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32nd Annual
ECONOMICS *of*
Diagnostic Imaging 2017: *National Symposium*

**Strategy and Tactics for Success in Time of Challenges,
Changes and Chaos**

21.5 AMA PRA Category 1 Credit(s)TM

October 26 - 29, 2017

The Ritz-Carlton, Pentagon City | Arlington, Virginia



RLI credits will be
available for some sessions.



About The Meeting

In 2017, radiology in the US is facing great changes on several fronts and yet there is also great uncertainty. There is a lack of clarity about what the new government will do with the health reform process. Some items, such as MACRA and MIPS, will continue to move forward. Others will likely be repealed and/or replaced and there will be surprises from many levels of government. On the private side, there has been continued pressure on the practice of radiology as insurers, hospitals and other entities try to consolidate into larger entities and change their relationships with imaging. In the domain of advanced technology, after years of false starts, Watson and other advanced technologies now are reaching the point of being able to be deployed into the clinical setting for detection and diagnosis.

This meeting will discuss not only the challenges but also suggest potential solutions for radiologists and their groups. This program will go further and also discuss methods for attendees to begin implementation when they return home.

We are combining both experienced and new faculty to provide insightful and leading edge content focusing on critical issues and developing novel solutions. Attendees will take home practical action items that 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 21.5 *AMA PRA Category 1 Credit(s)*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Self-Assessment Modules (SAMs): Educational Symposia has been granted Deemed Status by the American Board of Radiology (ABR). This allows Educational Symposia to develop and implement SAMs that satisfy ABR Part II MOC requirements.

Educational Objectives

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

- Prepare robust implementation plans for MACRA/MIPS.
- Understand the promise, the threats and the myths of incorporating AI, Big Data and 3D printing into your clinical work.
- Benchmark your practice against other leading practices on multiple metrics.
- Receive insider briefings on political changes, coding changes and quality metrics.
- Understand how communication, resilience and leadership can further your career.
- Examine the ins and outs of going through group mergers and of being sold to a hospital or corporation.
- Receive insider briefings on how the ACR's advocacy group, economics commission and the Neiman Policy Institute can help you and your practice.
- Prepare for the next waves of change in the academic and private sectors.

No special educational preparation is required for this CME activity.

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 29, 2017** 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, an electronic color course syllabus (printed color syllabus available for \$95, advanced purchase only), daily continental breakfasts and coffee breaks. Early registration is strongly suggested. There will be a \$100 surcharge for anyone registering after **October 17, 2017**. 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 an electronic color 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 17, 2017**.

Please note: A minimum number of registrants is required to live webcast this course. If the minimum number is not met by **September 29, 2017** 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

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5620 West Sligh Avenue
Tampa, Florida 33634-4490

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(813) 806-1001

PHONE

(800) 338-5901 (U.S. & Canada)
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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., MBA, FACR

Ted Burnes

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Pennsylvania
Chief Medical Officer, The Radiology Leadership Institute
and Chair of the Practice Leaders
Commission of the American College of Radiology
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Geraldine McGinty, M.D., MBA, FACR

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

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*CEO & President
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University of Florida and University of South Florida
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Barbara F. Rubel, MBA, FRBMA

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

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

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

Program

Thursday, October 26, 2017

7:00 – 8:00 AM	Registration and Continental Breakfast for Registrants
8:00 – 8:30	Transformation or Destruction: Key Drivers of Economic, Political and Technologic Change in Radiology <i>Frank J. Lexa, M.D., MBA, FACR</i>
8:30 – 9:15	Socio-Economic Indicators in Radiology: How Does Your Practice Compare? Part 1 <i>Lawrence R. Muroff, M.D., FACR</i>
9:15 – 10:00	When Will You Be Replaced By a Computer? The Hype, Reality, and Future of Machine Learning in Radiology <i>Eliot L. Siegel, M.D., FACR, FSIIM</i>
10:00 – 10:15	Coffee Break for Registrants
10:15 – 10:45	Coding and Reimbursement in Radiology: New Factors Influencing the Code Development Process <i>C. Matthew Hawkins, M.D.</i>
10:45 – 11:15	Socio-Economic Indicators in Radiology: How Does Your Practice Compare? Part 2 <i>Lawrence R. Muroff, M.D., FACR</i>
11:15 – 11:45	The Inextricable Linkage Between Informatics and Quality Improvement <i>C. Matthew Hawkins, M.D.</i>
11:45 – 12:00 PM	Question & Answer Session <i>Faculty</i>
12:00 – 1:00	Lunch On Your Own
1:00 – 1:30	Hot Topics for Radiology in 2018 <i>Barbara F. Rubel, MBA, FRBMA</i>
1:30 – 2:00	Communicate for Success <i>David P. Fessell, M.D.</i>
2:00 – 2:30	Wal-Mart Health and Implications for Imaging <i>C. Matthew Hawkins, M.D.</i>
2:30 – 3:00	Besides Being a Good Radiology Group, Are We Doing Everything We Can Be Doing? <i>W. Kenneth Davis, Jr., Esquire</i>

Thursday, October 26, 2017 (continued)

3:00 – 3:30	3D Printing, Virtual and Augmented Reality and Their Potential Impact on Diagnostic Imaging <i>Eliot L. Siegel, M.D., FACR, FSIIM</i>
3:30 – 3:45	Question & Answer Session <i>Faculty</i>
3:45	End of Session

Friday, October 27, 2017

7:30 – 8:00 AM	Continental Breakfast for Registrants
8:00 – 8:40	Thinking Outside the Box: Big Ideas for Your Practice and for the Specialty <i>Lawrence R. Muroff, M.D., FACR</i>

SAM SESSION

8:40 – 9:20	Advanced Practice Providers and their Impact on Radiology <i>C. Matthew Hawkins, 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 – 10:45	The Resilient Radiologist <i>David P. Fessell, M.D.</i>
10:45 – 11:15	Mergers and Acquisitions in Radiology-Reports From the Frontlines of National Companies and Private Equity Firms <i>W. Kenneth Davis, Jr., Esquire</i>
11:15 – 11:45	The Fallout of the Federal Election and its Effect on the ACR and the ACR Agenda for 2017 <i>Ted Burnes</i>
11:45 – 12:00 PM	Question & Answer Session <i>Faculty</i>
12:00 – 1:00	Lunch On Your Own
1:00 – 1:30	Merit-based Incentive Payment System in 2018 <i>Barbara F. Rubel, MBA, FRBMA</i>
1:30 – 2:00	Thoughts from a “Premarital” Counselor on How to Have a Successful Marriage (Merger) <i>W. Kenneth Davis, Jr., Esquire</i>
2:00 – 2:30	Culture Change: An Imperative for Survival <i>Lawrence R. Muroff, M.D., FACR</i>

Friday, October 27, 2017 (continued)

- 2:30 – 3:00 Next Generation PACS
Eliot L. Siegel, M.D., FACR, FSIM
- 3:00 – 3:30 Preparing Yourself to Lead
David P. Fessell, M.D.
- 3:30 – 3:45 Question & Answer Session
Faculty

3:45 End of Session

Saturday, October 28, 2017

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

- 8:00 – 8:30 MACRA
Geraldine McGinty, M.D., MBA, FACR

- 8:30 – 9:15 Cost: The Little Understood but Quite Impactful Performance Category We Should All Understand
Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC

- 9:15 – 9:45 Clinical Decision Support
Geraldine McGinty, M.D., MBA, FACR

- 9:45 – 10:10 Patient Relationship Categories: The New Coding Paradigm Coming in 2018
Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC

10:10 – 10:25 Coffee Break for Registrants

- 10:25 – 10:55 Alternative Payment Models: We Are Probably Already in One and May Not Realize It
Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC

- 10:55 – 11:40 ACR Update
Geraldine McGinty, M.D., MBA, FACR

- 11:40 – 12:10 PM Telemedicine and Where Radiology Fits into this New Payment Landscape
Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC

- 12:10 – 12:30 Question and Answer Session
Faculty

12:30 End of Session

Sunday, October 29, 2017

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

- 8:00 – 8:40 Health Reform Update: Where We Are and Where We’re Going
Stephen Ferrara, M.D., FSIR

- 8:40 – 9:20 Revisiting Physician Productivity in a Post-RVU World
Richard Duszak, M.D., FACR, FRBMA

- 9:20 – 10:00 MARCA and Advanced Alternative Payment Models
Stephen Ferrara, M.D., FSIR

10:00 – 10:15 Coffee Break for Registrants

- 10:15 – 10:50 Radiology Fraud and Abuse: Lessons Learned from Over a Decade of Litigation Consulting
Richard Duszak, M.D., FACR, FRBMA

- 10:50 – 11:30 Health Care Policy in Congress: An Insider’s View
Stephen Ferrara, M.D., FSIR

- 11:30 – 12:00 PM Evidence-Based Policy: The Intersection of Research and Advocacy
Richard Duszak, M.D., FACR, FRBMA

- 12:00 – 12:30 Question and Answer and Wrap Up
Faculty

12:30 End of Course

The Ritz-Carlton, Pentagon City

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Visit edusymp.com and search ECO17 to visit the accommodations page for additional hotel information.

Call Ritz-Carlton, Pentagon City Reservation at: (800) 241-3333 and identify yourself as a registrant of "32nd Annual Economics of Diagnostic Imaging" or book online and use **Group Code EDOEDOA**.



Group Room Rates Start At \$299/nt.

There will be an additional charge of \$20 per day for each additional person over age 18 and/or over two people in a guest room.

ROOM PREFERENCE: King or two double beds (upon availability)

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

HOTEL TAX: 13.25%

DEPOSIT POLICY: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

CANCELLATION POLICY: Guests who confirm reservations with a credit card will have until 6:00 pm on the day before arrival in which to cancel a reservation without penalty. Any guest that cancels a reservation after such time will have a charge of one night's room and tax applied to their account. Check in time is: 4:00 PM; Check out time is: 11:00 AM.

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**Meeting
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