



FRS President's Message

by Richard M. Benator, M.D., FRCR

"The Times They Are A-Changin' -1965"
Bob Dylan

I recommend that you pull your vinyl album, cassette tape, 8 track or iPod off the shelf and listen to Dylan as you look over this message to our membership.

Our specialty and how we approach what we do is being challenged by fast paced technical advances and by different methods of providing our services to our patients. Do you practice at a hospital or a free standing imaging clinic, or both? Do you cover call at your hospital 24/7 or do you have a teleradiology service provide coverage during the night? Is your hospital offering you a contract to be their employee and at the same time talking about teleradiology of special select cases to another provider, maybe next door, across the bay or out of state?

Things are much different now than I when I started out in this profession. We are now seeing and doing things which I saw on "Star Trek." We have watched these changes take place and for the most part have been enthusiastic champions of this process. In general, most of us are fast adapters and we must be to practice with expertise over several decades in this field.

Society has changed along with us, too. Just turn on your TV and look at our political landscape for this national presidential election. Medicare is running out of money as the baby boomers are retiring. We are doing more interpretations per day as the rate of reimbursement is dropping. The income we have taken for granted is made more tenuous by the economics of this generational shift that is occurring in our society. The Deficit Reduction Act (DRA) is projected to reduce your income by approximately 10 percent in the coming year provided your productivity is unchanged relative to last year. This impact may well be greater if you just provide services at outpatient imaging centers.

FRS President's Message continued on inside front cover



FRBMA President's Message

by Charles Allan

It is hard to believe it's time to register for the annual meeting on July 11! Laddonna Nichols, our program chair, has lined up excellent speakers and a program that you will not want to miss. If you have not registered, it's not too late.

Recently, after receiving notification from Blue Cross/Blue Shield that a "voluntary" pre-authorization program for MRI and CT has been implemented by the company, a great deal of concern has been generated. We are monitoring the situation currently. This has created additional operating expense on the part of imaging centers. The program allows the referring physician or the imaging facility to obtain the pre-authorization.

Accordingly, to the referring physician, the response was a resounding "It's your problem" since it is not required of the referring physician. We have received reports that a number of referring physicians' offices are not enthusiastic about providing the information required to obtain the pre-authorization, creating delays in performing examinations and additional cost of operations.

We all understand the over utilization and lack of medical necessity problem in our industry, however, with the DRA's impact, the general economic slowdown, and the increased cost of personnel, including the premiums of employee insurance, imaging facilities are facing this additional financial burden. If pre-authorization is not obtained, the company can deny payment after the fact based on medical necessity, therefore, the provider is the one penalized and must provide whatever is necessary to be paid for their services.

On a personal note, I sincerely thank all of you for your support to our organization. As I leave office, I think of the challenges that we face as an organization and our profession. Our chapter is financially sound. It also has a great incoming board with a desire to provide more value to our membership and build on the successes of the past.

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ENTERTAINMENT ULTRASOUND PART II

by Michael M. Raskin, M.D., MPH, JD, FACR

Part I, which appeared in the fall issue of the FRS Focus, discussed the potential problems with “entertainment ultrasound” and the response by the medical community. Part II will discuss, in more detail, attempts by the states and medical boards to regulate fetal ultrasound.

Baby’s First Picture. Some Florida entrepreneurs have ultrasound facilities with catchy names such as, 3D Fetal Fotos (Aventura), A Stork’s View (Jacksonville), Bebe’s Debut (Orlando), Look Who’s Kickin’ Ultrasounds (Tampa), Miracle Imaging (Plantation), My Baby’s Face (Sarasota), New View Ultrasound (Bonita Springs), Peek A View Ultrasound (Miami Lakes), Precious Peeks (Doral), Sandcastle Sonography (Jacksonville), Sneak Preview 4D (Ft. Myers), and Storksville Ultrasound (Tampa). All of these facilities use RDMS ultrasound technologists and many have physicians on staff. Some are even owned by radiologists. I have reviewed the web sites of 24 Florida keepsake ultrasound enterprises and have found that all of them advertise that they only perform ultrasound in the third trimester and you must have had a diagnostic ultrasound performed previously at a diagnostic ultrasound facility. A few require an order by a physician, but most do not. All prominently display that they do not provide diagnostic ultrasound interpretation.

State Legislatures. California passed a bill in 2006, called the “Tom Cruise Bill,” which prevented selling, leasing, or distribution of an ultrasound device to any individual for private ownership. The bill was “terminated” by Governor Schwarzenegger (a.k.a. The Terminator) on September 30, 2006. Three other states, New York, Illinois, and New Jersey attempted to pass similar bills. The New Jersey bill

mirrored the California bill, but also incorporated FDA language. Nevertheless, none of these bills survived committee review and none have become state law. Why? Because the bills are all flawed as written for none of them rely on factual findings of harm to the fetus. Instead, they rely on statements from agencies and organizations that discourage entertainment ultrasound because of the potential to cause harm. Medical organizations should rightly be concerned when appropriate diagnosis or safety is at issue. Here, it is the regulations that are not being enforced by the FDA and states for ordering studies for a prescription device.

Iowa Medical Board. In 2007, the Iowa Board of Medical Examiners reminded physicians that the FDA has not approved fetal ultrasound for keepsake purposes. They also recognized the AIUM position that the use of ultrasound for non-diagnostic fetal imaging is inappropriate and contrary to responsible medical practice. Further, they concluded that the use of fetal ultrasound should not be used for non-medical purposes, which includes ultrasound for keepsake photos and videos.

Reality. The reality is that no state really wants to stop this. It is something that most people want. Several medical organizations, such as the ACR, AIUM, and AMA took a strong stand against it but now remain silent. Most legislators won’t touch it. Many see it as a turf battle or an attempt at interfering with a business practice and, yes, it is a multi-million dollar business!

So where does that leave us? Unfortunately, waiting in the wings until the next actor wants to buy an ultrasound machine.

FRS President’s Message continued from front page

There are ways to adjust to these challenges, but it takes effort and a determined mind-set to do so. For example, you may enlist the help of automated Speech Recognition Systems (SRS) to reduce your transcription costs over the long term while simultaneously improving your turn around time for report generation. Other practice changes are possible too: maybe you will opt to enlist a physician extender, such as a Radiologist Assistant.

The Florida Radiology Society and the ACR are working on issues which affect your ability to practice in your state. Your FRS has a mission which includes legislative activity in Florida that specifically is geared to Radiology issues. With our FRS lobbyist and legislative committee, we are able to monitor and affect the course of legislation so that it does not adversely affect our ability to serve our patients.

These efforts all take time, diligence and money. That is why we need your membership dues paid in full. We need every radiologist to be involved if we are to optimize our effectiveness. Whether you like it or not, fund raising is necessary to give us a seat at the legislative table. There is an old saying in politics: “If you’re not at the table, you’ll be on the menu.” Please encourage your partners to participate in the FRS. It is needed now more than ever... United we stand, divided we fall!!!!

Thank you for the opportunity to serve as president. I look forward to seeing you at our Annual Florida Radiological Society meeting in Lake Buena Vista, FL, July 11-13, 2008. By the way, this meeting should be very interesting, as it will address Emergency Radiology, Teleradiology, Outsourcing & Socioeconomics.

Highlights of the Mid-Winter ACR Board of Chancellors and Council Steering Committee Meeting

by Philip S. Cook, M.D., FACR, FSIR, FRS Immediate Past President Member, ACR Council Steering Committee

The ACR Board of Chancellors and the Council Steering Committee met on January 26 & 27 in Tyson’s Corner, VA to conduct ongoing American College of Radiology affairs. Some highlights: the ACR continues to actively seek reductions and reversals of the consequences of the Deficit Reduction Act of 2005. Further, the College works diligently to continue the financial health of our profession through efforts to each year reduce or stop the onerous reimbursement reductions as mandated by the flawed SGR (sustainable growth rate) of CMS (Centers for Medicare and Medicaid Services). We seek a long-term solution so that these battles do not have to be fought yearly. Many other projects on all our behalf are ongoing through the economic efforts of the College.

Valuable member services, member retention and recruitment are top priorities of the College. To be more responsive to member needs, it has formed a Member Engagement Task Force to gain direct member input as to their needs and concerns: and to then develop programs to address those needs. Part of those efforts will be to work with state chapters to assess and meet the needs of the chapters. The College is in the final stages of developing a high level national marketing and branding campaign for the practice of radiology. Finally, we all had a tour of the impressive, soon to be open, freestanding, ACR Education Center.

Don't Miss the 2008 Annual Meeting!

by Amy Kotsenas, M.D.

Please make plans to attend the 2008 Annual Meeting of the FRS and FRBMA July 11-13, 2008 at *Disney's Contemporary Resort* in Lake Buena Vista, Florida. The 2008 topic will be Emergency Radiology.

Join us Friday morning as we tee-off the weekend with our annual Golf Tournament at the *Disney's Osprey Ridge Golf Course*. The FRBMA kicks off their program Friday afternoon with lectures and a roundtable discussion. Friday evening will bring attendees and exhibitors together for the Wine and Cheese Reception. We will once again sponsor our popular Passport program with exciting prizes for attendees who visit all the exhibits! So remember to chat with all the exhibitors and thank them for their continued support of the FRS and FRBMA.

The FRBMA will begin with educational sessions Friday afternoon. The FRS education program begins on Saturday morning in a joint session with the FRBMA. We have an exciting and dynamic selection of speakers on both clinical radiology and socioeconomic issues. There will be breakout sessions Saturday for the FRS Radiation Oncology and FRS Resident/Fellow Sections. One "must see" discussion will be a Point-Counterpoint Night Call Coverage discussion by Drs. William Bradley, Michael Brant-Zawadzki, and James Thrall. In today's practice environment, hospital and health care systems demand radiology coverage 24/7/365. How should

radiology practices manage this expectation? This is your chance to participate in this important debate!

The Resident Fellow Section has an exciting program planned. The 1st Annual FRS Legislative Fellowship participants will discuss their experience meeting with legislators in Tallahassee. Other topics will include Contract Negotiation, Business of Radiology, Leadership, and perspectives from the FRS Masters Section. This year we will once again have a Resident and Fellow Poster Session outside of the exhibit hall and oral abstract presentations during the resident breakout sessions. All residents are strongly encouraged to submit a poster or abstract presentation, and to attend!

Our marquee event, the Gold Medal Reception, will be held on Saturday night to honor the FRS Gold Medal recipient and the FRBMA Member of the Year. Other members will be recognized for their contributions to the FRS/FRBMA and to the practice of radiology throughout the year. Although attire for all educational sessions and social events is business casual, the Gold Medal Reception is your chance to dress up for the evening! A buffet dinner will be served.

The program comes to a conclusion on Sunday with lectures on Emergency Radiology given by Drs. William Bradley, Daniel Broderick and Rick White. Dr. Alan Porter, Director of the Sarasota Radiation Oncology Center, will deliver the Legacy Lecture entitled Radiation Oncology: Past, Present and Future.

We look forward to seeing you at the 2008 Annual Meeting of the FRS and FRBMA, July 11-13, 2008 at *Disney's Contemporary Resort* in Lake Buena Vista, Florida!

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The Florida legislative session convened on Tuesday, March 4, 2008, and runs for 60 days and will end on Friday, May 2, 2008. In this Session the State is currently facing a 3 billion dollar shortfall. "Currently" being the key word as each revenue estimating conference depicts a bleaker and bleaker financial picture. Florida operates on a "Zero-Based Budget" so each shortfall caused them to reopen the budget and make adjustments (cuts).

The Governor's office has presented their proposal of what Florida's budget should look like and unfortunately for them, they were going off of old numbers (November's revenue estimating conference projections) therefore their proposal was flawed. In the Governor's recommendations is a proposal for 49.6 million dollars to increase fees paid to dermatologists, neurologists, orthopedic surgeons, dentists and home health providers serving persons assisted by Medicaid.

I have already met with Speaker-Designee and House Budget Chair Ray Sansom and urged him to add radiologists to this list. Unfortunately, it looks unlikely that the Governor's proposal will be funded. This is a very important piece of many Floridians' daily lives so I will be following this issue closely to see if a policy decision is made and funding is found.

Residents Andrew Rivard from the University of Florida and Melissa Themar Geck from the University of South Florida came to Tallahassee on March 10th through 13th for their week as part of the FRS Legislative Fellowship. They were able to meet with many House and Senate members in Leadership during their visit. On Tuesday night, they had dinner with Dr. Charles Williams and his wife Pat. Also attending was Representative Mike Grant from Punta Gorda who sponsored the Radiologist Assistant bill which the Florida Radiological Society brought to his attention, a bill assisted successfully by Representative Grant and Senator Atwater. This legislation is now being used as a model for state legislatures across the nation. Dr. Rivard and Dr. Themar Geck attended many legislative meetings and were a great credit to the FRS. Big thanks go to Dr. Lori Deitte for organizing this program.

Proposed legislation is being filed for the upcoming session. There are currently 1540 bills filed and traditionally approximately 3000 bills will be filed by the deadline. I am reviewing and tracking those that pertain to radiology. The medical quality assessment issue is still being discussed and analyzed from the results of this year's new Physicians Workforce Survey. It is also being analyzed to determine the physician needs for Florida's future.

Special thanks go out to those who have helped with their personal contributions to House and Senate candidates and also the Republican and Democratic leadership. I would particularly like to thank Drs. Benator, Entel, Epstein as well as Dr. Sharp and her Jacksonville group who attended a very successful event, held at my house on behalf of Speaker Designee Ray Sansom, where over \$125,000 was raised. Also attending were Majority Leader Adam Hasner, 2012's Speaker Will Weatherford and Representative Larry Cretul.

Big thanks also need to go to Dr. Gregg Baran and his group, Dr. Charlie Williams, Dr. Singer, Dr. Steve Miles and his group, Dr. Bobman, Dr. Ghanekar, Dr. Patel, Dr. Halleran, Dr. Goodman, Dr. Fisher, Dr. Bourland, Dr. Ghavami and Dr. McDowell to their contributions that helped make this such a successful event.

We are in a Presidential election year which usually means a higher turnout of voters, depending upon who is on the ticket which in turn can bring out voters that traditionally do not vote and this can dramatically affect House and Senate races. This has made many of our legislative friends nervous.

The anticipated turnover of Florida House and Senate seats is approximately 36 seats out of 160, 23% turnover. We have had thirteen special elections in the House alone prior to this session. Florida House members must be re-elected every two years and Florida Senators hold a four-year seat and so half of the senate is up during each election cycle. What is the role of our Florida Legislative PAC? A candidate may receive a donation from a PAC once per cycle. There are three potential giving cycles. If a candidate only has a primary they could take only for the first cycle and a second or third check only in the event of run-off elections. If we gave to candidates for each of the 36 turnover seats \$500 per cycle, that would be a total of \$36,000. That does not include the requests from Leadership for support.

It is very important for us to get the radiology message to the legislators that make decisions on your reimbursements and how you practice in the State of Florida. Your contributions to campaigns and the Florida Radiological Society PAC are what allow me to favorably get our message heard. Please send your contributions today!



These interns had the experience of observing the legislative process with Alison Dudley, our FRS lobbyist, during this past legislative session. Also pictured above is Representative Grant, who was instrumental in helping the FRS pass the Radiology Assistant Bill last year. This bill is serving as a model for the American College of Radiology to use to help other states pass similar bills. Pictured from left to right: Pat Williams, Dr. Charles Williams, Representative Mike Grant, Dr. Andrew Rivard, Alison Dudley and Dr. Melissa Themar Geck.

SUPPORT THE PROFESSION THAT SUPPORTS YOU!

Remit to: FRS PAC, 5620 West Sligh Avenue, Tampa, FL 33634

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City _____ State _____ Zip _____

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I would like to make a one time contribution to the FRS PAC in the amount of:

- \$2,500 \$250
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 \$500

Contributions of \$1,000 or more will be recognized at the Gold Medal Reception at the Annual Meeting and in the **FRS & FRBMA focus**

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Bill my credit card in the amount indicated above:

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PAC Contributions

The following list of Doctors and Groups have each given, since the July 2007 FRS meeting, over \$1,000 to the PAC, individual candidates, either the Republican or Democratic Party.

Richard Benator, M.D., F.A.C.R.	Radiology Associates of Daytona
Charles Burkett, M.D.	Radiology Associates of Tampa
Florida Pediatric Associates	Barbara Sharp, M.D.
Mori, Bean & Brooks, P.A.	Thomas Yuschok, M.D.
Radiology Associates of Hollywood	

The Resident and Fellow Section

by Lori Deitte, M.D.

In an effort to further promote the professional development of Florida radiology residents, the FRS board voted to support the development of the Florida Radiological Society (FRS) Legislative and Government Relations Fellowship Program. The first residents selected to participate in this program are Melissa Themar Geck from USF and Andrew Rivard from UF-Gainesville. During the week of March 10 - 13, Drs. Themar and Rivard shadowed the FRS lobbyist, Alison Dudley, in Tallahassee. Activities included meetings with legislative representatives of the House and Senate as well as observing House and Senate sessions as the schedule allowed.

Congratulations to Drs. Themar Geck and Rivard, and we look forward to reading about your fellowship experiences in the FRS Focus newsletter!



Pictured left are Alison Dudley (Florida Radiological Society lobbyist), Representative Gayle Harrell, Charles D. Williams, M.D., and Mrs. Pat Williams. Gayle Harrell is currently running for U.S. Congress and is from Stuart, Florida. Dr. Williams made a presentation to Representative Harrell on behalf of the ACR RADPAC at a dinner meeting during which many radiology issues were discussed. She had also previously taken a tour of the Women's Diagnostic Imaging Center in Tallahassee.

2008

Annual Meeting of the

Florida Radiological Society

EMERGENCY RADIOLOGY • Socio-Economic Lectures •
Point-Counterpoint: Outsourcing Night Call Coverage •
Patient Service and Quality Issues • Legislative and ACR Updates
Radiation Oncology Breakout Session

Florida Radiology & Business Management Association

State and National Issues • Medicare Update •
Practice Setting Roundtable Discussions

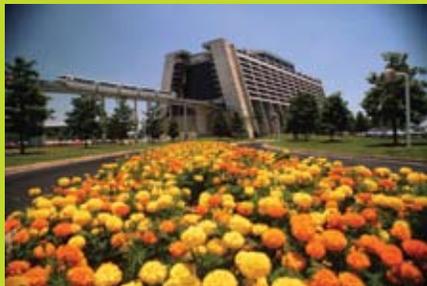
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A portion of the diagnostic radiology program will be submitted to the ABR for SAM qualification

About the Schedule

Join us Friday morning as we tee off the weekend with our annual Golf Tournament. Friday evening promises to bring exhibitors and members together for the popular Wine and Cheese Reception sponsored by the exhibitors. Please be sure to visit with the exhibitors and thank them for their continued support of the **FRS&FRBMA**. Breakfast, Lunch and the Coffee Breaks will be held in the Exhibit Hall on Saturday to allow for maximum interaction with the exhibitors.

The exciting and dynamic education begins on Friday afternoon with the **FRBMA** lectures on State and National Issues Facing Radiology by Davis Graham, MBA; Medicare Update by Tracy Sanders, RCC; and Practice setting roundtable discussions. Education continues on Saturday morning with an outstanding lineup of speakers, several of whom are nationally known. Our "must see" presentations include the Point-Counterpoint Night Call Coverage discussion by Dr. William Bradley, Dr. Michael Brant-Zawadzki, and Dr. James Thrall; Socio-Economic lectures by Dr. Frank Lexa and Dr. Richard Duszak; and ACR Update by Dr. James Thrall, ACR Vice-Chairman. The clinical lectures focusing on the topic of Emergency Radiology will be given by Dr. William Bradley, Dr. Dan Broderick and Dr. Richard White. On Sunday morning, don't miss the Legacy Lecture given this year by Dr. Alan Porter.

Saturday's program also includes a radiation oncology breakout session which will include a resident section, as well as talks from faculty on partial breast radiation, and salvage prostate bed radiation, mesothelioma and spinal cord gliomas. Review and discussion of IMRT treatment techniques and volumes in prostate and head & neck cancer will also be presented.

There will also be breakout session for the Resident and Fellow Section. Please contact the **FRS** office for further information.

Our marquee event, the Gold Medal Reception, will be held on Saturday night to honor the **FRS** Gold Medal recipient and the **FRBMA** Above and Beyond Award recipient. Other members will also be recognized for their contributions to the practice of radiology throughout the year. Although attire for all educational sessions and social events is resort casual, the Gold Medal Reception is your chance to dress up for the evening!

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 Michael N. Brant-Zawadzki, M.D., FACR
 Daniel F. Broderick, M.D.
 Maria de la Torre
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 Alan H. Porter, M.D., FACR
 Tracy Sanders, RCC
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 Richard D. White, M.D., FACC, FAHA
 Jeff Younger

RADIATION ONCOLOGY FACULTY

May Abdel-Wahab, M.D., Ph.D.
 Irfan Ahmad, M.D.
 Johnny Bernard, M.D.
 Steven Buskirk, M.D., FACR
 Steven Finkelstein, M.D.

George Hatoum, M.D.
 Arthur Iglesias, M.D.
 Jennifer Peterson, M.D.
 Craig Stevens, M.D., Ph.D.
 Cristiane Takita, M.D.

PROGRAM

Thursday, July 10, 2008

6:00 – 8:00pm FRBMA Board Meeting

Friday, July 11, 2008

8:00am – 6:00pm Registration

8:00am – 1:00pm Golf Tournament –
 Disney's Osprey Ridge Golf Course

2:00 – 6:00pm FRS Board Meeting

FRBMA Session

2:00 State and National Issues Facing Radiology
Davis W. Graham, MBA

3:00 Update on Medicare
Tracy Sanders, RCC

4:00 – 4:15 Break

4:15 Roundtable Discussions:
 (not accredited for AMA PRA
 Category 1 Credit(s)[™])

Large Practice (more than 10 physicians)
Jeff Younger, Moderator

Small Practice (less than 10 physicians)
Charles Allan, Moderator

Imaging Centers
Al Falco, Moderator

Academic
Maria De La Torre, Moderator

5:15 End of Session

6:30 – 8:30 Wine and Cheese
 Reception in Exhibit Hall

Saturday, July 12, 2008

7:00 – 8:00am Registration and Breakfast
 in Exhibit Hall

General Session: FRS/FRBMA

7:55 Welcome/Introduction

8:00 FRS and FRBMA Presidential Addresses
Richard M. Benator, M.D., FACR
and Charles Allan

8:15 Service and Quality:
 What Patients Want from Us
Frank J. Lexa, M.D., MBA

9:00 The Radiology Second Opinion:
 Regulatory and Economic Perspectives
Richard Duszak, Jr., M.D., FACR

Saturday, July 12, 2008 (Continued)

9:45 Question and Answer Session
Faculty

10:00 – 10:30 Break in Exhibit Hall

10:30 Point-Counterpoint: Outsourcing
 Radiology Night Call Coverage
William G. Bradley, Jr., M.D., Ph.D., FACR
Michael N. Brant-Zawadzki, M.D., FACR
James H. Thrall, M.D., FACR (Moderator)

11:15 The 2008 Election and Its Impact on Radiology
Frank J. Lexa, M.D., MBA

12:00pm Question and Answer Session
Faculty

12:15 – 1:15 Lunch in Exhibit Hall

General Session: FRS/FRBMA

1:15 CSI Radiology: Tales of Alleged
 Omission and Commission
Richard Duszak, Jr., M.D., FACR

2:00 ACR Update
James H. Thrall, M.D., FACR

2:30 Legislative Update
Alison Dudley

3:00 Question and Answer Session
Faculty

3:15 End of Session

7:00 – 9:00 Gold Medal Reception

Sunday, July 13, 2008

General Session: FRS

7:30 – 9:00am Legacy Breakfast

8:00 Legacy Lecture – Radiation Oncology:
 Past, Present, and Future
Alan H. Porter, M.D., FACR

9:00 CT in Chest Pain Patients in the ED
Richard D. White, M.D., FACC, FAHA

9:45 – 10:00 Break in Ballroom Foyer

10:00 MR Evaluation of Acute Stroke
William G. Bradley, Jr., M.D., Ph.D., FACR

10:45 Utility of CT in the Evaluation of Acute Stroke
Daniel F. Broderick, M.D.

11:30 Question and Answer Session
Faculty

11:45 FRS Business Meeting

11:55 Closing Remarks

12:00pm END OF PROGRAM

Saturday, July 12, 2008

7:00 – 8:00AM Registration and Breakfast in Exhibit Hall

Radiation Oncology Breakout Session

Resident Presentations

8:00 PET for Thyroid Cancer
Steven Finkelstein, M.D.

8:15 Small Cell Carcinoma of the Bladder
Arthur Iglesias, M.D.

8:30 Rare Case Presentation: Hepatoid Carcinoma
 of the Mediastinum
Irfan Ahmad, M.D.

8:45 Utility of Breast MRI
Johnny Bernard, M.D.

9:00 Late Toxicity after Salvage Radiation Therapy
 for Prostate Cancer
Jennifer Peterson, M.D.

Attending Lectures

9:15 Mesothelioma
Craig Stevens, M.D., Ph.D.

10:00-10:30 Break in Exhibit Hall

10:30 Update on Partial Breast Radiation
Cristiane Takita, M.D.

11:00 Management of Spinal Cord Gliomas
May Abdel-Wahab, M.D., Ph.D.

11:30 The Results of Salvage Prostate Bed Radiation
 for Prostate Cancer
Steve Buskirk, M.D., F.A.C.R.

12:15 – 1:15 Lunch in Exhibit Hall

**Panel Discussion/ Workshop of IMRT Techniques
 in Prostate and Head & Neck Cancer**

1:15 Practical IMRT Techniques in Prostate Cancer
May Abdel-Wahab, M.D., Ph.D.

1:35 Practical IMRT Techniques in
 Head and Neck Cancer
George Hatoum, M.D.

1:55 Panel Discussion
Faculty

**2:15 End of Radiation Oncology
 Breakout Session**

FRS Bylaws Changes

by Michael Raskin M.D., MPH, JD, FACR

Recently, the ACR membership approved a bylaws change that allows a Radiologist Assistant (RA), whom ARRT certifies as a Registered RA, the opportunity to become an Allied Health Member of the American College of Radiology. In order to become a member of the ACR, one would also need to become a member of the FRS as well. Currently, the FRS does not have an Allied Health Membership category, as does the ACR. This proposed Bylaws change for the FRS is similar to the ACR wording. This proposal has been approved by the FRS Bylaws Committee as well as the FRS Board of Directors. It will be voted upon at the Annual Business Meeting in July in Lake Buena Vista, Florida. A copy of the ACR bylaws, as it pertains to Allied Health Members, as well as the proposed FRS bylaws changes, are listed below.

Current ACR Bylaws Article III

SECTION 7

QUALIFICATION AND ADMISSION OF ALLIED HEALTH MEMBERS

Non-physician medical professionals, such as MRI scientists and radiologist assistants, whose special qualifications are deemed valuable to the College and who are approved for membership by the Commission on Membership and Chapter Programs are eligible to be Allied Health members of the College. Radiologist assistants must be certified by the American Registry of Radiologic Technologists (ARRT) as a Registered Radiologist Assistant.

An Allied Health Member shall have the right to be appointed to commissions and committees but shall not have the right to hold elective office or to be a member of the Board of Chancellors.

Proposed FRS Bylaws Changes

ARTICLE IV - MEMBERSHIP

SECTION 1 - CLASSIFICATION OF MEMBERS

There shall be **ten** classes of members in the chapter: (1) active members, (2) associate members, (3) military/public health service members, (4) members in physics, (5) associate members in physics, (6) members in training and members in training in physics, (7) retired or inactive members, (8) affiliate members, (9) life members, and **(10) allied health members**. All members in each membership classification must be members of the American College of Radiology.

10. ALLIED HEALTH MEMBERS

- A. Non-physician medical professionals, such as MRI scientists and radiologist assistants, whose special qualifications are deemed valuable to the FRS.
- B. Radiologist assistants must be certified by the American Registry of Radiologic Technologists (ARRT) as a Registered Radiologist Assistant.
- C. An Allied Health Member shall have the right to be appointed to committees but shall not have the right to hold elective office or to be a member of the Board of Directors.

Mammography Committee News

by Barbara L. Sharp, M.D.

Helping the Underserved Receive Screening for Breast Cancer

We are all aware of disparities in health care in Florida. For those of you who are looking for solutions, two options are your local Susan G. Komen for the Cure Affiliate and the WE CARE Organization which exist in your community.

The Susan G. Komen For The Cure regional affiliates raise money for local grants which provide mammograms for the underserved. (It is also a \$350 million/year national organization dedicated to finding a cure to end breast cancer and to educating women about the importance of breast health). The grant applications are carefully screened and hold the applicants accountable for how they spend their money, such as number of those screened and number of cancers found during a particular grant period. Anyone interested at your hospital, such as the administrator of the breast center, can apply for a grant and your radiology group can choose to see these patients for a fee or free of charge. Non-profit hospitals with a mission to help the underserved

are generally very interested in participating in this kind of project.

Additionally, in our Jacksonville community, the WE CARE Foundation supplies physicians for twelve clinics which send patients to our hospitals, as needed. Several Florida communities have WE CARE clinics. WE CARE patients qualify after being evaluated for financial eligibility. They are seen with sovereign immunity and are treated at no charge. Once this program is set up by you or your radiology group, you can develop a steering committee of caring physicians who agree to treat these patients once the diagnosis of breast cancer is made. This committee might be composed of physicians representing oncology, radiation oncology, surgery, pathology and radiology.

Many radiologists have told me that caring for the uninsured can be very satisfying and that these patients are among the most grateful they meet. The American College of Radiology is concerned about "branding" in our specialty and making us more visible to our patients. Reaching out in this way can help your group's standing in your hospital and your community.

Please feel free to contact me if you have questions.
blsharp.sharpsack@comcast.net

January 2008

Beyond The Reading Room...

As I am sure everyone is aware, we are going into an election year. It is critical that we elect pro-radiology candidates to the legislature. Your PAC (political action committee) participation allows the FRS to convey their message to those who vote and make decisions that affect your radiology practices. We need to be proactive by showing support for our political allies in Tallahassee. Please send your contributions to:

FRS PAC, 5620 West Sligh Ave, Tampa, FL 33634
Make the check payable to FRS PAC.

This will allow me to continue to effectively convey your issues to the decision makers in Tallahassee. If you would like to participate in the legislative process or have questions, please contact Alison Dudley at alisondudley@dudleyandassociates.com.

Thanks again for all of your statewide support.

Alison Dudley, FRS Lobbyist
alisondudley@dudleyandassociates.com

February 2008

Increasing Medicaid Reimbursement

The Florida Radiological Society supports an increase in Medicaid physician reimbursement from 56% of Medicare to 100% of Medicare. A recent survey found that a smaller and smaller pool of Florida physicians are accepting Medicaid patients resulting in long travel times, poor follow up and a decline in adequate patient care. Some pediatric radiology practices report that Medicaid makes up about 60% of their imaging studies! The FRS supports the Florida Medical Association who plans to introduce legislation this session in Tallahassee that would increase physician reimbursement rates for Medicaid.

Robert J. Entel M.D., M.P.H., F.A.C.R.
enteldec@gmail.com

March 2008

Blue Cross Blue Shield

FRBMA is working diligently to reverse Blue Cross/Blue Shield's "voluntary" pre-service coverage review (VPCR) process for advanced imaging services. The restriction VPCR is creating by requiring the imaging provider to have approval before payment is made. That requirement it is just another hurdle to overcome before filing for payment.

BCBS has given the task to issue pre-service tracking numbers and denial of payment to National Imaging Associates (NIA).

Call your BCBS representative today to express your concern.
Davis W. Graham
Executive Director \ CFO
Manatee Diagnostic Center
dgraham@manateediagnostic.com

March 2008

Radiation Oncology at FRS Annual Meeting: Register Now!

The radiation oncology session at the FRS annual meeting will include talks from several faculty on exciting topics such as partial breast radiation and salvage prostate bed radiation for prostate cancer (results & late toxicity) as well as Arimidex-induced radiation recall dermatitis. A much needed review and discussion of IMRT treatment techniques and volumes in prostate & head & neck cancer will also be presented. The resident section will include research on several interesting topics such as small cell carcinomas of the bladder. You can register on the FRS website at www.flrad.org.

May Wahab, M.D.
mwahab@med.miami.edu

These are just a few of the "briefs" emailed to members each month. If you are not currently receiving the monthly E-Brief, email info@flrad.org and ask to be added to the list.



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Visit our booth at the Annual Meeting July 11th-13th in Orlando and register for our \$100 door prize.

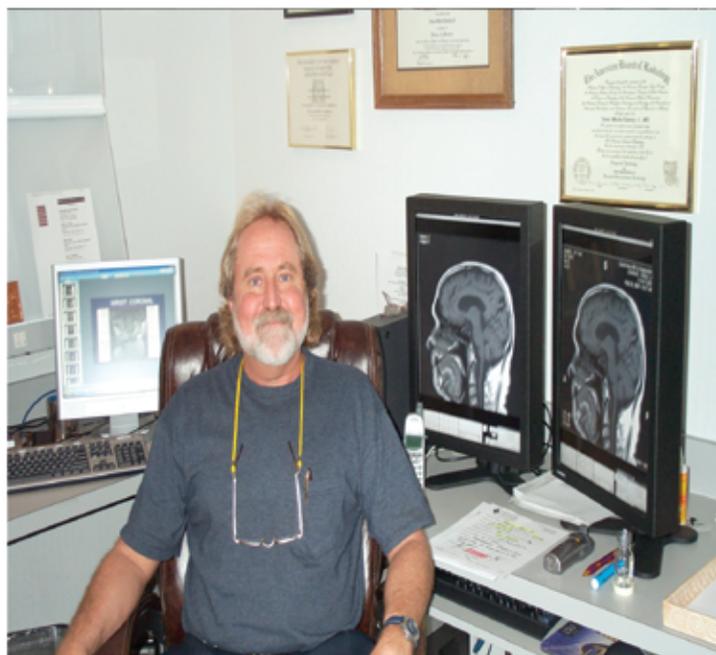
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A Mama's Love

by Charles D. Williams, M.D., FACR

May 11, 2008. Mother's Day. This is the day we set aside to honor those who brought us into this world and cared for us.

If your Mama is still alive, go see her. Tell her she is appreciated. I wish I could.

So often we don't appreciate the best moments of our lives and the most important people until its too late. Life is about change and today's joys may be tomorrow's memories but here on Mother's Day I'm at least thankful for the memories. We need to pay more attention to the treasures in our lives while we still have them. Mama once said to Pedro, "Enjoy the little things in your life, for one day you may look back and realize they were the big things."

Mama had about as little as anybody I've ever known but I never heard her complain about anything she didn't have. My Mama's dresses were hand made and she was glad to have them. She frequently reminded Pedro not to make fun of other people's clothes. She said that whatever a person wore was probably the best they had.

My Mama lived through a depression and a World War. She ate buttermilk and cornbread cooked at home in the same old black frying pan. She placed a value on truth and honor. She wanted a brighter future for her son and she delivered.

My Mama was a praying woman and I knew this 'cause she walked through the storms of life with her head held up to the heavens. One time she was looking up and I heard her saying, "O Lord, someday, somehow help my son git the schooling I never got, which he needs to help him on in life."

She listened to my prayers at night and she woke me in the mornings. She listened to my concerns and gave me encouragement. Pedro did not feel very smart until Mama kept telling him he was and then he was.

My Mama loved me enough to teach me right from wrong. She loved me enough not to give me ever' thang I wanted. She gave me more hugs than switches but enough of the latter to keep me in line. She made sure I knew the importance of education and that gift has taken me places I never dreamed of. Most of all she gave me love. One time Mama said, "Pedro, you've outgrown my lap but you'll never outgrow my love."

Some of the best memories I have of Mama were at the supper table. The supper table was the center for teaching values, expressing feelings, sharing and hearing Mama's sayings. I think we'd all be better off spending more time with our own children at the supper table even if you want to call it dinner.

Pedro learned a lot from Mama at the supper table. First I learned I had a place in the family and that I belonged. I also learned to share and had to pay attention to the number of folks at the table so I could take the proper portions. I was grown before I realized the chicken neck wasn't really Mama's favorite piece of chicken.

Mama watched our manners and I cudn't fill my plate until ever'body was seated and the blessing had been said. When you wanted something passed you said please and then thank you.

One time Mama asked Pedro if he wanted some beans. Pedro replied, "No." Mama said, "No what." Pedro replied, "No beans." Mama then said that she wanted us to say no ma'm, yes ma'm, no thank you and please. She didn't want us younguns to grow up with people thanking we were Yankees.

Mama's sayings at the supper table still ring in my ears even on this Mother's Day. "Being nice don't cost a thang and is worth a fortune." "Please and thank you will take you further than a Cadillac, for a lot less money." One time she said to Pedro, "I know you licked the plate clean but I still have to wash it."

Of all of Mama's sayings, the one I remember the most and that meant the most was "I love you, son." This probably will always be the favorite saying of all Mamas.

On this Mother's Day I wish with all my heart I could once again go back to the old homeplace, see Mama and say, "I love you too, Mom."

Happy Mother's Day

*Simpler
Times*



THE RESIDENT AND FELLOW SECTION: An Invitation to Submit Papers

by Lori Deitte, M.D.

The FLORIDA RADIOLOGICAL SOCIETY is committed to promoting an increased level of involvement in the Resident and Fellow Section.

As part of this ongoing effort, we would like to extend an invitation to all residents and fellows in Florida radiology training programs to submit a paper for publication in the FRS & FRBMA *focus*, a quarterly publication of the FRS & FRBMA. It is anticipated that one paper will be published in each FRS & FRBMA *focus* edition.

The guidelines are as follows:

- Manuscripts, figures and tables should be submitted on-line to lori.deitte@jax.ufl.edu.
- A title page should be submitted including the first and last names of the authors, academic degrees, and institutional affiliation. An address, phone number, fax number and e-mail address for the author responsible for correspondence should be included.
- The format is flexible and may include Introduction, Methods, Results and Discussion sections. Figures and tables should be numbered.
- The total manuscript length is flexible but generally should not exceed 3-4 pages (1000 – 1500 words).
- Original illustrations and figures are encouraged. Written permission to reprint in print and electronic media should be submitted for use of all previously published illustrations or figures.
- Suggested topics: practical practice related topics/clinical observations, case reports, evaluations of new technology, commentaries.

We are enthusiastic about developing the Resident and Fellow Section of the FRS & FRBMA *focus* and welcome your comments, suggestions and/or feedback via e-mail to lori.deitte@jax.ufl.edu.

WE LOOK FORWARD TO HEARING FROM YOU!

FLORIDA RADIOLOGICAL SOCIETY

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