impeccable amenities set amid the splendor of Renaissance Venice and modern northern Italy, The Venetian and The Palazzo are the favorites of guests the world over. The Venetian and The Palazzo boast exceptional entertainment, the best in fine dining, and uncompromising luxury. The Venetian and The Palazzo are home to more than 7,000 suites, each twice the size of the average Las Vegas hotel room, and well-appointed with marble baths, designer beds, sunken living rooms, and more. Enjoy a savory meal served at the table of Emeril Lagasse's Delmonico Steakhouse or Mario Batali's B&B Ristorante. Stop by the world-famous Canyon Ranch SpaClub for a soothing spa treatment. Shop the finest retailers, like Barney's New York and Diane von Furstenberg. No matter what you're up for, The Venetian and The Palazzo have it.



HOW TO GET THERE

Fly directly to McCarran International Airport, located just 10 minutes from the Las Vegas Strip. Daily non-stop flights are available to Las Vegas for major national and international carriers.

SPACE IS LIMITED - RESERVE TODAY: Call Reservations at: (877) 385-3885 or (702) 414-4100 and provide **RSYMP** to receive the group discount or book online at: <https://resweb.passkey.com/go/RSYMP15>. Call Professional Travel at 800-237-7230 for further assistance.

Group Room Rates Start At.....\$199.00/nt.
(single/double occupancy).

Cost for additional person over double occupancy is \$35 for 3rd and 4th person. Children under 12 stay free when sharing a room with an adult.

Room preference:
King bed/Two queen beds – Smoking/Non-smoking

HOTEL CUT-OFF DATE: MARCH 9, 2015

(group rates 3 days prior/post – space available basis).

HOTEL TAX: 12% **RESORT FEE:** \$25.00 per room, per day applies.

DEPOSIT POLICY: A deposit of one (1) night's room rate plus tax will be charged at time of reservation to guarantee accommodations.

CANCELLATION POLICY: All cancellations, arrival and departure date changes must be made 72 hours or more prior to scheduled arrival date/time to avoid penalties. Check in time is: 3:00 PM; Check out time is: 11:00 AM.

HOTEL: 3355 Las Vegas Blvd, South
Las Vegas, Nevada 89158

PH: (702) 414-1000

Meeting Registration Form:

The 9th Economics Summit: Radiology 2015

The Venetian® and The Palazzo® • Las Vegas, Nevada • April 9 – 11, 2015

ES15

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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