

FRS President's Message

By Lori Deitte, M.D., FACR



Positive momentum in times of transition and uncertainty...as the "house of radiology", we are all in this together as we move forward, united by our common mission. At the 2011 annual FRS/FRBMA meeting in Key Biscayne, we heard outstanding presentations about how to prepare for the potential "storm" that lies ahead. Our goal is to be well-positioned to navigate through these times and build on the positive momentum that was very evident at the annual meeting. Our mission is a noble and necessary one – to provide high quality, efficient, and safe patient-centered radiology, radiation oncology and medical physics. What ongoing FRS activities will help us accomplish this?

Our mission is a noble and necessary one – to provide high quality, efficient, and safe patient-centered radiology, radiation oncology and medical physics. What ongoing FRS activities will help us accomplish this?

- Continue to monitor and influence government affairs in Tallahassee.
- Work with the ACR to ensure that our patients' best interests are represented at the national level.
- Educate the public on radiation risks and the role of radiologists in minimizing this risk while optimizing quality.
- Plan a first-rate annual meeting which focuses on solutions and sharing of best practices.
- Support our residents as future leaders of radiology.
- Communicate with our membership through E-briefs, newsletters, our website, the annual meeting and our outreach program.
- Listen to our membership – we want to hear from you!

FRS President's Message continued on page 1

FRBMA President's Message

By Davis Graham



Communication is key to our patients and our republic:

As we have met in Family meetings growing up, we also have meetings as we mature in our industry of Radiology. We have for the Radiology Business Managers two major meetings coming up. The RBMA Fall Conference (www.rbma.org) is coming in October in Las Vegas, Nevada and then the FRBMA Winter Retreat in Orlando,

Florida, (www.flrad.org/FRBMA) visit the websites for details. When attending the meetings it is helpful if it is affordable to your practice to take a co-worker or one of your Radiologists. The pairing not only gives the ability to have an in-house corporate perspective but also gives the ability to have support on implementation of an idea.

Like family meetings much is learned and much is expressed which develops the character of our families and businesses. When we meet with each other; Radiologist to Business Managers, we establish a communication which is key in times of extreme economic pressures. When we communicate on small things (e.g. profits or losses, current exam volumes or etc.....), when your team needs to meet on the BIG issues, you are familiar with each other and you will know how each of you will work together. It is then you know you and your team can handle the business at hand and have the knowledge and skill to work on a solution or at the least understand what is to be done.

One of the best ways to keep your focus is to keep the focus on serving the patient and keeping your practice open. All of us are on the edge of uncertainty in our Health Care funding and governing and in such a crisis environment we need to be more than ever in good communication with your team and community of Radiology.

FRBMA President's Message continued on page 1

IN THIS ISSUE

Legislative Report Year in Review	2
2011 FRS & FRBMA Annual Meeting	4

Florida Radiological Society, Inc. Minutes of the Board Of Directors Meeting	6
Save the Date: 2012 Annual Meeting	9

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FRS President's Message continued from cover

Due to the diligence and foresight of my predecessors, we have the FRS infrastructure in place to support our mission. We are fortunate to have a very talented and dynamic lobbyist to represent us in Tallahassee, Alison Dudley. Each year, FRS radiologists and radiology residents join Alison in Tallahassee to represent radiologists throughout the state of Florida. Also, our 2011 annual FRS/FRBMA meeting was a resounding success with a record-high of 35 Florida residents in attendance. At this meeting, members of the board introduced a new resident education foundation to help support resident involvement in FRS activities. We have excellent representa-

tion at the national level with support for 14 councilors and 9 residents to attend the annual ACR meeting in Washington D.C. and participate in Capitol Hill visits.

Let us be clear: the recent uncertainty about health care has led to our current situation where imaging has come under unprecedented scrutiny. An often quoted phrase in Tallahassee is "If you're not at the table, you're on the menu." We intend to be at the table and remain committed to keeping the FRS/FRBMA momentum moving forward. We invite you to support this important mission in any way that you can - through attendance at the 2012 annual meeting in Sarasota, participa-

tion in FRS committees, and/or contributions to the resident education foundation and FRS PACS. Now, more than ever, the future of our patients' health care depends on us. Our patients deserve to have radiologists, radiation oncologists and medical physicists involved in their care. Isn't that what you would want for yourself and your family members? I look forward to meeting many of you personally on my outreach tour and I thank you for your continued support.

FRBMA President's Message continued from cover

The tools of communication outside of your organization are key; one such tool is a peer perspective which is available through the web-forums like Florida RBMA's and National RBMA's (Sign up here www.rbma.org).

As we gear up in Florida for the Northern residents to return or for the tightening of the budget belts, know with great confidence you are equipped with an excellent community network and an Association.

One last item to mention is including your Representative both at National level and State; they need to know the impact you have

on the health of their constituents. As they start to nudge into the driver seat of governing health care, they need to know the Gift you are to every doctor who sends a patient to your Radiologist and the Gift your Radiologist is to the patient. During their visit let them sit in the Radiologist reading room, let them see the detail which goes into reading a mammogram or a Computerized Axial Tomography scan. Key them into the "authorization process" which had to take place for getting paid for the CAT scan; then show them the ones you did not get paid for and why. Let them know you are not getting paid

by some payors for Nuclear Medicine contrast and show them the communication explaining why from the payer.

We are a Republic not a Democracy (<http://thisnation.com/question/011.html>) as such we have representation by our votes not by inheritance and so it is our job to keep our Representative "at the well-spring of their origin, lest they (and us) will perish." (An adage.) Source: The 5000 Year Leap: A Miracle that Changed the World.

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LEGISLATIVE REPORT

2011

A YEAR IN REVIEW

On January 4, 2011, Florida inaugurated its 45th Governor, Rick Scott, a Republican business-owner from Naples, Florida. This was quite historic as Jennifer Carroll is the first African-American to hold the position of Lieutenant Governor. Also sworn-in were former Senate President Jeff Atwater as Chief Financial Officer, former US Congressman Adam Putnam as Commissioner of Agriculture and Pam Bondi as Attorney General. Historical note: both Atwater and Putnam are 5th Generation Floridians and Bondi is a 4th Generation Floridian.

Attending the Inauguration from Radiology Imaging of Daytona were Dr. Tom Yuschok and wife, Constance, and Dr. John Tonkin, and wife Stacie. After the inauguration they had the opportunity to tour the Cabinet offices and informally meet Senator Lizbeth Benaquisto when they were in the Capitol.



Dr. John Tonkin, Stacy Tonkin, Agriculture Commissioner Adam Putnam, Constance Yuschok and Dr. Tom Yuschok

Session began on Tuesday, March 8, 2011. The Budget was the biggest issue the state faced with a 4 to 6 billion dollar shortfall. The Florida budget is a zero-based budget and must balance. To meet the shortfall there were many cuts made across the board. One area that drives up the state's cost is Medicaid. Medicaid reform was a major topic of discussion along with pill mills and medical malpractice tort reform.

During the second week of Session President Cernigliaro and Past-President Baran came to Tallahassee along with Larry Smith,



Larry Smith, Dr. Williams, Dr. Baran, Rep. Hukill, Dr. Cernigliaro, Dr. Sherard, Dr. Scherer & Dr. Francavilla

Dr. Baran's Business Manager and three Residents, Dr. Michael Francavilla, Dr. Doug Sheppard and Dr. Kurt Scherer to watch the Legislature in action. We met with many members and Dr. Charlie Williams joined us for a dinner with Representative Dorothy Hukill.

There were quite a few issues affecting Radiologists this session. Senator Ring and Representative Schwartz filed D.E.N.S.E. breast legislation that did not pass the legislature. Senator Garcia and Representative Mia Jones sponsored legislation relating to Telemedicine that did not pass. There also was language put in by Representative Hudson as an amendment to his bill for the Radiation Oncologists who wanted to address the self-referral issues they have been having with the urologists. This bill did not pass in the final hours of session. Radiologists had a big win with the medical malpractice tort reform bill passed by Senator Hays and Representative Horner. The Governor, on Monday, June 27, 2011, signed the bill into law.

Medicaid reform passed both houses on the last day of session. The plan as outlined needs Federal approval as almost all Medicaid beneficiaries will be enrolled in HMOs or other types of managed-care plans by the end of 2014. The state will be carved into 11 regions, where managed-care plans will compete for contracts and build networks of doctors, hospitals and other providers. The state is still waiting for its Federal waiver on the Medicaid pilot project it already has underway. The outlook for the legislation that passed this last session is murky at best.

Lawmakers passed a nearly \$70 billion budget that included deep cuts to hospitals, nursing homes and dozens of other health programs. The Session ended at 3:36 a.m. on May 7, 2011.

If you would like further detailed information on any of this legislation, please feel free to contact me at alisondudley@dudleyandasociates.com.

As soon as the session ended, the campaigning got back under way.

Dr. Entel, along with Dr. Homan, a former House member and a Tampa orthopedic surgeon, hosted a fundraiser for Dr. Brooks who is running for the Florida House. Dr. Brooks has previously served in the legislature and also has been the head of Department of Health under Governor Bush. There were 12 doctors attending the event, 3 were Radiologists.



Dr. Homan, Dr. Rose, Dr. Brooks, Dr. Anderson, and Dr. Entel.

At the summer board meeting there was a very successful fundraising event for Representative Matt Hudson, Chairman of the House Health Care Appropriations Committee. Thanks to all who helped make it a success.

These are a few of the upcoming events that will be happening around the state.

Dr. Baran and his group, Tower Radiology, along with Dr. Entel, will be hosting an event for Representative Jim Frishe, who is running for the Senate, and incumbent Senator Jack Latvala.



President's Award recipient Dr. Douglas Hornsby



Irwin L. Entel, M.D., FACR Legacy Lecture: Dr. Robert Entel; Dr. Irwin Entel; 2011 Lecturer, Dr. Steve Miles; Dr. Philip Cook



Resident of the Year presented by Dr. Sandip Patel to recipient Dr. Michael Francavilla



2011 Gold Medal Recipient: Dr. Alan Porter with Dr. Joseph Cernigliaro (L) and Dr. Charles Williams (R)



2011 Gold Medal Recipient: Dr. Tim Williams with Dr. Joseph Cernigliaro (L) and Dr. Charles Williams (R)



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Gold Medalists (Left to Right):

Roy Maloy, Dr. Michael Raskin, Dr. Charles Williams, Dr. Martin Northup, Dr. Robert Entel, Dr. Tim Williams, Dr. Lawrence Muroff, Dr. Alan Porter, Dr. Richard Morin, Dr. Philip Cook, Dr. Steve Miles

LaDonna Nichols Lifetime Achievement Award



Jeff Younger, LaDonna Nichols, Roy Maloy, Al Falco

LaDonna Nichols is a special person. For decades, she has been THE pivotal force in the FRBMA. She has graciously and tirelessly mentored every FRBMA President, ensuring their successful tenure. She has served as FRBMA President and has been responsible for planning multiple meetings each and every year. Her accomplishments are too many to list. Every radiology practice in Florida has benefitted from her dedicated service to our profession. She is the “face” of our organization and deserving of more than we can ever give back to her. She is an inspiration to all who know her. In recognition of her accomplishments and years of voluntary service, the FRBMA Board created a special award to honor her – “The LaDonna Nichols Lifetime Achievement Award”. This was presented to her at the July 2011 annual meeting and she will be instrumental in naming future nominees for the prestigious award.

Al Falco, Past President, FRBMA



Golf Tournament Winners

<p>First Place (65) – Scorecard Playoff Roger Dion, Donna Dion, Pat Epting and Karen Epting</p>	<p>2nd Place with 69: Dennis Wiseman, Jerrald Hendrix, Bradley Myers and Andrew Bolles</p>	<p>Closest to the Pin: Daryl Eber</p>
<p>Longest Drive: Roger Dion</p>		

— Congratulations! —

- RESIDENT AND FELLOW SECTION DOUGLAS M. HORNSBY LEADERSHIP AWARD:**
Christopher Hancock, M.D.
- RESIDENT OF THE YEAR AWARD**
Michael Francavilla, M.D.
- FRS PRESIDENT’S PLAQUE**
Presented To Outgoing President Joseph Cernigliaro, M.D.
By Incoming President Lori Deitte, M.D.
- FRS GOLD MEDAL AWARD**
Alan H. Porter, M.D., FACR and Tim R. Williams, M.D., FACR

- SPECIAL PRESIDENTS AWARD**
Presented By Joseph Cernigliaro, M.D. to Douglas N. Hornsby, M.D.
- RESIDENT POSTER PRESENTATIONS:**
 - Highest Honors**
Jamie Giesbrandt, M.D. with
“Does Everybody Have Renal Insufficiency? CT Contract at Mayo Clinic FL”
 - 2nd Place Honors**
Kerry Thomas, M.D. with
“A Multispecialty Physician Survey on the ACR Appropriateness Criteria”
 - 3rd Place Honors**
Marie Vasher, M.D. with
“Adenoid Cystic Carcinoma in the Bronchus of a 15 Year-Old Girl”

Florida Radiological Society, Inc.

Minutes Of The Board Of Directors Meeting

Friday, July 15, 2011

The meeting was called to order by the President, Dr. Joe Cernigliaro, at 2:00 PM on July 15, 2011. Members of the Board of Directors present were: Drs. Bancroft, Baran, Benator, Cernigliaro, Cook, Davila, Deitte, DePrima, Eber, Entel, Epstein, Hatton, Hornsby, Katz, Mergo, Miles, Morin, Muroff, Northup, Porter, Raskin, Stone, Williams. Guests: FRBMA representative, Al Falco; FRS Lobbyist, Alison Dudley; FRS Executive Director, Steve Hunter; FRS Associate Director, Elizabeth Trombetta; FRS Society Manager, Jay Golub.

President's Report, Joseph Cernigliaro, M.D.

Dr. Cernigliaro welcomed everyone and offered thanks for taking the time to attend. A report was given on the outreach program implemented this year which consisted of visiting practices and residency programs throughout the state.

Feels they were successful and hopes to continue in future.

Dr. Cernigliaro reported that the FRS successfully represented Florida at the ACR meeting in May.

Secretary's Report, Joseph Cernigliaro, M.D. in the absence of Dan Singer, M.D., FACR

MOTION: TO SUSPEND READING AND ACCEPT THE MINUTES OF THE JANUARY, 2011 BOARD MEETING AS PUBLISHED.

Seconded and passed.

Treasurer's Report, Jesse Davila, M.D.

The financials will be presented during the Executive Director's report.

Executive Director's Report, Steve Hunter

Mr. Hunter provided updates on membership, financials and the projections for the 2011 Annual Meeting. (A copy of the presentation will be archived with these minutes.)

FRBMA Report, Al Falco

Mr. Falco reported that the FRBMA will have its retreat January 26 – 27, 2012 at the Hilton at Disney. Mr. Falco thanked Dr. Cernigliaro and previous Presidents for attending the FRBMA Retreat. The FRBMA is happy to present Drs. Chang, Lexa and Berlin at the Annual Meeting and is pleased with the lineup of great speakers. The FRBMA continued to offer the meeting as a benefit to members by charging \$100 registration fee.

Lobbyist Report, Alison Dudley

Alison reported on the upcoming legislative session which will be early due to reapportionment. Dr. Entel spoke on the self-referral law. Dr. Northup reported that he was President when this issue was last discussed and we need to more proactively tell value by promoting worth, benefits, efficiency – need to educate not legislate. Dr. Porter spoke on the Radiation Oncology issue destroying interventional radiation oncology practice. ASTRO fighting on national level. Alison reported that she had three residents spend time in Tallahassee at the Capitol and invited all at the meeting to make time to visit during Session.

Dr. Cernigliaro adjourned the Board meeting at 3:11 PM for the FRS PAC Report

Dr. Cernigliaro called the Board meeting back to order at 3:24 PM

OLD BUSINESS

Foundation, Gregg Baran, M.D., FACR

Dr. Baran reported that Dr. Hornsby has covered the legal fees to set up the Foundation. It will be a 501c-3 and contributions will be tax deductible. The Foundation will provide educational grants to residents, fellows, medical students to help cover dues, books, registration fees as well as help with paying for speakers for the meeting. Dr. Muroff reported that it should also permit legacy grants which people can include in their will.

Website Design, Gregg Baran, M.D., FACR

Dr. Baran reported on the new website design which will be implemented by the end of the year. Members will be able to pay dues and register for the meeting online. The members only area will be replaced with a link to the ACR's membership directory.

Residency Funding, Joseph Cernigliaro, M.D.

MOTION: CONTINUE RESIDENCY FUNDING AT ITS CURRENT LEVEL.

Seconded and passed.

NEW BUSINESS

Committee Assignment, Lori Deitte, M.D., FACR

Dr. Deitte reported that staff will be sending out information on committees to current Board members and to the membership to generate more interest in the committees.

Creation of Ethics Committee, Joseph Cernigliaro, M.D.

Dr. Cernigliaro reported that there has been discussion regarding developing an Ethics committee. Dr. Williams recommends the FRS adopts an Ethics statement with the guidelines of the ACR.

COMMITTEE REPORTS

Program and Education Committee, Philip Cook, M.D., FACR

Dr. Cook acknowledged Jesse Davila as the 2011 Program Chair and thanked him and the committee for a job well done. Dr. Nick Hatton will be the 2012 Annual Meeting Program Chair. The program takes long hours and “we” – FRS, FRBMA, Radiation Oncology, and Residents – all worked well together. The meeting was well recognized. Dr. Cook discussed the cost of hosting national speakers and indicated that the FRS needs a formal policy so that the Program Committee has parameters with the invitations.

MOTION: FRS WILL SPONSOR UP TO TWO NATIONAL SPEAKERS FOR THE ANNUAL MEETING. IF NOT AN FRS MEMBER (AND NOT ELIGIBLE FOR MEMBERSHIP), THE INVITED SPEAKER WILL RECEIVE COACH CLASS AIR TICKET, HOTEL ROOM AND REASONABLE EXPENSES AND HONORARIUM NOT TO EXCEED \$1,000.

Seconded and passed.

Nominating Committee, Gregg Baran, M.D., FACR

Dr. Baran presented the slate of Officers, Councilors and Alternate Councilors.

MOTION: APPROVE SLATE OF OFFICERS, COUNCILORS, AND ALTERNATE COUNCILORS AS PRESENTED.

Seconded and passed.

ACR Report, Philip Cook, M.D., FACR

Dr. Cook reported that Dr. Raskin is now on the CSC. At the ACR Meeting in May, seven states joined to sponsor a resolution on accreditation which was passed by the Council. At the FRS January Board meeting, we need to think about who to nominate for CSC positions and other ACR positions of leadership for people from Florida.

The meeting was adjourned at 5:15 PM.



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The FRS Mission Statement

To serve and represent the interests of the Florida House of Radiology by

- Committing efforts and resources to advocate for cost effective, safe and accurate imaging and patient care, thereby improving the quality of patient care statewide.
- Positively influencing the socio-economic factors affecting the practices of the House of Radiology in Florida via
 - a. Representation to government and commercial payers.
 - b. Educational efforts and communication with the FRS membership.
- Representing the Florida House of Radiology in coordinated efforts with other radiological and medical organizations at the local, state and national levels.
- Actively participating in relevant Florida medical government affairs to
 - a. Monitor, influence and propose appropriate legislation.
 - b. Monitor and influence state medical regulatory affairs regarding medical imaging and radiation therapy.

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2012 ANNUAL MEETING OF THE



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- Socio-Economic Lectures
- Legislative and ACR Updates

Florida Radiology Business Management Association

- State and National Issues
- Blue Cross Blue Shield Update
- Practice Setting Roundtable Discussions

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July 20 - 22, 2012

**THE RESIDENT AND FELLOW SECTION:
An Invitation to Submit Posters**

by Lori Deitte, M.D.

Dear Residents and Fellows:

We invite you to submit a poster for the Resident and Fellow Poster Symposium at the annual FRS/FRBMA meeting in Sarasota, July 20 - 22, 2012. Please submit an abstract of 250 words or less to Jay Golub at jgolub@frad.org by June 15, 2012. Include a complete mailing address and e-mail address with your submission.

- Authors will be notified once a decision has been made regarding acceptance.
- Accepted posters will be displayed at the Annual Meeting. Posters are to be 4'x 4'.
- Posters will be displayed throughout the meeting and must be removed by the end of the meeting on Sunday. Any posters left on the display boards will be discarded. It is the responsibility of the author to set up and remove the poster.

We look forward to hearing from you!

Lori Deitte, M.D., FACR
deittl@radiology.ufl.edu