Annual Meeting of the
Florida Radiological Society

Florida Radiology Business Management Association

Forging Ahead into the Brave New World of Radiology

July 19 – 21, 2024
The Ritz-Carlton Orlando, Grande Lakes • Orlando, FL

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

Radiation Oncology Program:
4.5 AMA PRA Category 1 Credit(s)™
The 2024 Annual meeting of the FRS & FRBMA will focus on strategic planning for leadership and collaboration across healthcare systems and industry to help radiologists deliver optimal patient care. This year’s theme is “Forging Ahead into the Brave New World of Radiology.” Friday evening, 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 of the FRS and the FRBMA and appreciate the opportunity to thank them personally. There are additional opportunities to interact with the exhibitors on Saturday as the breakfast and coffee break will be held in the Exhibit Hall, and lunch with the exhibitors allows for continued discussion and interaction.


Saturday afternoon will feature Paul J. Chang, MD, FACR, FSIIIM The Richard L. Morin, PhD, FACR, FAAPM, Informatics Lecture: “Practical and Immediate AI Solutions & Anticipated Impacts of AI on Early Career Radiologists” and Amy Patel, MD “Balancing Personal, Clinical and Administrative Duties - Do I Have Time to Do All of This?,” followed by the resident poster symposium and breakout sessions for Radiation Oncology and the Resident and Fellow Section. The afternoon will conclude with Richard L. Duszak, MD, FACR, FSIR, FRBMA “Creating a Learning Healthcare System…the Reasonably Unreasonable Way,” and Barbara Rubel, MBA, FRBMA “Cybersecurity: How to Protect your Practice” and “2025 Proposed MPFS Update.”

The Gold Medal Reception and Awards Ceremony, our marquee event, will be held early Saturday evening to honor the FRS Gold Medal recipient, the FRBMA Above and Beyond Award recipient, and The LaDonna Nichols Lifetime Achievement Award recipient. Other outstanding FRS and FRBMA members will be recognized for their contributions to the practice of radiology throughout the year. An early start time for this event allows attendees and exhibitors the opportunity to enjoy the rest of the evening on their own.

Sunday begins with The Charles D. Williams, MD, FACR, Legacy Lecture and Breakfast: “PET Imaging: Past, Present, and Future,” presented by Thomas Yuschok, MD, FACR, and The Clinical Keynote Lecture: “Humanity and the Radiologist in the Era of Productivity & AI,” presented by Richard Gunderman, MD, PhD, followed by three clinical hot topic lectures given by junior faculty from programs around the state of Florida.
**RADIOLOGY PROGRAM**

**ABOUT THE MEETING**
The Radiation Oncology session will include presentations from both attending faculty and residents. Presentations will review important issues including the importance of radiation oncology involvement in ACR/FRS, the economics of brachytherapy, radiotherapy in the age of circulating tumor markers, the role of adaptive therapy for GI cancer and how cancer disparities affect the incarcerated population.

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

**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 and understand how to prepare for change.
- Learn about technology and payment trends that could impact radiology over the next decade.
- Understand how 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 accreditation requirements 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 11.0 **AMA PRA Category 1 Credit(s)**TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**RADIATION ONCOLOGY PROGRAM**

**ABOUT THE MEETING**
The Radiation Oncology session will include presentations from both attending faculty and residents. Presentations will review important issues including the importance of radiation oncology involvement in ACR/FRS, the economics of brachytherapy, radiotherapy in the age of circulating tumor markers, the role of adaptive therapy for GI cancer and how cancer disparities affect the incarcerated population.

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

**SCIENTIFIC SPONSOR**
Educational Symposia

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

- Understand the importance of radiation oncology involvement in ACR/FRS.
- Appreciate the economics of brachytherapy.
- Examine radiotherapy in the age of circulating tumor markers.
- Learn the role of adaptive therapy for GI cancer.
- Discuss how cancer disparities affect the incarcerated population.

*No special educational preparation is required for this CME activity.*

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Educational Symposia designates this live educational activity for a maximum of 4.5 **AMA PRA Category 1 Credit(s)**TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Radiology & Radiation Oncology combined: Those registering and attending the Radiology Program on Friday and Sunday will have the opportunity to claim an additional 5.0 **AMA PRA Category 1 Credit(s)**TM during the accredited portions of the program.
FRS YPS Networking Breakfast • Identify Opportunities of Organized Radiology

Friday, July 19, 2024 • 8:00 AM – 9:30 AM

For radiologists and radiation oncologists within 8 years of finishing training, join us in kicking off the annual FRS/FRBMA meeting with an overview of what to expect and who to meet based on your interests and goals. Get to know your fellow young professionals from across the country and hear from them about how to get the most out of participating in organized radiology.

These meetings have packed agendas with so much excellent content that it can be overwhelming for new attendees. You’ll hear from other early career physicians about how to get involved in programs offered by the FRS and ACR that can benefit you and your patients.

The cost to attend the YPS breakfast is $20 and you can sign up when registering for the meeting.

Looking forward to seeing you there!

FRS Contact
Lorraine Roger
Email: lroger@edisympt.com
Phone: (813) 806-1070

FRBMA Contact
Barbara F. Rubel, MBA, FRBMA
Email: brubel@mrsllc.com
Phone: 770-823-3597 (Cell)

Medical Student Opportunity for Residency Program Meet and Greet

Friday, July 19, 2024 • 6:00 PM – 7:00 PM

The FRS is hosting the 2nd annual meet and greet between Florida medical students and Florida diagnostic radiology, interventional radiology and radiation oncology residency programs! This is the perfect opportunity for medical students to learn about residency programs, as well as residency programs getting to know prospective applicants before next year’s interview season.

Join us Friday Evening prior to the Wine and Cheese Reception to meet with representatives from more than 10 residency programs and students from several universities across the state.

If you have any questions or would like to RSVP, please contact the FRS-RFS Medical Student Outreach Officer, Dr. Daniel Golden at rfs.studentoutreach@flrad.org.

ATTENTION HIRING EMPLOYERS

Early Registration is Recommended

2024 FRS Annual Meeting Radiologists Job Fair

Sunday, July 21, 2024 • 11:15 AM - 2:00 PM

First created in 2021, the Radiologist Job Fair was in response to requests from both Florida radiologists-in-training seeking employment and Florida radiology groups seeking to hire radiologists.

The FRS Job Fair is open to all Florida radiology, radiation oncology and medical physics residents and fellows-in-training, who are seeking employment opportunities.

The event is structured to provide attendees the opportunity to hear from all of the hiring companies which is followed by ample time for networking with company representatives. Plan on attending this hosted, professional, and informal Job Fair for both present and future Florida radiology positions. Refreshments will be provided.

Separate registration for the event is REQUIRED and is FREE to all those seeking employment. Hiring employers interested in participating in the Job Fair may contact Lorraine Roger at lroger@edisympt.com for more information.
FRS: President - Laura Vallow, M.D.  |  FRBMA: President - Lisa Adams, MBA, CEO

### 2024 Annual Meeting Program Chairs

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<tr>
<td>Santo Maimone, M.D.</td>
<td>Radiology Program Chair</td>
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<tr>
<td>Barbara Rubel, MBA, FRBMA</td>
<td>FRBMA Co-Program Chair</td>
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<td>Jeff Younger, MHA, FACHE, FRBMA</td>
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<td>Jennifer Peterson, M.D.</td>
<td>Radiation Oncology Program Chair</td>
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<tr>
<td>Brittany Rea, M.D.</td>
<td>RFS President &amp; Program Chair</td>
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### 2023 – 2024 FRS Program and Education Committee

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<td>Lisa Adams, CEO, MBA</td>
<td>Haley Letter, M.D.</td>
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<td>Gregg A. Baran, M.D., FACR</td>
<td>Tans Lucien Mohammed, M.D.</td>
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<td>Chintan Desai, M.D., FACR</td>
<td>Cedric Plaguez-Turull, M.D.</td>
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<td>Alan Porter, M.D., FACR</td>
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<td>Sonia Gupta, M.D.</td>
<td>Kurt F. Scherer, M.D.</td>
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<td>B. Nicholas Hatton, M.D.</td>
<td>Daniel Singer, M.D., FACR</td>
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<td>Douglas N. Hornsby, M.D., FACR</td>
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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.

**ADA COMPLIANCE:** 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) 806-1000.
# Radiation Oncology Faculty

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Radiology Program

Thursday, July 18, 2024
4:00 – 6:00 PM FRBMA Board Meeting

Friday, July 19, 2024
8:00 – 9:30 AM YPS Networking Breakfast
10:00 – 11:00 FRS Program & Education Committee Meeting
11:00 – 2:00 PM FRS Board Meeting
12:00 – 6:00 Registration

Radiology Practice Management Session
1:00 – 2:00 Radiology Executives Update
2:00 – 2:15 Break
2:15 – 2:45 The Worst Mistakes I Have Seen Radiology Groups Make
Lawrence R. Muroff, M.D., FACP
2:45 – 3:15 ACR Legislative Updates
Ted Burns, MPA
American College of Radiology
3:15 – 3:30 Coffee Break
3:30 – 4:15 The Keynote Radiology Practice Management Lecture:
The Cost of Imaging: First, Do No Harm
Richard Duszak, M.D., FACP, FSIR
FRBMA
4:15 – 5:00 Strategies for Recruiting and Retaining Radiologists
Frank J. Lexa, M.D., MBA, FACP
5:00 End of Radiology Practice Management Session

Saturday, July 20, 2024
7:00 – 8:00 AM Registration and Breakfast in Exhibit Hall

Radiology General Session: FRS/FRBMA
8:00 – 8:15 FRS and FRBMA Presidential Address
Laura A. Vallow, M.D.
FRS President
Lisa Adams, MBA, CEO
FRBMA President
8:15 – 8:30 Alison Dudley Report - Legislative Update
Alison Dudley, Lobbyist
8:30 – 9:15 Lawrence R Muroff, M.D., FACP, Radiology Leadership Lecture:
Health Policy Intersects with Radiology: From CPT/RUC and Surprise Billing
to Sustainability
Joshua A. Hirsch, M.D., FACP, FSIR, FSNIS
9:15 – 9:45 ACR Update
Alan H. Matsumoto, MD, FACP, FSIR, FAHA

Saturday, July 20, 2024 (Continued)
9:45 – 10:45 Break in Exhibit Hall
10:45 – 11:30 Steven G. Miles, M.D., FACP, Radiology Socioeconomic Lecture:
Strategic Planning for Individual Radiologists: How to Plan for a Successful 30-Year Career and
Also Take Care of “Future You”
Frank J. Lexa, M.D., MBA, FACP
11:30 – 12:15 PM Phillip S. Cook, M.D., FACP, FSIR, Strategic Issues Lecture:
Strategic Development When Dealing with Hospital & Practice Leadership
Kurt A. Schoppe, M.D.
Brought to you by Radiology Leadership Institute®
12:15 – 1:15 Lunch with Exhibitors
1:15 – 2:00 Richard L. Morin, Ph.D., FACP, FAAPM, Informatics Lecture
Practical and Immediate AI Solutions & Anticipated Impacts of AI on Early Career Radiologists
Paul J. Chang, M.D., FACP, FSIM
2:00 – 2:45 Balancing Personal, Clinical and Administrative Duties: Do I Have Time To Do All of This?
Amy Patel, M.D.
Brought to you by Radiology Leadership Institute®
2:45 – 3:15 Break and Resident Poster Symposium
3:15 – 4:00 What an Early Career Radiologist Can Expect from a Career in a Private Practice
Kurt A. Schoppe, M.D.
3:30 – 3:45 What an Early Career Radiologist Can Expect from a Career in Academic Practice
Alan H. Matsumoto, M.D., FACP, FSIR, FAHA
3:45 – 4:00 What an Early Career Radiologist Can Expect from a Career in a Single Specialty Practice (Breast Imaging)
Amy Patel, M.D.
4:00 – 4:15 What an Early Career Radiologist Can Expect from a Career in a Corporate Practice
Krishna Nallambetty, M.D.
4:15 – 4:30 Resident & Fellows Section Elections
4:30 Rejoin Radiology Program
3:15 – 4:00 Creating a Learning Healthcare System...The Reasonably Unreasonable Way
Richard Duszak, M.D., FACP, FSIR, FRBMA
Saturday, July 20, 2024 (Continued)

4:00 – 4:45  Cybersecurity: How to Protect Your Practice 2025 Proposed MPFS Update
Barbara F. Rubel, MBA, FRBMA

4:45 – 5:00  Question and Answer Session
Faculty

5:00  End of Session

5:45 – 7:30  Gold Medal Reception and Awards Ceremony

Sunday, July 21, 2024

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
PET Imaging: Past, Present and Future
Thomas J. Yuschok, M.D., FACR

8:45 – 9:30  Clinical Keynote Lecture: Humanity and the Radiologist in the Era of Productivity and AI
Richard B. Gunderman, M.D., Ph.D.

9:30 – 9:45  Coffee Break

Saturday, July 20, 2024 (Continued)

Clinical Hot Topics in Radiology

9:45 – 10:05  3D Printing: Current and Future Utilizations and Impacts for Radiologists
Jonathan M. Ford, Ph.D.
USF Health Morsani College of Medicine

10:05 – 10:25  Abdominal Imaging: Utilization of Hepatobiliary Agents in MRI Follow-Up of Locoregional Therapy for HCC
Laura Magnelli, M.D.

10:25 – 10:45  AI in Breast Imaging: Risk Prediction and Cancer Detection
Haley P. Letter, M.D.

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 PM  End of Meeting

Faculty & topics subject to change.
Saturday, July 20, 2024
7:00 – 8:00 AM Registration

Radiation Oncology Program: FRS/FRBMA

8:00 – 8:15 FRS and FRBMA Presidential Address
Laura A. Vallow, M.D.
FRS President
Lisa Adams, MBA, CEO
FRBMA President

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

8:30 – 9:15 Lawrence R Muroff, M.D., FACR, Radiology Leadership Lecture: Health Policy Intersects with Radiology: From CPT/RUC and Surprise Billing to Sustainability
Joshua A. Hirsch, M.D., FACR, FSIR, FSNIS

9:15 – 9:45 ACR Update
Alan H. Matsumoto, M.D., FACR, FSIR, FAHA

9:45 – 10:00 Break in Exhibit Hall

Radiation Oncology Program

10:00 – 10:25 The Importance of Radiation Oncology Involvement in ACR/FRS
Arya Amini, M.D.
Associate Professor, Radiation Oncology
City of Hope California

10:25 – 10:50 The Economics of Brachytherapy
Andrew Farach, M.D.
Associate Professor, Radiation Oncology
Houston Methodist, Texas

10:50 – 11:00 Break

Saturday, July 20, 2024 (Continued)
11:00 – 12:15 PM Radiation Oncology Resident Presentations

12:15 – 1:15 Lunch with Exhibitors

1:15 – 1:40 Radiotherapy in the Age of Circulating Tumor Markers
Kathryn Hitchcock, M.D., Ph.D.
Associate Professor, Radiation Oncology
University of Florida, Florida

1:40 – 2:10 Radiation Oncology Resident Presentations

2:10 – 2:35 The Current and Future Role of Adaptive Therapy for GI Cancer
Jessica Fraker, M.D.
Associate Member, Radiation Oncology
Moffitt Cancer Center, Florida

2:35 – 2:50 Break

2:50 – 3:15 Cancer Disparities in the Incarcerated Population
Oluwadamilola Oladurn, M.D., MA, MBA
Assistant Professor, Radiation Oncology
Mayo Clinic, Florida

3:15 – 4:00 Radiation Oncology Resident Presentations

4:00 End of Radiation Oncology Session

4:00 Rejoin General Session

4:00 – 4:45 Cybersecurity: How To Protect Your Practice
Barbara F. Rubel, MBA, FRBMA

4:45 – 5:00 Question and Answer Session
Faculty

5:00 End of Session

5:45 – 7:30 Gold Medal Reception and Awards Ceremony

Faculty & topics subject to change.
**Accommodations**

The Ritz-Carlton Orlando, Grande Lakes

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**About The Resort**

Inspired by the grand palazzos of Italy, The Ritz-Carlton Orlando, Grande Lakes is one of the true luxury resorts to call America’s playground home. Savor fine dining at its freshest and prepare your senses for a culinary experience like no other. Rejuvenation comes naturally with unique spa treatments or by relaxing beneath a shaded poolside cabana.

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**Getting To The Resort**

Fly directly to Orlando International Airport, located approximately 15 minutes northeast of the Ritz-Carlton Orlando, Grande Lakes. Daily non-stop flights are available.

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**Space is Limited - Reserve Today:**

The Ritz-Carlton Orlando, Grande Lakes for Reservations at: (888) 707-9325 and identify yourself as a registrant of “FRS and FRBMA Annual Meeting” to receive the group discount or make your reservation online at:


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**Group Room Rates**

$261/night

**Hotel Cut-Off Date:**

Wednesday, June 19, 2024

**Check-In/Out:**

Check in time is 4:00PM. Check out time is 11:00AM.

**Taxes & Fees:**

All hotel room rates are subject to state and local taxes (currently 12.5%).

**Discounted Daily Resort Fee:**

$25 per room, per night is in effect at the time of check in.

**Valet Parking:**

50% off of the current rate of $52.00, which would be $26.00, per vehicle, per night.

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**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:**

All cancellations, arrival and departure date changes must be made 5 days prior to scheduled arrival date/time to avoid a one-night penalty charge in full.

**Hotel**

4012 Central Florida Parkway
Orlando, FL 32837
(407) 206-2400
Meeting Registration & Events

TUITION INCLUDES: Wine & Cheese Reception, Exhibitor Lunch, Gold Medal Reception, Legacy Lecture Breakfast and electronic syllabus.

PLEASE CHECK The Meeting You Wish To Attend (Attendance will be limited; therefore, early registration is strongly suggested):

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

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<th>Out of State Chapter</th>
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Subtotal $____________

- FRBMA Checks payable to the FRBMA and mail to:
  FRBMA c/o Barbara F. Rubele MBA, FRBMA • 1257 Pleasant Point Road • Green Cove Springs, FL 32043

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Subtotal $____________

FRS YPS Networking Breakfast • Friday, July 19, 2024 • 8:00 AM – 9:30 AM

- Yes, I Will Attend ........................................ $20

Medical Student Meet & Greet • Friday, July 19, 2024 • 6:00 PM – 7:00 PM

- Yes, I am a Medical Student and Will Attend
- Yes, I am a Resident Program Director/Rep and Will Attend

FRS Annual Meeting Radiologists Job Fair • Sunday, July 21st • 11:15 AM – 2:00 PM

- Yes, I Will Attend (Register for the Job Fair ONLY if you will attend. Hiring companies and food & beverage commitments are based off of attendance.) Hiring employers will need to contact roger@edusymposium.com if they want to register/participate.

Guest Registration

| Name |  |  |  |
|------|  |  |  |
| Name |  |  |  |
| Name |  |  |  |

Total Amount Enclosed $____________

4 EASY WAYS TO REGISTER

INTERNET SECURE CHECKOUT!

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

FRBMA c/o Barbara F. Rubele MBA, FRBMA 1257 Pleasant Point Road Green Cove Springs, FL 32043

PHONE: FRS (813) 806-1070 FRBMA (904) 657-2038

FAX: (813) 806-1071

Name:  MD  DO  PhD  PA  Other

Company

Address City / State / Zip / Country

Phone

Email (REQUIRED)

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Cardholder Signature

A $50.00 processing charge will be made on refunds requested in writing prior to June 14, 2024. No refunds will be given on or after June 14, 2024.
Florida Radiological Society
5620 West Sligh Avenue
Tampa, Florida 33634-4490

Florida Radiological Society

&

Florida Radiology Business Management Association

Forging Ahead into the Brave New World of Radiology

July 19 - 21, 2024
Ritz-Carlton Orlando, Grande Lakes
Orlando, FL

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

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