

**RBMA**

Building The Business of Radiology

AUDIO CDS • AUDIO TAPES**RECORDED LIVE****Managing a Radiology Business from the Top:
Physicians and Administrators Partner for Success**

February 25-26, 2005 • Loews New Orleans Hotel

Revisit the Conference...hear all the valuable information you may have missed!

The 2005 Conference for Physicians/Administrators may be over but you have the opportunity to learn from the expert presenters. As a special service to RBMA members, recordings of the conference sessions are available for purchase in audiocassette and audio CD formats. Whatever your choice of format, you and your fellow staff members can experience the 2005 RBMA conference long after it's conclusion. **Check the listing below and order your selections today.**

- may be purchased individually for \$15 each OR as a **specially priced complete set = \$119.00 SAVE OVER 20% (Check appropriate box in listing)**

 CD T 010...**Radiology Practice Leadership - Harvey Neiman, MD**

The field of radiology faces many challenges today. Leadership in the practice nurtures and sustains local, state and national organizations that support the advancement of the profession. Find out why leadership is critical to the successful development and on-going operations of a radiology practice. Join Dr. Neiman as he discusses the personal traits, the character, the vision, the actions and the rewards of leaders in multiple spheres of society.

 CD \$30 T \$30 020AB...(2 CDs/Tapes)...**Strategic Planning—Radiology of the Future Looks Bright - Fred Gaschen, MBA, CHE**

The future of radiology really does look bright! Hear how leading edge radiology practices have developed strategic planning for their future. Learn how to develop your plan, overcome your organization's barriers and monitor your progress. Walk away with a better understanding of current economics of radiology and be able to understand the need for strategic planning and develop a comprehensive business plan.

 CD T 030...**Harnessing the Strength of Multi-Generational Diversity - Janet Oliver**

How do you build a successful multi-generational work environment? Generational dynamics will continue to impact your success as the Veterans, Boomers, Gen Xers and Gen Nexters labor for a foothold in your practice. How do you focus each group's specific strengths to meet your organizational objectives? While these four groups may share work tasks and common goals, their communication styles, workplace values and perceptions may differ greatly. Find out how recognizing cultural gaps and fostering common values are crucial to your practice's success and powerful strategies for positive change.

 CD T 040...**Measuring and Managing Physician Productivity: Goldmine or Landmine? - Richard Duszak, Jr., MD**

Inequities in work performed by physicians in a practice can lead to poor morale and inefficient use of expensive physician resources. Gain insight into reasons practices might measure physician productivity. Find out how to introduce various methodologies used for such measurements, and highlight ways practices might use such measurements to manage physician work.

 CD T 050...**Self-Referral in Diagnostic Imaging—What is its Impact on Radiology and What Can We Do About It? - David Levin, MD**

There is much talk about Self-Referral and the impact on our radiology practices. This session will help you discover how to become aware of the relationship between self-referral and over utilization of imaging. Understand the potential for medical errors when non-radiologists try to interpret images. Learn about the technical quality issues inherent in imaging provided by non-radiologist physicians. Consider possible solutions to the problem that might be available to federal and state governments, payers, and other policymaking groups.

 CD T 060...**Evaluating Joint Venture Opportunities - Richard Townley, MBA**

More and more, hospitals and radiology groups are looking for effective ways of partnering with each other, or other entities, to expand their capabilities and presence in their respective markets. These relationships become complex and create legal, operational and managerial issues. Find out how to produce a market analysis to identify opportunities for enhanced imaging services, create feasibility studies to determine the viability of new imaging services ventures, and develop legal structures and financial proformas for prospective imaging services expansion.

 CD T 070...**Hospital and Physician Relationships—the Good, the Bad and the Ugly - John Couris**

The collaboration and innovation between physicians and hospitals must transcend the traditional customer relationships that currently exist. Learn the importance of balancing the needs of the hospital and physician groups so that through mutual understanding, service, outcome and costs are improved and radiology business increased.

 CD T 080...**The Evolution of Interventional Radiology: Challenges and Strategies for Diagnostic Radiology Practices - Richard Duszak, Jr., MD**

Interventional radiology has experienced dramatic changes and challenges over the last decade. The explosion of minimally invasive technology along with the institution of inpatient and outpatient clinical services has revolutionized the practice with respect to the national and local marketplace, as well as its relationship with other specialties and non-interventional radiologists. Review national trends in interventional radiology and its position in the medical marketplace. Recognize challenges faced by interventional radiologists seeking to expand clinical and procedural services within the setting of both traditional and non-traditional radiology practice settings. Identify opportunities for diagnostic radiology groups to participate in the development of successful and robust interventional radiology practices

 CD T 090...**Quality and Clinical Culture: The Critical Role of Physicians in Accountable Health Care Organizations - Alice Gosfield, Esq.**

The healthcare landscape has changed dramatically over the last ten years in terms of the values that drive health care businesses, their structure and orientation. Virtually everything that happens in healthcare derives from the activities of physicians – their clinical orders, their referrals, the processes and procedures they perform. With the increased focus on patient safety and improving quality, it is time to address the critical and unique roles of physicians in making quality happen. Join veteran health care lawyer, Alice Gosfield, Esq., as she articulates specific approaches to the engagement of physicians in health care organizations to improve quality by creating a real clinical culture. Learn the current regulatory, market and enforcement context that demands improved quality, but may impede effective implementation. Understand the unique values physicians bring to their work and how these should be supported and appreciated

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