



**2009 AUR-AGFA  
RADIOLOGY MANAGEMENT PROGRAM**

*Wednesday, May 13, 2009*

*Thursday, May 14, 2009*

*Location: Grand Ballroom Salon A*

**Crystal Gateway Marriott – Arlington, Virginia**

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**WEDNESDAY, May 13, 2009:**

8:00 AM - 8:15 AM	<b>Welcome and overview</b> <i>Pablo R. Ros, MD, MPH</i>
8:15 AM - 10:00 AM	Case 1 <b>"Incentive Plan for Academic Clinical Radiologists"</b> <i>Pablo R. Ros, MD, MPH and Ronald L. Arenson, MD</i>
10:00 AM - 10:20 AM	<b>Break</b>
10:20 AM - 12:00 PM	Case 2 <b>"Conflict Resolution in Academic Radiology"</b> <i>Jay A. Harolds, MD and Beverly P. Wood, MD, MSEd, PhD</i>
12:00 PM - 1:00 PM	<b>Lunch on your own</b>
1:00 PM - 2:45 PM	Case 3 - Agfa Award Winning Case <b>"The Use of an After-Hours Reading Service at an Academic Medical Center"</b> <i>William L. Simpson, MD and Robert Shapiro, MD</i>
2:45 PM - 3:05 PM	<b>Break</b>
3:05 PM - 4:50 PM	Case 4 <b>"Negotiation Skills: The Case of Financial Negotiation for Equipment Purchases"</b> <i>Dieter R. Enzmann, MD and Tim Artz</i>
4:50 PM - 5:00 PM	<b>Discussion</b>

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**THURSDAY, May 14, 2009:**

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| 8:00 AM - 8:30 AM   | <b>Special Lecture: “When the Going Gets Tough...An Industry Perspective”</b><br><i>Christian Reinaudo, President, Agfa HealthCare</i>                     |
| 8:30 AM - 10:15 AM  | Case 5<br><b>“Turf Battles in Radiology”</b><br><i>Steven E. Seltzer, MD and N. Reed Dunnick, MD</i>   |
| 10:15 AM -10:30 AM  | <b>Break</b>   |
| 10:30 AM - 12:00 PM | Case 6<br><b>“Academic Missions in Academic Radiology”</b><br><i>Richard B. Gunderman, MD, PhD and Cheri L. Canon, MD</i>                                  |
| 12:00 PM - 1:15 PM  | <b>Lunch on Your Own</b>   |
| 1:15 PM - 3:00 PM   | Case 7<br><b>“Off-campus Imaging Center: An Acceptable New Venture for Your Department?”</b><br><i>Lawrence R. Muroff, MD, FACR and Leonard Berlin, MD</i> |
| 3:00 PM - 3:30 PM   | <b>Break</b>   |
| 3:30 PM - 5:15 PM   | Case 8<br><b>“JCAHO is Coming, JCAHO is Coming: A Quality Improvement Plan”</b><br><i>Jocelyn D. Chertoff, MD and Stephen Chan, MD</i>                     |
| 5:15 PM - 5:30 PM   | <b>Closing Remarks</b>   |
| 6:30 PM - 7:00 PM   | <b>Keynote Speaker: “A Survival Guide to Leadership”</b><br><i>Carolyn C. Meltzer, MD</i><br>Location: Grand Ballroom Salon A                              |
| 7:00 PM - 8:30 PM   | <b>Reception</b><br>Location: Skyview  |