

JOIN US IN DC OR VIA WEBCAST

SPECIAL
VA PHYSICIAN
PRICING!



^{30th} Annual **ECONOMICS** *of* Diagnostic Imaging 2015: *National Symposium*

**Radiology in Transition: Volume to Value, Changing Hospital Relationships,
Novel IT Tools and New Leadership Challenges**

21.0 AMA PRA Category 1 Credit(s)TM

October 22 – 25, 2015
Capital Hilton, Washington, DC

ESI Educational
Symposia

RADILOGYTM
LEADERSHIP
INSTITUTE
AMERICAN COLLEGE OF RADIOLOGY

**RLI credits will be available
for some sessions.**

About The Meeting

In 2015, the list of challenges to the practice of radiology has never been longer. While health reform continues to impact both private and academic practices, leaders need to address a bewildering range of disruptive forces that are coming from other quarters. The rising competition from non-traditional competitors such as national radiology corporations, the shift to hospital employment of radiologists, demographic shifts in the radiology workforce and in patient populations, value based purchasing, and development of novel practice metrics all need to be on your radar screen in the coming year. This course will discuss both the challenges and solutions for radiology practitioners by the top faculty in the field. There will be a particular emphasis this year on how information technology can be used to improve the impact of radiology on health care, strategic thinking, and lessons from alternative and novel forms of radiological practice. Established speakers of this course and new faculty were chosen to provide insightful and leading edge content with new topics and new ideas. Attendees will take home practical action items they can quickly incorporate into their practices.

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 hospital administrators as well as technical directors of radiology departments, reimbursement experts, corporate executives, attorneys and sophisticated health care investors.

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 21.0 *AMA PRA Category 1 Credit(s)*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



RLI credits will be available for some sessions.

Educational Objectives

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

- Analyze how radiology is measured, valued and reimbursed in alternative medical systems from ACOs to the VA.
- Develop a detailed understanding of the threats to radiology practice posed by governmental changes, corporations and changing hospital patterns.
- Receive insider briefings on how the ACR's advocacy group, economics commission and the Neiman Policy Institute can help you and your practice.
- Discuss how updated and novel forms of IT can help you in achieving your goals within your practice as well as with hospitals and other allied partners.
- Prepare for the next wave of changes in the private sector.

No special educational preparation is required for this CME activity.

Faculty

Program Director: Frank J. Lexa, M.D., MBA

Bibb Allen, Jr., M.D., FACR

*Birmingham Radiological Group
Chair, ACR Board of Chancellors
Birmingham, AL*

Jonathan W. Berlin, M.D., MBA, FACR

*Clinical Professor of Radiology
University of Chicago Pritzker School of Medicine
NorthShore University Health System
Evanston, IL*

Ronald J. Boucher, M.D.

*Chief of Radiology
Associate Professor Oregon Health & Science University
Musculoskeletal/Sports Imaging
VA Medical Center, Imaging Services
Portland, OR*

W. Kenneth Davis, Jr., Esquire

*Partner
Katten Muchin Rosenman LLP
Chicago, IL*

Keith J. Dreyer, D.O., Ph.D.

*Chairman, ACR Commission on Informatics
Vice Chairman of Radiology, Informatics
Massachusetts General Hospital
Associate Professor of Radiology
Harvard Medical School
Boston, MA*

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., MBA

*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., MBA, FACR

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

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*

Eliot L. Siegel, M.D., FACR, FSIIM

*Chief of Radiology and Nuclear Medicine
VA Maryland Health Care System
Vice Chairman Information Systems
University of Maryland School of Medicine
Department of Diagnostic Radiology
Baltimore, MD*

Ezequiel "Zeke" Silva, III, M.D., RCC, FACR

*Diagnostic and Interventional Radiologist
Director of Interventional Radiology
South Texas Radiology Imaging Centers
Adjunct Clinical Professor
University of Texas Health Science Center
San Antonio, TX*

William T. Thorwarth, Jr., M.D., FACR

*Chief Executive Officer
American College of Radiology
Former Board of Directors, RSNA
Past Chairman, AMA CPT Editorial Panel
Reston, VA*

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

Program

Thursday, October 22, 2015

| | |
|------------------|--|
| 7:00 - 8:00 AM | Registration and Continental Breakfast for Registrants |
| 8:00 - 8:30 | Best Practices of the Best Practices <i>Frank J. Lexa, M.D., MBA</i> |
| 8:30 - 9:15 | Socio-Economic Indicators in Radiology: How Does Your Practice Compare? Part 1 <i>Lawrence R. Muroff, M.D., FACP</i> |
| 9:15 - 10:00 | ACR Imaging 3.0 Initiatives <i>Keith J. Dreyer, D.O., Ph.D.</i> |
| 10:00 - 10:15 | Coffee Break for Registrants |
| 10:15 - 10:50 | Socio-Economic Indicators in Radiology: How Does Your Practice Compare? Part 2 <i>Lawrence R. Muroff, M.D., FACP</i> |
| 10:50 - 11:25 | Radiology's Value Proposition: Radiologists Shaping the Future of Diagnostic Radiology (Imaging 3.0) <i>Bibb Allen, Jr., M.D., FACP</i> |
| 11:25 - 12:00 PM | Besides Being a Good Radiology Group, Are We Doing Everything We Can Be Doing? <i>W. Kenneth Davis, Jr., Esquire</i> |
| 12:00 - 12:30 | Question and Answer Session <i>Faculty</i> |
| 12:30 - 1:30 | Lunch On Your Own |
| 1:30 - 2:00 | Hospital Contracting for Radiologists <i>Lawrence R. Muroff, M.D., FACP</i> |
| 2:00 - 2:30 | Thoughts from a "Premarital" Counselor on How to Have a Successful Marriage (Merger) <i>W. Kenneth Davis, Jr., Esquire</i> |

Thursday, October 22, 2015 (continued)

| | |
|-------------|---|
| 2:30 - 3:00 | Challenges to Imaging Reimbursement: 2014 Update & 2015 Forecast <i>Geraldine McGinty, M.D., MBA, FACP</i> |
| 3:00 - 3:30 | Question and Answer Session <i>Faculty</i> |
| 3:30 | End of Session |

Friday, October 23, 2015

| | |
|------------------|--|
| 7:30 - 8:00 AM | Continental Breakfast for Registrants |
| 8:00 - 8:40 | Culture Challenges with Radiology Mergers and Acquisitions <i>Jonathan W. Berlin, M.D., MBA, FACP</i> |
| 8:40 - 9:20 | CDS for Radiology Ordering <i>Keith J. Dreyer, D.O., Ph.D.</i> |
| 9:20 - 10:00 | Radiologist Leadership in the Era of Healthcare Reform <i>Bibb Allen, Jr., M.D., FACP</i> |
| 10:00 - 10:15 | Coffee Break for Registrants |
| 10:15 - 10:50 | CDS What Radiologists Need To Do To Be Prepared For 2017 <i>Geraldine McGinty, M.D., MBA, FACP</i> |
| 10:50 - 11:25 | Imaging Guidelines: The Good, The Bad, and The Difficult <i>Jonathan W. Berlin, M.D., MBA, FACP</i> |
| 11:25 - 12:00 PM | Four Challenges to Radiologists (and Radiology Groups) and How To Meet Them <i>Lawrence R. Muroff, M.D., FACP</i> |
| 12:00 - 12:30 | Question and Answer Session <i>Faculty</i> |
| 12:30 - 1:30 | Lunch On Your Own |

Friday, October 23, 2015 (continued)

| | |
|-------------|---|
| 1:30 - 2:00 | I Am Your Radiologist and I Am Here to Help <i>Ezequiel "Zeke" Silva, III, M.D., RCC, FACR</i> |
| 2:00 - 2:30 | Social Media <i>Geraldine McGinty, M.D., MBA, FACR</i> |
| 2:30 - 3:00 | Saving Your Mind and Body While Saving Money in the Radiology Reading Room <i>Eliot L. Siegel, M.D., FACR, FSIIM</i> |
| 3:00 - 3:30 | Question and Answer Session <i>Faculty</i> |

3:30 End of Session

Saturday, October 24, 2015

| | |
|----------------|---|
| 7:30 - 8:00 AM | Continental Breakfast for Registrants |
| 8:00 - 8:45 | Bundled Payments in Radiology: How We Can Invert the Half Empty Glass <i>Richard Duszak, M.D., FACR, FRBMA</i> |
| 8:45 - 9:15 | Next Generation PACS <i>Eliot L. Siegel, M.D., FACR, FSIIM</i> |
| 9:15 - 9:45 | Structured Radiology Reporting: Pros and Cons <i>Jonathan W. Berlin, M.D., MBA, FACR</i> |
| 9:45 - 10:10 | Extreme Radiology - Proving Imaging 3.0 in the Battlefield Part 1 <i>Ronald J. Boucher, M.D.</i> |
| 10:10 - 10:25 | Coffee Break for Registrants |
| 10:25 - 10:55 | Extreme Radiology - Proving Imaging 3.0 in the Battlefield Part 2 <i>Ronald J. Boucher, M.D.</i> |
| 10:55 - 11:40 | Advanced Practice Providers in Radiology: Bridging Quality, Compliance and Access to Care <i>Richard Duszak, M.D., FACR, FRBMA</i> |

Saturday, October 24, 2015 (continued)

| | |
|------------------|--|
| 11:40 - 12:10 PM | Challenges in Creating New Accountable Payment Models Part 1 <i>Ezequiel "Zeke" Silva, III, M.D., RCC, FACR</i> |
| 12:10 - 12:30 | Question and Answer Session <i>Faculty</i> |

12:30 End of Session

Sunday, October 25, 2015

| | |
|------------------|--|
| 7:30 - 8:00 AM | Continental Breakfast for Registrants |
| 8:00 - 8:40 | Challenges in Creating New Accountable Payment Models Part 2 <i>Ezequiel "Zeke" Silva, III, M.D., RCC, FACR</i> |
| 8:40 - 9:20 | VA Medical Care Model - Defining Our Nation's Largest Healthcare System <i>Ronald J. Boucher, M.D.</i> |
| 9:20 - 10:00 | What Big Data Really Means to Radiology <i>Eliot L. Siegel, M.D., FACR, FSIIM</i> |
| 10:00 - 10:15 | Coffee Break for Registrants |
| 10:15 - 10:50 | Disruptive Perspectives on Value in Healthcare: What is It and Why is It So Elusive? <i>Richard Duszak, M.D., FACR, FRBMA</i> |
| 10:50 - 11:30 | Radiology 2020: Looking Ahead or Back to the Future <i>William T. Thorwarth, Jr., M.D., FACR</i> |
| 11:30 - 12:00 PM | Decommoditization - A Better Path to the Future? <i>Frank J. Lexa, M.D., MBA</i> |
| 12:00 - 12:30 | Question and Answer Session <i>Faculty</i> |
| 12:30 | End of Course |

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 September 25, 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), a welcome reception, daily breakfasts each day and après-ski Monday through Thursday. Early registration is strongly suggested. There will be a \$100 surcharge for anyone registering after October 12, 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 \$100 surcharge for anyone registering after October 12, 2015.

Please note: A minimum number of registrants is required to live webcast this course. If the minimum number is not met by January 16, 2015 the live webcast activity may be cancelled and a full refund issued.

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

We Accept



INTERNET
www.edusymp.com

MAIL

Check payable to:

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

FAX

(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.



Capital Hilton

ABOUT THE RESORT

Nestled along the bustle of K Street in downtown Washington, DC just two blocks north of the White House, gracious hospitality awaits guests at the historic Capital Hilton hotel. From the front doors to the guest rooms, enjoy one of the most powerful addresses in the country in a historic and comfortable setting. Recognized for notable significance on the National Register of Historic Places, Capital Hilton has hosted every U.S. president since the landmark Washington, DC hotel opened in 1943 and Franklin D. Roosevelt served in the Oval Office. Today, whether traveling for business or pleasure, presidents and guests alike remain charmed by our renowned service, impeccable DC hotel rooms and suites, and ideal location. Indeed, Capital Hilton's central DC hotel location rewards guests with all the excitement Washington, DC has to offer — near museum and memorials, theatres and art galleries, shopping, dining, nightlife and other Washington, DC attractions.

HOW TO GET THERE

Fly directly to Reagan National Airport, located just 20 minutes from the Capital Hilton or daily flights are available to Washington, DC for major national and international carriers. The hotel is easily accessible to three different Metro Stations: Farragut North (Red Line), Farragut West (Blue & Orange Lines), and McPherson Square (Blue & Orange Lines.)

SPACE IS LIMITED - RESERVE TODAY: Call Reservations at: (800) 445-8667 and provide Group Code: EDI to receive the group discount or book online at: <https://resweb.passkey.com/go/EDI>. Call Professional Travel at 800-237-7230 for further assistance.

Group Room Rates Start At..... \$289.00/nt
(Single/Double Occupancy)

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

Cost for additional person over double occupancy is \$25 for 3rd and 4th person.

HOTEL CUT-OFF DATE: SEPTEMBER 28, 2015

Group Rates 3 Days Prior/Post – Space Available Basis

HOTEL TAX: 14.5%

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: 4:00 PM; Check out time is: 11:00 AM.

HOTEL: 1001 16th Street, NW • Washington, DC 20036

PH: (202) 393 1000

Meeting Registration Form: 30th Annual Economics of Diagnostic Imaging 2015: National Symposium
October 22 – 25, 2015 • Capital Hilton, Washington, DC

ECO15

REGISTER ONLINE: WWW.EDUSYMP.COM

Attendance is limited; therefore, early registration is strongly suggested.

TUITION: LIVE MEETING

| Check Meeting Registration below: | | Check syllabus selection below: | |
|--|-------------------------------------|--|--|
| Meeting Registration On or Before 10/12/15 | Meeting Registration After 10/12/15 | | |
| <input type="checkbox"/> \$1,195 | <input type="checkbox"/> \$1,295 | <input type="checkbox"/> ELECTRONIC SYLLABUS (Color) <input type="checkbox"/> PAPER SYLLABUS (Black & White) <input type="checkbox"/> BOTH (Paper & Electronic at an extra cost of \$25) | |

TUITION: LIVE WEBCAST

Please check your selection below:
INCLUDES ELECTRONIC COLOR SYLLABUS ONLY

| Meeting Registration On or Before 10/12/15 | Meeting Registration After 10/12/15 |
|--|-------------------------------------|
| <input type="checkbox"/> \$1,195 | <input type="checkbox"/> \$1,295 |

Special VA Physician Pricing*

| | | | | |
|--------------------------------|----------------------------------|--|--------------------------------|----------------------------------|
| <input type="checkbox"/> \$995 | <input type="checkbox"/> \$1,095 | <input type="checkbox"/> ELECTRONIC SYLLABUS (Color) <input type="checkbox"/> PAPER SYLLABUS (Black & White) <input type="checkbox"/> BOTH (Paper & Electronic at an extra cost of \$25) | <input type="checkbox"/> \$995 | <input type="checkbox"/> \$1,095 |
|--------------------------------|----------------------------------|--|--------------------------------|----------------------------------|

*MUST ENCLOSE OR FAX LETTER FROM YOUR DIRECTOR CERTIFYING STATUS.

REGISTER ONLINE AND SAVE \$20! By Providing the Promo Code: Example - Promo Code: XXXXX#

| | | | |
|----------------------|--|---------------|--|
| Name | <input type="checkbox"/> M.D. <input type="checkbox"/> D.O. <input type="checkbox"/> Ph.D. <input type="checkbox"/> R.T. <input type="checkbox"/> P.A./R.A. <input type="checkbox"/> RDMS <input type="checkbox"/> Other | | |
| Company / Hospital | Specialty | | |
| Group Practice Name | | | |
| Address | City / State / Zip / Country | | |
| Phone | Email (REQUIRED FOR ELECTRONIC SYLLABUS) | | |
| Card Number | Exp. Date | Security Code | |
| Billing Address | City / State / Zip / Country | | |
| Cardholder Signature | | | |