# 2011 AUR-AGFA
## RADIOLOGY MANAGEMENT PROGRAM
### April 13-14, 2011
#### Location: Burroughs

**Westin Boston Waterfront - Boston, Massachusetts**

**WEDNESDAY, April 13, 2011:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 8:15 AM</td>
<td>Welcome and overview</td>
<td>Pablo R. Ros, MD, MPH</td>
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<tr>
<td>8:15 AM - 10:00 AM</td>
<td>Case 1</td>
<td>“Incentive Plan for Academic Clinical Radiologists”</td>
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<tr>
<td>10:00 AM - 10:30 AM</td>
<td>Break</td>
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<tr>
<td>10:30 AM - 12:00 PM</td>
<td>Case 2</td>
<td>“Conflict Resolution in Academic Radiology”</td>
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<td>12:00 PM - 1:00 PM</td>
<td>Lunch</td>
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<tr>
<td>1:00 PM - 2:30 PM</td>
<td>Case 3</td>
<td>“Be Accountable for Your Receivables”</td>
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<tr>
<td>2:30 PM - 3:30 PM</td>
<td>Case 4</td>
<td>“Negotiation Skills: The Case of Financial Negotiation for Equipment Purchases”</td>
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<tr>
<td>3:30 PM - 4:00 PM</td>
<td>Break</td>
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<tr>
<td>4:00 PM - 4:45 PM</td>
<td>Case 4 (Continued)</td>
<td>“Negotiation Skills: The Case of Financial Negotiation for Equipment Purchases”</td>
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<tr>
<td>4:45 PM - 5:00 PM</td>
<td>Discussion</td>
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THURSDAY, April 14, 2011:

8:00 AM - 8:30 AM Special Lecture: “Federal Healthcare Initiatives: The Impact of Meaningful Use on Radiology”
Keith J. Dreyer, DO, PhD

8:30 AM - 10:00 AM Case 5
“Academic Missions in Academic Radiology”
Richard B. Gunderman, MD, PhD

10:00 AM - 10:30 AM Break

10:30 AM - 12:00 PM Case 6
“Off-campus Imaging Center: An Acceptable New Venture for Your Department”
Lawrence R. Muraff, MD, FACR and Leonard Berlin, MD

12:00 PM - 1:00 PM Lunch

1:00 PM - 2:45 PM Case 7 - Agfa Award Winning Case
“Understanding and Measuring Non-Clinical Faculty Performance in Academic Radiology Departments: How to keep the Basic Scientist, Clinician-Scientist and Clinician-Educator Happy in the Same Sandbox”
Barry Daly, MD and Paul Nagy, PhD

2:45 PM - 3:30 PM Case 8
“Lemonade from Lemons: Practice Quality Improvement”
Jocelyn D. Chertoff, MD, MS

3:30 PM - 4:00 PM Break

4:00 PM - 5:15 PM Case 8 (Continued)
“Lemonade from Lemons: Practice Quality Improvement”
Jocelyn D. Chertoff, MD, MS

5:15 PM - 5:30 PM Closing Remarks

6:30 PM - 7:00 PM Keynote Speaker: “The Challenges of Leadership in the New Era of Healthcare”
John A. Patti, MD, FACR

7:00 PM - 8:30 PM Reception
Location: Lewis