2020 Vision: Surviving and Thriving

Diagnostic Radiology Program: 9.25 AMA PRA Category 1 Credit(s)™
A portion of the Diagnostic Radiology program will be submitted for SAM qualification

Radiation Oncology Program: 5.75 AMA PRA Category 1 Credit(s)™

July 17-19, 2020
The Westin Fort Lauderdale Beach Resort
Fort Lauderdale, FL
ABOUT THE SCHEDULE
2020 Annual meeting of the FRS & FRBMA will focus on intermediate-term strategies for competing and succeeding in the US radiology marketplace, with an emphasis on important trends expected in the 2020s and beyond. This year’s theme is “2020 Vision: Surviving and Thriving.” Each year we kick off the annual meeting Friday morning with the 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 very 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 nationally recognized speakers. The FRS Session will be highlighted by our annual series, The Steven G. Miles, M.D., FACR, Radiology Socioeconomics Address, featuring Dr. Lauren Golding, entitled “How Radiologists Get Paid: Today and Tomorrow”.

On Saturday afternoon we will have the Lawrence R. Muroff, M.D., FACR, Radiology Leadership Lecture—Dr. Kent Thieden will present “Journey From Radiologist to the CEO: Unique Perspective of What a CEO Needs”. Also on Saturday, there will be breakout sessions for Radiation Oncology and the Resident and Fellow Section. Our marque 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. 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 the beautiful rest of the evening.

On Sunday, day will begin with the Charles D. Williams, M.D., FACR Legacy Lecture and Breakfast presented by Dr. Michael Raskin, “The Interface of Radiology and the Law; Past, Present & Future”. This will be followed by the Clinical Keynote Lecture by Dr. Claire Bender “The Radiologist IS a clinician”.

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, radiation 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, radiation oncologists and radiology business managers to prepare for change
- Learn about technology and payment trends that will significantly impact radiology over the next decade
- Learn to be a better clinician and leader.

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 9.25 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.

ABOUT THE MEETING
The Radiation Oncology session will include presentations from both attending faculty and residents. Presentations will review important issues including recent advances in lymphoma management, personalizing radiotherapy options for early-stage NSCLC, use of MRI guided radiotherapy for abdominal tumors, evolving treatment of brain metastases in breast cancer as well as provide a practical review of head and neck anatomy.

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.

In response to requests from both Florida radiologists-in-training seeking employment and Florida radiation groups in need of physicians, the FRS has created the Job Fair. On Sunday, July 19, 2020, from 11:15 AM until 2:00 PM, the FRS will host an onsite job fair including a catered luncheon event.

The FRS Job Fair is open to all radiology and radiation oncology residents and fellows-in-training in Florida, as well as radiologists who are seeking a lateral employment opportunity. The FRS Job Fair is also open to all Florida radiology groups, be they private practice, corporate practice or academic practice. Several radiology groups have already expressed strong interest in this event.

SPECIAL NOTE FOR THE DISABLED:
Florida Radiological Society and Educational Symposia will 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.

EARLY REGISTRATION
is Suggested to Guarantee Your “Seat at the Table”!

THE FRS ANNUAL MEETING RADIOLOGISTS JOB FAIR
Sunday, July 19, 2020, from 11:15 AM until 2:00 PM

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SPECIAL NOTE FOR THE DISABLED: The FRS & FRBMA and Educational Symposia (ESD) as planners and presenters of this meeting, and Professional Travel as the official travel agency for this meeting, claim no liability for the acts or omissions of any of its 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.

© 2019 Educational Symposia
FRS 2019 - 2020 PROGRAM PLANNING COMMITTEE

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FRS Annual Meeting & Education Committee Chair
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Barbara Rubel, MBA, FRBMA
FRBMA Co-Program Chair
Kurt Scherer, M.D.
Daniel Singer, M.D., FACR
Laura Vallow, M.D.
Jeff Younger, MHA, FRBMA, FACHE
FRBMA Co-Program Chair

DIAGNOSTIC RADIOLOGY FACULTY

Claire E. Bender, M.D., MPH, FACR
Professor Emerita
Department of Radiology
Mayo Clinic
Rochester, MN

Alison Dudley
Lobbyist
Florida Radiological Society
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Director of the Radiology Informatics Lab
Professor of Radiology and Biomedical Engineering, Mayo Clinic
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Division Director, Community Radiology Specialists
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Emory Department of Radiology and Imaging Services
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Chief Medical Officer, The Radiology Leadership Institute and Chair of the Commission on Leadership and Practice Development of the American College of Radiology
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Radiologist RIA
Sr VP and Chief Quality Officer Halifax Health
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FSU College of Medicine
Clinical Assistant Professor
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Past President, Georgia Radiology Business Management Association
President, Florida RBMA
Member, Healthcare Business Management Association
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Adjunct Professor
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Director of Congressional Affairs
Government Relations and Economic Policy
American College of Radiology

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Mayo Clinic
Jacksonville, FL

Susan Takacs
Market Chief Operating Officer
Physician Regional Healthcare System
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Kent R. Thielen, M.D.
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Jeff A. Younger, MHA, FRBMA, FACHE
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Assistant Professor
Department of Radiation Oncology
University of Miami
Miami, FL
Diagnostic Radiology Program

THURSDAY, JULY 16, 2020
5:00 - 7:00 PM  FRBMA Board Meeting

FRIDAY, JULY 17, 2020
7:00 AM – 12:00 PM  Golf Tournament
12:00 – 6:00  Registration
1:00 – 2:00  FRS Program & Education Committee Meeting
2:00 – 5:00  FRS Board Meeting

FRBMA Session (FRS members welcome)◆
1:00 – 1:30  Surprise Billing Legislation in Florida
Alison Dudley
Florida Radiological Society Legislative Lobbyist

1:30 – 2:15  Managing in the Fog
Pat Kroken, Kroken Consulting, LLC

2:15 – 3:00  Group Consolidation in the Florida Market: Local and National
Jeff Younger, MHA, FRBMA, FACHE
Preferred Radiology Alliance

3:00 – 3:15  Break

3:15 – 4:00  What Hospitals Value in Their Relationships with Radiology Groups
Susan Takacs, COO, Physicians Regional Healthcare System

4:00 – 4:30  ACR Legislative Update
Rebecca Spangler

4:30 – 5:00  Roundtable Discussion

5:00  End of FRBMA Session

6:00 – 8:00  Wine and Cheese Reception in Exhibit Hall

SATURDAY, JULY 18, 2020
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
Patricia J. Mergo, M.D., FACR
Barbara F. Rubeil, MBA, FRBMA

8:15 – 8:30  Alison Dudley Report - Legislative Update
Alison Dudley

8:30 – 9:15  Lawrence R. Muroff, M.D., FACR, FSIR
Radiology Leadership Lecture:
Journey from Radiologist to CEO, Unique Perspective of What a CEO Needs
Kent R. Thilen, M.D.

9:15 – 10:00  Philip S. Cook, M.D., FACR, FSIR
Strategic Issues Lecture
Better Together or Clash of Cultures: The Corporatization of US Radiology
Frank J. Lexa, M.D., MBA, FACR

10:00 – 11:00  Break in Exhibit Hall

11:00 – 11:30  Radiologist 3.0; Tools to Excel as the Radiologist Group Practice CEO
Steven G. Miles, M.D., FACR

11:30 – 12:15 PM  ACR Update
Howard B. Fleishon, M.D., MMM, FACR

12:15 – 1:15  Exhibitor Luncheon

SAM Session◆
1:15 – 2:00  The Good, the Bad and the Ugly: Experience to Date with AUC/CDS Implementation in the US
Frank J. Lexa, M.D., MBA, FACR

2:00 – 2:45  Steven G. Miles, M.D., FACR, Radiology Socioeconomic Lecture:
How Radiologists Get Paid; Today & Tomorrow
Lauren Goldberg, M.D.

2:45 – 3:00  Break

3:00 – 4:00  AI Radiology Interactive Debate: Point-Counterpoint
Moderator:
Richard L. Morin, Ph.D., FACR

Point - Counter Point:
Eliz L. Siegel, M.D., FACR
Bradley Erickson, M.D., Ph.D.

4:00 – 4:30  Employment Structure for Early & Mid-Career Radiologists; Opportunities & Pitfalls
Lawrence R. Muroff, M.D., FACR

4:30 – 5:00  Radiologists Wellness and Avoiding Burnout
Claire E. Bender, M.D. FACR

5:00  End of Session

5:00 – 5:15  Resident Poster Symposium◆

5:30 – 7:15  Gold Medal Reception and Cocktail Party

SUNDAY, JULY 19, 2020
7:30 – 8:00 AM  Foundation Board Meeting◆

7:30 – 8:30  Legacy Breakfast◆

8:00 – 8:45  Charles D. Williams, M.D., FACR
Legacy Lecture
The Interface of Radiology and the Law; Past, Present & Future.
Michael M. Raskin, M.D., J.D., MPH, MBA, FACR

8:45 – 9:00  Question and Answer Session

9:00 – 9:15  Break

9:15 – 10:00  Clinical Keynote Lecture: The Radiologist IS a clinician.
Claire E. Bender, M.D. FACR

10:00 – 10:15  Question and Answer Session

10:15 – 10:35  Breaking Radiology News:
Updates on Vaping-Related Lung Disease: Pathophysiology and Imaging Findings
Justin Stowell, M.D.

10:35 – 10:45  Discussion

10:45 – 11:00  Resident Poster Symposium Awards◆

11:00  End of Program

11:00 – 11:15  FRS Business Meeting◆

11:15 – 2:00 PM  Job Fair

2:00  End of 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.
**Residents and Fellows Section Session**

**SATURDAY, JULY 18, 2020**

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<td>ACR Update - Howard B. Fleishon, M.D., MMM, FACR</td>
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<td>12:15 – 1:15</td>
<td>Lunch with Exhibitors</td>
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<td>1:15 – 1:55</td>
<td>How to Evaluate a Radiology Job Offer</td>
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<td>Lawrence R. Muroff, M.D., FACR</td>
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<td>1:55 – 1:58</td>
<td>Questions</td>
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<td>1:58 – 2:38</td>
<td>How to Make Yourself a Valuable Employee</td>
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<td>Howard B. Fleishon, M.D., MMM, FACR</td>
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<td>2:38 – 2:41</td>
<td>Questions</td>
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<td>2:41 – 2:55</td>
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**Acknowledgements**

FRS & FRBMA gratefully acknowledges support from the following organizations in 2019 and looks forward to their support again for the 2020 annual meeting.

Thank You!

Advocate Radiology Billing
Alpha II
APS Medical Billing
Arterys, Inc.
Bayer U.S. LLC Pharmaceuticals Radiology
BestConSent
BKS Partners
Change Healthcare
CMS Imaging, Inc.
Data Media Associates, LLC
Empire Tech/FB Organic
Envision Physician Services
FujiFilm
GE Healthcare
IDS - AbbaDox
Imagine Software
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MSN Healthcare Solutions
National Radiology Solutions
OAC Collection Specialists
Philips
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Scriptsender
Siemens Healthineers
Strategic Radiology
Zotec Partners

**EDUCATIONAL GRANTS**

Radiology Imaging Associates
Digital Radiology
Radiology Associates of Florida
Radiology Associates of Tallahassee
About The Resort

Experience oceanfront tranquility and unparalleled service at The Westin Fort Lauderdale Beach Resort. The hotel offers everything you need to feel renewed and enriched. Settle in to one of the redesigned rooms and suites, many of which offer ocean views. Satisfy cravings with the healthful options from the 24-hour in-room dining menu, and sleep well on the iconic Westin Heavenly® Bed. Additional amenities at the resort include the peaceful Heavenly Spa by Westin™, as well as Mexican fare at Pablo Salas’ Lona Cocina Tequileria, a hearty buffet breakfast at Tinta and poolside dining at Waves Bar & Grill. Stroll across the skywalk to the beach and shop on Las Olas Boulevard. An empowering experience awaits you at The Westin Fort Lauderdale Beach Resort.

How To Get There

Fly directly to Fort Lauderdale – Hollywood International Airport, located approximately 9 miles from The Westin Fort Lauderdale Beach Resort. Daily non-stop flights are available.

Space is Limited - Reserve Today: Call The Westin Fort Lauderdale Beach Resort Reservations at: 888-627-7108 (Group waived resort fee and discounted parking charges will be applied at check-in) and identify yourself as a registrant of “FRS and FRBMA Annual Meeting™” or group code FL1329 to receive the group discount or make your reservation online at https://bit.ly/32NQBjv.

Group Room Rates Start At ..................$159/nt. (single/double occupancy)

HOTEL TAX: 13%

ROOM PREFERENCE:
King bed/Two queen beds (upon availability)
Smoke Free Property

HOTEL CUT-OFF DATE:
June 24, 2020, 5:00 PM local time.
(group rates 3 days prior/post – space available basis)

DAILY RESORT FEE: Waived

PARKING RATES:
Overnight Valet Parking - $20
Day Parking - $12

DEPOSIT POLICY: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card at the time of booking.

CANCELLATION POLICY: In order to avoid a penalty fee of one night’s room and tax, reservations must be cancelled seventy-two (72) hours prior to the individual arrival date and time. Check in time is: 4:00 PM; check out time is: 11:00 AM.

HOTEL: 321 N. Fort Lauderdale Beach Blvd.
Fort Lauderdale, Florida 33304
(954) 467-1111
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:

- Both Electronic and Printed color syllabus at an extra cost of $95.00

Subtotal $__________

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

FRS Diagnostic Radiology

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<th>Member in Good Standing</th>
<th>Out of State Chapter</th>
<th>Retired Member / Member in Physics</th>
<th>Resident / Fellow</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>On/Before June 25</td>
<td>$295</td>
<td>$295</td>
<td>$50</td>
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<tr>
<td>After June 25</td>
<td>$325</td>
<td>$325</td>
<td>No charge</td>
<td>$500</td>
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</table>

Radiation Oncology ONLY

<table>
<thead>
<tr>
<th>Member in Good Standing</th>
<th>Out of State Chapter</th>
<th>Retired Member / Member in Physics</th>
<th>Resident / Fellow</th>
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<tbody>
<tr>
<td>On/Before June 25</td>
<td>$100</td>
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Radiation Oncology (Saturday) and FRS Diagnostic Radiology (Sunday)

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<td>$325</td>
<td>No charge</td>
<td>$550</td>
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</table>

Subtotal $__________

FRBMA Please make checks payable to the FRBMA and mail to: FRBMA c/o Barbara F. Rubel MBA, FRBMA • 1257 Pleasant Point Road • Green Cove Springs, FL 32043

<table>
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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, Legacy Lecture Breakfast and Job Fair.

Friday, July 17, 2020

7:00 AM
Golf Tournament
- Registrant - $85
- Guest 1 - $85
- Guest 2 - $85
- Guest 3 - $85

Handicap:
- Handicap A:________
- Handicap B:________
- Handicap C:________
- Handicap D:________

6:00 PM
Wine & Cheese Reception
- Registrant - No Charge
- Guest 1 - $35
- Guest 2 - $35
- Guest 3 - $35

Subtotal $__________

Saturday, July 18, 2020

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 $__________

Sunday, July 19, 2020

7:30 AM
Legacy Lecture Breakfast
- Registrant - No Charge
- Guest 1 - $45
- Guest 2 - $45
- Guest 3 - $45

11:15 AM - 2:00 PM
Job Fair (No Charge for Job Seekers)
- Will Attend
- Will Not Attend

Hiring Employers Contact:
Lroger@edusymp.com

Subtotal $__________

Job Fair
- Will Attend
- Will Not Attend

Hiring Employers Contact:
Lroger@edusymp.com

Subtotal $__________

SUBTOTAL $__________

FRS Educational Foundation Donation

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Subtotal $__________

4 EASY WAYS TO REGISTER

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

MAIL
FRS
5620 West Sligh Avenue
Tampa, Florida
33634-4490

FRBMA
P.O. Box 1247
471 Pleasant Point Road
Green Cove Springs, FL 32043

PHONE
(813) 806-1070
(813) 806-1071

FAX
(386) 274-7118

A $50.00 processing charge will be made on refunds requested in writing prior to June 26, 2020. No refunds will be given on or after June 26, 2020.
Florida Radiological Society
Florida Radiology Business Management Association

2020 VISION:
Surviving and Thriving

July 17-19, 2020
The Westin Fort Lauderdale Beach Resort
Fort Lauderdale, FL

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

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

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