AUR-AGFA
RADIOLOGY MANAGEMENT PROGRAM
March 20-21, 2012
Location: Cibolo Canyon Ballroom 9-10

JW Marriott San Antonio Hill Country – San Antonio, Texas

TUESDAY, March 20, 2012:

8:00 AM - 8:15 AM  Welcome and overview
                   Program Chair: Pablo R. Ros, MD, MPH

8:15 AM - 10:00 AM  Case 1
                   “Incentive Plan for Academic Clinical Radiologists”
                   Ronald L. Arenson, MD and Pablo R. Ros, MD, MPH

10:00 AM - 10:30 AM Break

10:30 AM - 12:00 PM Case 2
                   “Conflict Faculty”
                   Carolyn C. Meltzer, MD and Steven E. Seltzer, MD

12:00 PM - 1:00 PM  Lunch
                   Location: Cibolo Canyon Ballroom 5, 6 & 7

1:00 PM - 2:30 PM   Case 3 - Agfa Award Winning Case
                   “The Integration of an Insourced Teleradiology Model and Radiology Resident
                   Education: Opportunities and Challenges”
                   Sandip Basak, MD

2:30 PM - 3:30 PM   Case 4
                   “Off-campus Imaging Center: An Acceptable New Venture for Your
                   Department?”
                   Lawrence R. Muroff, MD and Leonard Berlin, MD

3:30 PM - 4:00 PM   Break

4:00 PM - 4:45 PM   Case 4 (Continued)
                   “Off-campus Imaging Center: An Acceptable New Venture for Your
                   Department”
                   Lawrence R. Muroff, MD and Leonard Berlin, MD

4:45 PM - 5:00 PM   Discussion
<table>
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<th>Time</th>
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| 8:00 AM - 8:30 AM | Special Lecture  
“What Aren’t We There Yet?: Business Analytics’ Slow Adoption in Healthcare Practice”  
*Al Dyer, Agfa HealthCare* |
| 8:30 AM - 10:00 AM | Case 5  
“Lemonade from Lemons: Practice Quality Improvement”  
*Jocelyn D. Chertoff, MD, MS and Stephen Chan, MD* |
| 10:00 AM - 10:30 AM | Break |
| 10:30 AM - 12:00 PM | Case 6  
“Be Accountable for Your Receivables”  
*Norman J. Beauchamp, Jr, MD, MHS and Alexander Norbash, MD* |
| 12:00 PM - 1:00 PM | Lunch  
Location: Cibolo Canyon Ballroom 5, 6, & 7 |
| 1:00 PM - 2:45 PM | Case 7  
“Negotiation Skills: The Case of Financial Negotiation for Equipment Purchases”  
*Dieter R. Enzmann, MD and Al Dyer* |
| 2:45 PM - 3:30 PM | Case 8  
“Academic Missions in Academic Radiology”  
*Richard B. Gunderman, MD, PhD* |
| 3:30 PM - 4:00 PM | Break |
| 4:00 PM - 5:15 PM | Case 8 (Continued)  
“Academic Missions in Academic Radiology”  
*Richard B. Gunderman, MD, PhD* |
| 5:15 PM - 5:30 PM | Closing Remarks |
| 5:30 PM - 6:00 PM | Keynote Speaker  
“So Now You Are a Leader – Are You Ready for the Next Level?”  
*Paul H. Ellenbogen, MD* |
| 6:00 PM – 7:00 PM | Reception  
Location: Cibolo Canyon Ballroom 11 |