2015
ANNUAL MEETING OF THE

Florida Radiological Society

&

Florida Radiology Business Management Association

Surviving and Thriving in a Changed Environment

July 17 - 19, 2015

The Ritz-Carlton Key Biscayne, Miami • Key Biscayne, Florida

Diagnostic Radiology Program: 8.0 *AMA PRA Category 1 Credit(s)™*

A portion of the Diagnostic Radiology program will be submitted for SAM qualification

Radiation Oncology Program: 6.75 *AMA PRA Category 1 Credit(s)™*

RADIOLOGY® LEADERSHIP INSTITUTE
AMERICAN COLLEGE OF RADIOLOGY

RLI credits will be available for some sessions.

Diagnostic Radiology Program

About The Schedule

The annual meeting of the FRS & FRBMA is an exciting, relevant and dynamic educational program. The focus of this year's meeting is "**Surviving and Thriving in a Changed Environment**".

Each year we tee off the meeting Friday morning with our annual FRS/FRBMA Golf Tournament. The fun continues Friday evening as our exhibitors and members come together for the popular Wine and Cheese Reception in the Exhibit Hall. We are always grateful for the exhibitors' support and we appreciate a personal visit with the exhibitors to thank them for their continued support of the **FRS & FRBMA**. There are additional opportunities to interact with our exhibitors on Saturday as the breakfast and coffee break will be held in the exhibit hall, and later, exhibitors will lunch with attendees to allow for continued discussion and interaction.

The FRBMA Session begins on Friday afternoon and joins the FRS Diagnostic General Session on Saturday morning with an outstanding lineup of speakers.

The FRS Session will be highlighted by our annual series, **"The Steven G. Miles Keynote Socioeconomic Address"**, featuring Dr. Geraldine McGinty. On Saturday, there will also be breakout sessions for Radiation Oncology and the Resident and Fellow Section.

Our marquee event, the **Gold Medal Reception and Cocktail Party**, will be held early Saturday evening to honor the **FRS Gold Medal** recipient, the **FRBMA Above and Beyond Award**, and **The LaDonna Nichols Lifetime Achievement Award** recipient.

Other outstanding FRS & FRBMA members will be recognized for their contributions to the practice of radiology throughout the year. The earlier time for this event allows opportunity to go out and enjoy Miami's nightlife!

Nuclear medicine and pediatric imaging take spotlight on Sunday. The day begins with the **"Charles D. Williams, MD, FACR Legacy Lecture and Breakfast"** presented by University of Florida, Professor of Radiology, Dr. Walter Drane, with a lecture entitled: **"Nuclear Medicine: Where We Came From and What We Should Aspire to Become"**. This is followed by the **"Clinical Keynote Lecture"** on **"Patient Safety"** given by Dr. Lane Donelly, the Chief Medical Officer and Physician-in-Chief at Nemours Children's Hospital in Orlando.

Target Audience

This CME activity is structured as a practical teaching course for diagnostic imaging physicians, radiation therapy physicians, and their business managers. It should benefit radiologists, oncologists, and nuclear medicine physicians, as well as other physicians who supervise and interpret these studies.

Scientific Sponsor

Educational Symposia

Educational Objectives

Attendees should, at the completion of this course, be able to:

- Evaluate current socioeconomic issues facing radiologists, radiology oncologists and radiology business managers.
- Learn new methods to maximize value to patients and referring physicians.
- Discuss the different aspects of patient safety in regards to radiology.

No special educational preparation is required for this CME activity.

Accreditation

Physicians: This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint providership of Educational Symposia and the Florida Radiological Society. Educational Symposia is accredited by the ACCME to provide continuing medical education for physicians.

Educational Symposia designates this live educational activity for a maximum of 8.0 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Self-Assessment Modules (SAMs): Educational Symposia has been granted Deemed Status by the American Board of Radiology (ABR). This allows Educational Symposia to develop and implement SAMs that satisfy ABR Part II MOC requirements.

RLI credits will be available for some sessions.

Radiation Oncology Program

About The Meeting

The Radiation Oncology session will include presentations from both attending faculty and residents. Presentations will review important issues in radiotherapy toxicity, oral cavity, breast, lung, gynecologic, prostate and esophageal malignancies.

Target Audience

This symposium is structured as a practical teaching course for radiation oncologists in academic and community practice.

Scientific Sponsor

Educational Symposia

Accreditation

Physicians: This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint providership of Educational Symposia and the Florida Radiological Society. Educational Symposia is accredited by the ACCME to provide continuing medical education for physicians.

Educational Symposia designates this live educational activity for a maximum of 6.75 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Educational Objectives

Attendees should, at the completion of this course, be able to:

- Understand radiotherapy toxicities.
- Understand the role of radiation therapy in the treatment of breast cancer.
- Understand the role of radiation therapy in the treatment of lung cancer.
- Understand the role of radiation therapy for sarcomas.
- Understand image guided brachytherapy for gynecologic malignancies.
- Understand the role of radiation therapy in the treatment of prostate cancer.
- Understand the role of radiation therapy in the treatment of esophageal cancer.
- Understand advanced techniques of cardiac sparing breast radiotherapy.

No special educational preparation is required for this CME activity.

Contact Information

Florida Radiological Society

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Florida Radiology Business Management Association

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Disclaimer

The **FRS & FRBMA** and Educational Symposia (ESI) as planners and presenters of this meeting, and Professional Travel as the official travel agency for this meeting, claim no liability for the acts of any suppliers or the safety of any attendees while in transit to, from, or during this event or any optional activities. The total amount of liability, if any, for the **FRS & FRBMA** and Educational Symposia is limited to a refund of the registration fee, and Professional Travel's responsibility is limited to that of an agent.

Special Note for the Disabled

The **FRS & FRBMA** and Educational Symposia wish to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please contact our office at (813) 806-1070.

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FRS President - Laura W. Bancroft, M.D. **FRBMA** President - Ed Goodemote, Ph.D., R.N.

FRS 2014 - 2015 Program Planning Committee

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Steven J. Buskirk, M.D., FACR
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Philip S. Cook, M.D., FACR
Lori A. Deitte, M.D., FACR
Daryl J. Eber, M.D.
Nicholas C. Feranec, M.D. (Program Chair)
Al Falco, M.B.A, FRBMA
B. Nicholas Hatton, M.D.
Douglas N. Hornsby, M.D.
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Lawrence R. Muroff, M.D., FACR
LaDonna Nichols, RCC
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Jeff A. Younger, MHA, FACHE
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Preferred Radiology Alliance, PLLC

**FRBMA Program Faculty*
***FRS Resident Program Faculty*

Faculty & topics subject to change.

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Jacksonville, FL

Faculty & topics subject to change.

Diagnostic Radiology Program

THURSDAY, JULY 16, 2015

5:00 - 7:00 PM FRBMA Board Meeting

FRIDAY, JULY 17, 2015

8:00 AM - 1:00 PM **Golf Tournament at Crandon Golf at Key Biscayne**

12:00 - 6:00 **Registration**

12:00 - 12:30 PM Foundation Board Meeting

12:30 - 1:30 FRS Program & Education Committee Meeting

2:00 - 6:00 FRS Board Meeting

FRBMA Session (FRS members welcome) ♦

1:00 - 2:00 Cyber Crime Trends, Information Security Beyond HIPAA
David Anderson, OSCP

2:00 - 3:00 Healthcare Pricing Transparency: Navigate the Emerging Inevitability
Bing Herald
Kevin McDermott

3:00 - 3:15 **Break**

3:15 - 4:15 What it Will Take for Radiology to Thrive in the Healthcare Consolidation and Integration Feeding Frenzy?
Douglas G. Smith, FRBMA

4:15 - 5:00 Roundtable Discussions
Al Falco, MBA, FRMBA
Jeff Younger, MHA, FACHE, FRBMA

5:00 **End of FRBMA Session**

6:30 - 8:30 **Wine and Cheese Reception in Exhibit Hall**

SATURDAY, JULY 18, 2015

7:00 - 8:00 AM **Registration and Breakfast in Exhibit Hall**

Diagnostic Radiology General Session: FRS/FRBMA

8:00 - 8:15 FRS and FRBMA Presidential Address ♦
Laura W. Bancroft, M.D.
Ed Goodemote, Ph.D., RN

8:15 - 8:30 Legislative Update
Alison Dudley

8:30 - 9:00 ACR Update
Bibb Allen, Jr., M.D., FACR

9:00 - 9:45 **The Steven G. Miles Keynote Socioeconomic Address:** Radiology and Radiologists in a Post Affordable Care Act World: Defining and Demonstrating Our Value
Geraldine McGinty, M.D., MBA, FACR

9:45 - 10:30 **Break in Exhibit Hall**

PRACTICE MANAGEMENT - SAM SESSION*

10:30 - 11:15 Future Shocks-Strategic Issues for Radiology in 2015
Frank J. Lexa, M.D., MBA

11:15 - 12:00 PM Meaningful IT Innovation to Support the Radiology Value Proposition: The Return of the Doctor's Doctor
Paul J. Chang, M.D.

12:00 - 1:00 **Lunch with Exhibitors ♦**

1:00 - 1:30 Best Practices from the Best Practices
Frank J. Lexa, M.D., MBA

1:30 - 2:00 Reimbursement and Policy Update
Geraldine McGinty, M.D., MBA, FACR

2:00 - 2:30 Enhanced Radiologist Communication and Collaboration: Leveraging Information Technology
Paul J. Chang, M.D.

SATURDAY, JULY 18, 2015 (continued)

2:30 - 3:00 **Break**

3:00 - 3:30 The Importance of Clinical Interventional Radiology in Future Survival
Barry T. Katzen, M.D., FACC, FACR, FSIR

3:30 - 4:00 Novel Care Delivery Models: The Spine Experience
Jeffrey A. Stone, M.D., FACR

4:00 - 4:30 Cardiac CT - Creating a Financially Viable and Clinically Successful Program in the Hospital Setting
Manuel A. Hernandez, M.D.

4:30 - 4:45 Question and Answer Session
Faculty

4:45 **End of Session**

5:30 - 7:15 **Gold Medal Reception and Cocktail Party**

SUNDAY, JULY 19, 2015

7:30 - 8:00 AM **Legacy Breakfast**

8:00 - 8:30 **Resident Poster Symposium ♦**

8:30 - 9:15 **Charles D. Williams, M.D., FACR Legacy Lecture:** Nuclear Medicine: Where We Came From and What We Should Aspire to Become
Walter E. Drane, M.D., FACR

9:15 - 9:30 Resident Poster Symposium Awards ♦

9:30 - 10:15 **Radiology Associates of Florida Clinical Keynote Lecture:** Patient Safety
Lane F. Donnelly, M.D.

10:15 - 10:30 Question and Answer Session
Faculty

10:30 **End of Program**

10:30 - 10:45 **FRS Business Meeting ♦**

*This SAM session will be submitted for approval and is subject to change.

♦ Session not accredited for *AMA PRA Category 1 Credit(s)*™)

Faculty & topics subject to change.

Acknowledgements

FRS&FRBMA

gratefully acknowledges support from the following organizations in 2014 and looks forward to their support again for the 2015 annual meeting.

Thank You!

.decimal, LLC
Advocate Radiology Billing
Alpha II
APS Medical Billing
Aramark Healthcare Technologies
Bayer HealthCare, LLC
Blackford Analysis
Clario, Inc.
Clarity Health
Danna-Gracey
Data Media Associates, Inc.
ERG Law Firm
Florida Blue
Florida PIP Law Firm, PA

Radiation Oncology Program

Saturday, July 18, 2015

7:00 - 8:00 AM	**Registration and Breakfast in Exhibit Hall**
8:00 - 8:15	FRS and FRBMA Presidential Address ♦ *Laura W. Bancroft, M.D.* *Ed Goodemote, Ph.D., RN*
8:15 - 8:30	Legislative Update *Alison Dudley*
8:30 - 9:00	ACR Update *Bibb Allen, Jr., M.D., FACR*
9:00 - 9:35	Evidence Based Management of Radiotherapy Toxicity *Robert C. Miller, M.D., MS, MBA*
9:35 - 10:10	HPV in Oral Cavity Cancers *Daniel Miller, M.D.*
10:10 - 10:15	Question and Answer Session *Faculty*
10:15 - 10:25	**Break in Exhibit Hall**
10:25 - 11:00	Breast Cancer *Laura Vallow, M.D.*
11:00 - 11:35	Lung Cancer *Ajay Patel, M.D.*
11:35 - 12:10 PM	Treatment of Large Arteriovenous Malformations with Radiosurgery *Jennifer L. Peterson, M.D.*
12:10 - 12:15	Question and Answer Session *Faculty*
12:15 - 1:00	**Lunch with Exhibitors ♦**
1:00 - 1:35	Radiotherapy for Sarcoma *Danny Indelicato, M.D.*
1:35 - 2:10	Image Guided HDR Brachytherapy for Gynecologic Malignancies *Anamaria Yeung, M.D.*
2:10 - 2:45	Advanced Techniques of Cardiac Sparing Breast Radiotherapy *Julie Bradley, M.D.*
2:45 - 3:00	**Break on Your Own**
3:00 - 3:35	Prostate Cancer *Brian Davis, M.D., Ph.D.*
3:35 - 4:10	Esophageal Cancer *Christopher Hallemeier, M.D.*
4:10 - 4:15	Question and Answer Session *Faculty*
4:15	**End of Program**
5:30 - 7:15	**Gold Medal Reception and Cocktail Party ♦**

♦ Session not accredited for *AMA PRA Category 1 Credit(s)*™)

Faculty & topics subject to change.

FRS Resident and Fellows Section Session ♦

Saturday, July 18, 2015

7:00 - 8:00 AM	**Registration and Breakfast in Exhibit Hall**
	Diagnostic Radiology General Session: FRS/FRBMA
8:00 - 8:15	FRS and FRBMA Presidential Address *Laura W. Bancroft, M.D.* *Ed Goodemote, Ph.D., RN*
8:15 - 8:30	Legislative Update *Alison Dudley*
8:30 - 9:00	ACR Update *Bibb Allen, Jr., M.D., FACR*
9:00 - 9:45	**The Steven G. Miles Keynote Socioeconomic Address:** Radiology and Radiologists in a Post Affordable Care Act World: Defining and Demonstrating Our Value *Geraldine McGinty, M.D., MBA, FACR*
9:45 - 10:30	**Break in Exhibit Hall**
10:30 - 10:35	Introduction to Resident and Fellow Section *M. Cody O'Dell, M.D., MPH*
10:35 - 11:00	Resident Leadership *Aaron D. Kline, M.D.*
11:00 - 11:30	Payment Policy Basics for Radiologists *Geraldine McGinty, M.D., MBA, FACR*
11:30 - 12:00 PM	Investing and Asset Protection *Megan Hodge, M.D.*
12:00 - 1:00	**Lunch with Exhibitors**
1:00 - 1:30	Radiology Informatics *Paul J. Chang, M.D.**

Saturday, July 18, 2015 (continued)

1:30 - 2:00	Choosing a Job: Contracts, Group Structure, What to Evaluate *Walter E. Drane, M.D., FACR*
2:00 - 2:30	Rising Through the Ranks: Academic Radiology and Private Practice *Lane F. Donnelly, M.D.*
2:30 - 3:00	**RFS Officer Elections**
5:30 - 7:15 PM	**Gold Medal Reception and Cocktail Party**

Sunday, July 19, 2015

7:30 - 8:00 AM	**Legacy Breakfast**
8:00 - 8:30	**Resident Poster Symposium**
8:30 - 9:15	**Charles D. Williams, M.D., FACR Legacy Lecture:** Nuclear Medicine: Where We Came From and What We Should Aspire to Become *Walter E. Drane, M.D., FACR*
9:15 - 9:30	Resident Poster Symposium Awards
9:30 - 10:15	**Radiology Associates of Florida Clinical Keynote Lecture:** Patient Safety *Lane F. Donnelly, M.D.*
10:15 - 10:30	Question and Answer Session
10:30	**End of Program**

♦ Session not accredited for *AMA PRA Category 1 Credit(s)*™)

Faculty & topics subject to change.

Healthpac Computer Systems, Inc.
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2015 Annual Meeting of the FRS & FRBMA

The Ritz-Carlton Key Biscayne, Miami

July 17 - 19, 2015

Accommodations

Bask on the calm golden sands of Miami's Key Biscayne, the only south Florida location to claim a spot on the coveted "America's Best Beaches" list by Dr. Stephen Leatherman. Cross the picturesque causeway to an island destination seemingly a world away. The Ritz-Carlton Key Biscayne, Miami, a luxury beach hotel, awaits your arrival with the perfect blend of relaxation, culture and adventure.

How to Get There

Fly directly to Miami International Airport, located approximately 25 minutes northwest of the Ritz-Carlton Key Biscayne, Miami. Daily non-stop flights are available.

MAKE RESERVATIONS

SPACE IS LIMITED - RESERVE TODAY: Call Ritz-Carlton Key Biscayne, Miami for Reservations at: (800) 542-8680 and identify yourself as a registrant of "Florida Radiological Society" to receive the group discount or make your reservation online at: www.ritzcarlton.com/keybiscayne and use Group Code: RADRADA

Special Discounted Group Room Rates

Group Room Rates Start at..... $209/nt.

Single/Double Occupancy • Room Preferences: King Bed or Two Queen Beds

There is a $50 per additional person charge over double occupancy (maximum occupancy is 4 persons per room). A maximum of two (2)children under eighteen (18) stay free in the same room with parents.

Overnight Valet Parking: $33

Day Parking: $18

455 Grand Bay Dr.
Key Biscayne, Florida 33149
(305) 365-4500

Remember to identify yourself as a registrant of the *Florida Radiological Society* in order to qualify for the special discounted group room rates.

Make your reservation as soon as possible as our room block may sell out prior to the cut-off date of June 15, 2015. After this date, reservations will be accepted at the discretion of the hotel, on a space and rate available basis.

Reservations must be made before June 15, 2015 (group rates 3 days prior/post – space available basis). Room rates are subject to applicable sales and resort taxes, currently 13%. Subject to availability, group rates may be available three days before and three days after the conference. **Deposit:** A credit card is required to secure a room reservation. **Cancellations:** All cancellations, arrival and departure date changes, must be made at least twenty four (24) hours prior to scheduled arrival date/time to avoid a one night room and tax penalty. Check-in is 4:00 PM; Check-out is 11:00 AM.

Meeting and Social/Sporting Events Registration

Tuition - Please Check The Meetings You Wish To Attend (Attendance will be limited; therefore, early registration is strongly suggested.):
Resort Casual Dress Suggested for Most Functions

Tuition includes electronic syllabus or please make a selection: ❑ Printed Syllabus ❑ Both Electronic and Printed syllabus at an extra cost of $25.00 **Subtotal $**_____

❑ **FRS** Please make checks payable to the Florida Radiological Society and mail to: 5620 West Sligh Avenue • Tampa, FL 33634-4490

	Member in Good Standing	RLI (Out of State Chapter)	Retired Member / Member in Physics	Resident / Fellow	Non-Member
FRS Diagnostic Radiology					
On/Before July 1	❑ $295	❑ $295	❑ $50	❑ No charge	❑ $500
After July 1	❑ $325	❑ $325	❑ $50	❑ No charge	❑ $550
FRS Diagnostic Radiology and Radiation Oncology					
On/Before July 1	❑ $295	❑ $295	❑ $50	❑ No charge	❑ $500
After July 1	❑ $325	❑ $325	❑ $50	❑ No charge	❑ $550
Radiation Oncology ONLY					
On/Before July 1	❑ $100	❑ $100	❑ $100	❑ No charge	❑ $100
After July 1	❑ $100	❑ $100	❑ $100	❑ No charge	❑ $100

Subtotal $_____

❑ **FRBMA** Please make checks payable to the FRBMA and mail to: FRBMA c/o L. Nichols • 1 Key Capri 712 East • Treasure Island, FL 33706

	Member in Good Standing	Non-Member
FRBMA Educational Session		
On/Before July 1	❑ $150	❑ $325
After July 1	❑ $175	❑ $350

Subtotal $_____

SOCIAL/SPORTING EVENTS REGISTRATION

Please be sure to complete the following. Tuition for each registrant includes all course materials, including an electronic copy of the syllabus, Exhibit Hall, Wine and Cheese Reception, daily continental breakfast, coffee breaks, lunch with exhibitors, Gold Medal Reception, Cocktail Party and Legacy Lecture Breakfast.

Friday, July 17, 2015

8:00 AM
Golf Tournament
- ❑ Registrant - $95
- ❑ Guest 1 - $95
- ❑ Guest 2 - $95
- ❑ Guest 3 - $95

Handicap
Handicap A:_____
Handicap B:_____
Handicap C:_____
Handicap D:_____

6:30 PM
Wine and Cheese Reception
- ❑ Registrant - No Charge
- ❑ Guest 1 - No Charge
- ❑ Guest 2 - No Charge
- ❑ Guest 3 - No Charge

Subtotal $_____ **Subtotal $**_____

Saturday, July 18, 2015

12:15 PM
Lunch with Exhibitors
- ❑ Registrant - No Charge
- ❑ Guest 1 - $35
- ❑ Guest 2 - $35
- ❑ Guest 3 - $35

5:30 PM
Gold Medal Reception
- ❑ Registrant - No Charge
- ❑ Guest 1 - $45
- ❑ Guest 2 - $45
- ❑ Guest 3 - $45

Subtotal $_____ **Subtotal $**_____

Sunday, July 19, 2015

7:00 AM
Legacy Lecture Breakfast
- ❑ Registrant - No Charge
- ❑ Guest 1 - $45
- ❑ Guest 2 - $45
- ❑ Guest 3 - $45

Subtotal $_____

ADD: FRS Educational Foundation Donation ❑$25 ❑$50 ❑$250 ❑Other_____ **Subtotal $**_____

Guest Names: Please provide guest names. Name tags are required for entrance to any meeting, social, and/or sporting event.

Guest 1:_____ Guest 2:_____ Guest 3:_____

Total Amount Enclosed $_____

Meeting Registrant Information

4 EASY WAYS TO REGISTER

INTERNET SECURE CHECKOUT!!
Register online using your credit card number at:
www.flrad.org

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MAIL

FRS
5620 West Sligh Avenue
Tampa, Florida
33634-4490

FRBMA
c/o L. Nichols
1 Key Capri 712 East
Treasure Island, Florida 33706

PHONE
FRS (813) 806-1070
FRBMA (727) 367-7511

FAX
(813) 806-1071

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RLI credits will be available for some sessions.