



ahra

Physician One Day Leadership Track

Presented Sunday, July 28 at the 2013 AHRA Annual Meeting & Exposition



Physicians Uniting Around Quality, Appropriateness and Efficiency

www.ahraonline.org/physiciantrack

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Annual Meeting & Exposition
Minneapolis Convention Center
July 28 - 31, 2013 • Minneapolis, MN

Physician Track Registration Form

One Day: Sunday, July 28 • 8:30 a.m. to 4:00 p.m.



Designated sessions of this program will be eligible for RLI credits based on competencies outlined in the Radiology Leadership Institute Common Body of Knowledge™ (CBK).

MD - DO

MEDICAL DEGREE (CIRCLE ONE) FIRST NAME LAST NAME

NAME ON BADGE (IF DIFFERENT FROM ABOVE)

TITLE ORGANIZATION CREDENTIALS

ADDRESS

CITY STATE ZIP COUNTRY

TELEPHONE FAX EMAIL

ONE DAY PHYSICIAN TRACK

AHRA Member: **\$295**

Non-Member: **\$375**

Non-Member plus AHRA Membership: **\$450**

FULL ANNUAL MEETING + PHYSICIAN TRACK

AHRA Member: **\$745**

Non-Member: **\$925**

Non-Member plus AHRA Membership: **\$975**

PAYMENT OPTIONS

Check/money order enclosed, payable to AHRA

Mail form to: AHRA 490-B Boston Post Road, Suite 200 • Sudbury, MA 01776

Please charge _____ to my:

Visa

MasterCard

American Express

Card #: _____ Expiration Date: _____

If you are using MasterCard, VISA or American Express the form may be faxed to (978)443-8046.

CANCELLATION POLICY: Cancellation of registration must be received in writing no later than June 28, 2013 and is subject to a \$75 handling fee. No partial or full refunds will be available after this date. If you cannot attend, you must notify AHRA Registration Coordinator in writing of substitute's name by July 12, 2013. If the substitute is not in the same registrant class as the original registrant, additional fees will be due. In the event the AHRA Annual Meeting is cancelled, AHRA will refund your registration fee only. AHRA is not responsible for airfare or hotel deposits and payments.



Register Online!

www.ahraonline.org/physiciantrack



Physician Leadership Faculty Presentations

A full service lunch and gourmet snack breaks will be provided.

Creating Standards and Repeatability – Defining Quality • Rich Duszak, M.D.

SESSION OVERVIEW:

Driving quality first requires an ability to measure a repeatable process and outcomes. Meeting the Meaningful Use criteria and PQRS are requirements designed to begin to steer healthcare to transparency and quality. This session will explore the lessons learned that create repeatable quality outcomes and how these should be applied to the future of radiology and interpretations.

Using Operational Data to Influence Efficiency • Jeff Patton, M.D.

SESSION OVERVIEW:

Moving beyond static dashboards, healthcare leaders are quickly realizing how quality data can be used to tell a story. This session will look at the operational and potential clinical effects of using real-time longitudinal data to influence behavior and outcomes while driving efficient technical and clinical operations.

Structured Reporting as a Tool for Quality and Efficiency • Tim Myers, M.D.

SESSION OVERVIEW:

Technology through imaging capability continues to challenge the day to day radiologist workload. Dive into key elements such as PQRS requirements and payer and referring physician needs that should be considered when developing structured reports and the impact new technology, when used effectively, can have to help drive quality and efficiency.

Peer/Self Review • Woojin Kim, M.D.

SESSION OVERVIEW:

Newly developed software now allows the radiologist the opportunity to research his or her interpretation during the exam evaluation process. This session will explore the clinical features and benefits of these new capabilities how they interface with the clinical record and how it relates to clinical quality.

Radiologist as the Chief Marketing Officer • Chad Calendine, M.D.

SESSION OVERVIEW:

Thousands of survey responses demonstrate a desire by more than 75% of all referring physicians to know more about the exams they should order and the capabilities of the technology in their local markets. Learn the structure and content for communicating with your referring physicians to drive loyalty and stronger relationships in order to facilitate the use of standards and appropriate utilization.

Physician Integration with Technical Operations • Carl Black, M.D. and Jim Jensen

SESSION OVERVIEW:

Successful technical operations need the leadership and participation only radiologists can provide. Involvement in technical operations extends to administration and the ancillary services in your facilities. Explore best practices for getting more out of your technical support teams and how involvement in facility operations can positively influence the entire facility.

Regulatory Update • Zeke Silva, M.D.

SESSION OVERVIEW:

Learn more about the latest regulatory issues impacting the medical imaging industry and what you should be preparing for as a physician/medical director.

Identifying and Solving Medical Imaging's Biggest Challenges • Pat Basu, M.D., Facilitator Group Session/Workshop/Panel Participation

SESSION OVERVIEW:

Following registration, via email each attendee will be encouraged to submit his or her top three challenges and potential solutions prior to the meeting. These issues and solutions will be distilled, de-identified and summarized for the participants to enable a facilitated discussion between the faculty and participants. The session goal is to develop agreement on the most pressing issues, then align action teams representing each solution to promote and lead industry approval with the AHRA and associated healthcare and support organizations.



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Minneapolis Convention Center, Minneapolis, MN
8:30 a.m. to 4:00 p.m. • President's Reception at 6:30 p.m.

Program Faculty:

Jeff Patton, M.D. • Rich Duszak, M.D. • Tim Myers, M.D.
Woojin Kim, M.D. • Chad Calendine, M.D. • Carl Black, M.D. and Jim Jensen
Zeke Silva, M.D. • Pat Basu, M.D.



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