

A DVD Teaching Program



The ACR Executive Leadership Series

Leadership Strategies for Radiology:

Taking Your Practice to the Next Level

FREE SYLLABUS
with purchase of entire set

18 AMA PRA Category 1 Credit(s)TM



Educational Symposia

Release Date: June 15, 2009

About This DVD

This DVD teaching program was developed from lectures which were presented at the 2009 Leadership Strategies for Radiology: Taking Your Practice to the Next Level symposium, the first course in the ACR's Executive Leadership Series.

This DVD CME activity is a comprehensive series of lectures focused on developing and honing subscribers' leadership skills and optimizing the structure and function of their practices. Faculty focus on issues that group leaders and their business executives face on a daily basis and provide practical solutions and suggested actions that they can incorporate into their practices with minimal effort.

The faculty, chosen for their teaching ability as well as their expertise, discuss such pertinent issues as strategic planning, productivity concerns, reimbursement management strategies, service and quality methodologies, the start-up and success of new ventures, merger considerations, throughput optimization, marketing, contracting, negotiations, recruiting, leadership development, and other practice-related topics. With new knowledge on these topics, subscribers will be able to immediately implement solutions to strengthen their practice and improve their leadership.

The comprehensive course syllabus should provide substantial information that subscribers can use as a resource for improving the structure and the operations of their practices. The program is practical; the faculty is comprised of nationally recognized teachers who have implemented these skills in their own practices and in many others across the country.

Target Audience

This DVD CME activity is intended for radiologists with leadership positions in their practices and for those who seek the skills to become practice leaders. The information is valuable for those in private practice, group practice, and academics, and for senior radiology business executives, particularly those involved with the operations, management, growth, marketing, and infrastructure development of their practices.

Scientific Sponsor

Educational Symposia

This DVD series was planned and produced by Educational Symposia, the leader in diagnostic imaging education since 1975.

This DVD series was planned and produced in accordance with the ACCME Essential Areas and Elements.

Accreditation

Physicians: Educational Symposia is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

Educational Symposia designates this educational activity for a maximum of 18 *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Each DVD is designated for two category 1 credits. The time necessary to complete the series is 18 hours. The time necessary to complete each DVD is two hours.

*AMA PRA Category 1 Credit(s)*TM

for these programs may be claimed until June 14, 2012.

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

All DVD course participants are required to take a test in order to be awarded credit. (Exam materials, if ordered, will be sent with your DVD order.) All DVD course participants will also have the opportunity to critically evaluate the program as it relates to practice relevance and educational objectives.

Educational Objectives

At the completion of this DVD CME series, subscribers should be able to:

- + Develop a successful marketing strategy for their practice
- Implement appropriate policies for practice members
- Assess the efficacy of their coding and compliance
- Evaluate with greater precision proposed new practice ventures
- Discuss the pros and cons of measuring productivity
- Negotiate hospital contracts more effectively
- Develop meaningful practice metrics
- Implement service and quality initiatives

No special educational preparation is required for this CME activity.

Faculty

Jonathan W. Berlin, M.D., M.B.A.

*Associate Professor of Radiology
NorthShore University HealthSystem
Northwestern University Feinberg School
of Medicine
Evanston, IL*

James P. Borgstede, M.D., FACR

*Vice Chairman, Department of Radiology
Associate Professor of Radiology
University of Colorado
Denver, CO*

Richard Duszak, M.D., FACR

*Vice-Chair, ACR Commission on Economics
Member, AMA CPT Editorial Panel
Mid-South Imaging and Therapeutics
Memphis, TN*

Kenneth C. Johnson, M.Sc.

*President
Kenneth Johnson and Associates, Inc.
Columbus, OH*

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

*Clinical Professor of Radiology, The University of
Pennsylvania Medical Center
Adjunct Professor of Marketing & Project
Faculty and East Asia Manager, the Global
Consulting Practicum, The Wharton School
Adjunct Professor of Biotechnology,
Instituto de Empresa, Madrid*

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*

Lawrence N. Tanenbaum, M.D., FACR

*Director MRI, CT and Outpatient/Advanced
Development
Mount Sinai School of Medicine
New York, NY*

Joseph P. White, C.P.A., M.B.A., CMPE

*Principal
Health Care
LarsonAllen, LLP
Minneapolis, MN*

**If you receive more than one brochure,
please pass the extra along to a colleague.**

Program

Program 1

Measuring and Managing Productivity: Gold Mine or Land Mine?

Richard Duszak, M.D., FACR

Cardiac CTA: Reimbursement, Turf, and Operations

Jonathan W. Berlin, M.D., M.B.A.

Voice Recognition: Financial and Nonfinancial Factors

Jonathan W. Berlin, M.D., M.B.A.

Program 2

Marketing for Radiology Practices

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

Leadership in Radiology

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

Program 3

Service and Quality Methodologies: How to Find Out What Your Customers Really Think

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

Reimbursement Management Strategies: Overcoming Obstacles on an Uneven Playing Field

Richard Duszak, M.D., FACR

Program 4

Evaluating New Business Ventures

Jonathan W. Berlin, M.D., M.B.A.

Exclusivity and Restrictive Covenants: Is Monogamy Good for Business?

Richard Duszak, M.D., FACR

The Economic Argument for 3T

Lawrence N. Tanenbaum, M.D., FACR

Program 5

How to Negotiate a Difficult Hospital Contract

Lawrence R. Muroff, M.D., FACR

Dashboards for Radiology Groups

Joseph P. White, C.P.A., M.B.A., CMPE

Could Disney Run Your Practice Better Than You Do?

Lawrence R. Muroff, M.D., FACR

Program 6

Contracts and Policies for Radiology Practices

Lawrence R. Muroff, M.D., FACR

Compression Management: How to Expedite the Acquisition, Start-up, and Success of New Ventures and/or Investments in New Technology

Kenneth C. Johnson, M.Sc.

NEW!!

Purchase and Submit Your CME App
Visit www.edusymp.com and see ESI event

Program 6 (continued)

Socioeconomic Indicators for Radiology: How Does Your Practice Compare?

Lawrence R. Muroff, M.D., FACR

Program 7

Socioeconomics and Government Relations; Today's Issues and Threats to Your Practice

James P. Borgstede, M.D., FACR

Self-Referral: CMS and Congress, Where Do We Go From Here?

James P. Borgstede, M.D., FACR

Strategies to Remain Independent When Expecting to Join Hospitals/Health Care Systems

Joseph P. White, C.P.A., M.B.A., CMPE

Program 8

Mergers of Radiology Groups

Joseph P. White, C.P.A., M.B.A., CMPE

Tools and Techniques to Optimize Room Throughput and Income Generation for Hospitals and Radiologists

Kenneth C. Johnson, M.Sc.

Radiology Commoditization: Creativity or Catastrophe?

James P. Borgstede, M.D., FACR

Program 9

Strategic Planning for Radiology Practices

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

Coding and Compliance: Bettering the Bottom Line

Richard Duszak, M.D., FACR

Faculty & topics subject to change.

ORDER ONLINE AND SAVE

For every dollar spent through Educational Symposia's website an ESI POINT is earned. Use points towards future meeting registrations or DVD orders. Visit www.edusymp.com and click on the Help Center tab to learn more and sign up to start earning ESI POINTS Today!



NEW DVD CME Packs

Educational Symposia is constantly exploring ways to better serve our customers. Subscribers of our DVD CME teaching programs asked for a simpler way to share a DVD Teaching Program. We listened and are excited to introduce the **DVD CME Pack**.

Here's how it works. Purchase the original DVD teaching program then order as many **DVD CME Packs** as needed at a significantly reduced price. It really is that simple!

Educational Symposia's innovative **DVD CME Packs** allow each participating physician to own his/her set of DVDs. Having their own set provides the opportunity to view at their convenience and add to their personal reference library. **DVD CME Packs** are priced to make it a practical alternative to "waiting in line" to receive the next DVD.

Each **DVD CME Pack** contains:

- An entire set of DVDs in a convenient case designed for durability and ease of access
- One CME application and test
- A one or two volume syllabus (depending on the series). Syllabus is included in the purchase price but is not enclosed in the DVD CME case.

See order form to order a **DVD CME Pack** for this series. To order a **DVD CME Pack** for a previously purchased DVD teaching program, visit us online at www.edusymp.com, call toll free (800) 338-5901.



Multiple CME Subscribers.....

Educational Symposia DVD Teaching Programs are accredited for *AMA PRA Category 1 Credits™* for three years from the original release date. Once the initial order is placed, the number of CME applications and/ or **DVD CME Packs** that can be ordered is limitless. Simply call (800) 338-5901 or access our website at www.edusymp.com and reference the name of the person or facility of the originating order. See order form for pricing.

Cancellation Policy

If you are not satisfied with your purchase, you may return your purchase (or any portion of your purchase) within 15 days of receiving it. You will receive a refund for the portion that is returned, less a \$65.00 fee (\$50.00 processing fee and a \$15.00 standard shipping charge). If you are returning/cancelling multiple DVD series, please note the \$65 fee applies to each series. If your purchase was sent express, the additional shipping charges will NOT be refunded. No refunds can be made after 15 days. All cancellations must be in writing. CME credit cannot be granted on the portion of the purchase that is returned.

4 EASY WAYS TO ORDER

WE ACCEPT:    

Internet

Order online & SAVE*! using your credit card number at: <http://www.edusymp.com>

*See order form for details.



SECURE WEBSITE

Mail

your order form, along with your credit card number and signature or check payable to Educational Symposia, to:

Educational Symposia
5620 West Sligh Avenue
Tampa, Florida 33634-4490

Fax

your order form to: (800) 344-0668 (toll-free, U.S. & Canada) or (813) 806-1001 (direct). Please include your MasterCard, VISA, NOVUS/Discover Card or American Express information, including a signature.

Phone

(800) 338-5901 (toll-free, U.S. & Canada) or (813) 806-1000 (direct). Please have your MasterCard, VISA, NOVUS/Discover Card or American Express information available.

MAILING LIST OPTIONS

Reduce Your Mail Clutter!

Or Just Add E-mail Announcements!

We are pleased to be able to send you brochures by e-mail informing you of our latest meetings and CME programs. You have the choice of providing your e-mail address, your mailing address or both to receive the brochures. Visit the "Mailing List" section of our website to subscribe (www.edusymp.com) or call 1-800-338-5901 and please tell us that you wish to receive brochure announcements by e-mail, mail or both.

2009 Leadership Strategies for Radiology: Taking Your Practice to the Next Level

FREE SYLLABUS with purchase of entire set

18 AMA PRA Category 1
Credit(s)TM Available until
June 14, 2012

Price includes standard
shipping (FedEx Ground) &
handling charges within the
continental United States.

Payment must be in
U.S. dollars.

Please send the following checked items:

<input type="checkbox"/> ENTIRE SET	\$1295
<input type="checkbox"/> PROGRAM 1.....	\$225
<input type="checkbox"/> PROGRAM 2.....	\$225
<input type="checkbox"/> PROGRAM 3.....	\$225
<input type="checkbox"/> PROGRAM 4.....	\$225
<input type="checkbox"/> PROGRAM 5.....	\$225
<input type="checkbox"/> PROGRAM 6.....	\$225
<input type="checkbox"/> PROGRAM 7.....	\$225
<input type="checkbox"/> PROGRAM 8.....	\$225
<input type="checkbox"/> PROGRAM 9.....	\$225

Additional Syllabus _____ at \$65.00 Each _____

For orders sent to a Florida address, please add 7% sales tax _____



Number of DVD CME Packs requested _____ at \$165 each _____

Optional FedEx Shipping Methods: Priority Overnight* (\$75) 2nd Day* (\$45) 3rd Day* (\$30) _____

*Delivery times are business days only.

For orders shipped outside the United States, Canada or Mexico, add \$175 for shipping _____

Number of CME applications requested (1 CME application required per person) _____ at \$75 each _____

CME is not included in the purchase price.

TOTALS _____

****ORDER ONLINE AND SAVE:** Save \$20 by providing the Brochure Code on the mail panel just above your name (only the last two digits before the number symbol # are needed)**

ORDER BY CREDIT CARD Fax (800) 344-0668 or call (800) 338-5901 (toll-free, U.S. & Canada)

Name _____ LSRV09

Degree M.D. D.O. Ph.D. RDMS Other _____

Specialty _____

Facility/Organization _____ Dept. _____

Street Address HOME OFFICE _____

Sorry, No P.O. Boxes. We cannot be responsible for nondelivery when we receive an incorrect address. We ship FedEx when possible. Signature required.

City _____ State _____ Zip _____

Phone _____ Fax _____

If you wish to receive email notification of your FedEx shipment, please provide your email address.

E-mail _____

HOW WOULD YOU LIKE TO RECEIVE FUTURE MEETING AND DVD ANNOUNCEMENTS? Mail Only E-mail Only Both Mail and E-mail

PAYMENT INFORMATION: Check Enclosed Charge to Credit Card:

Payable to: Educational Symposia

Card Number _____ Expires _____

Card Security Code* _____

*In order to process your registration we will need the security code on your credit card. If you have a Mastercard, Visa or Discover the 3 digit code will be found on the back of your card in the space provided for your signature (it will be the last 3 digits shown). American Express prints their 4 digit security code on the front of the card above the last digit of your AMEX number.

Signature _____ (Your signature is your authorization to charge this credit card.)

IF CREDIT CARD NAME OR BILLING ADDRESS DIFFERS FROM THE ADDRESS LISTED ABOVE, PLEASE PROVIDE THE CORRECT BILLING ADDRESS

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Please make checks payable to Educational Symposia, and mail with this completed form to: Educational Symposia, 5620 West Sligh Avenue, Tampa, Florida 33634-4490. For further information, call (800) 338-5901 (toll-free, U.S. & Canada) or (813) 806-1000 (direct) or e-mail at info@edusymp.com. You may also fax this form to (800) 344-0668 (toll-free, U.S. & Canada) or (813) 806-1001 (direct).