



# RLI Power Hour

## Stories of Leadership Initiatives & Impact

Vivek Masson, MD, DABR

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# IMPACT

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- Radiologists
  - Doctor's doctor
  - Major conduit of the modern hospital
- BUT often times forgotten in the shadows and dark rooms
  - How do we show value?
  - How do we deliver IMPACT?

## 4 Key Steps to Deliver Impact at a Community Level (adapted from lessons learned at the RLI)

1. Mission Statement (Simon Sinek: Start with Why?)
2. Stakeholder Buy In (Brent Wagner MD)
3. Financials (Frank Lexa MD)
4. Political / Public Health Outreach (William Thorwarth Jr MD)

# Mission Statement



Why?

Start with Why? (Simon Sinek)

Broad and Aspirational

Don't get bogged down in details



“Development of a State of the Art Women’s Health Pavilion that will directly address barriers to care and systemic bias in our local community.”

# The Problem

## 2 tier system of health care in NJ

- Affluent suburban : Excellent payor mix
- Densely populated urban: Suboptimal payor mix

## Jersey City

- 300k people
- Asian (26%), White (24%), Black (24%), Hispanic (24%), Other (2%)
- High Undocumented Worker Population 40k (13%)

## Barriers to Care

- Lost daily wages / High Costs for our patients who came to us for care; Compounded on multiple visits
- Many advanced services not offered locally: High travel expenses for our patients

# BUY IN

- Develop Strong Relations
  - Corporate Administrative Team
    - Sell your vision
    - Know your numbers
    - Emphasize downstream revenue
  - Medical Staff Leadership/ Target Referring Physicians
    - Know your target audience (Gynecology, Oncology, Surgery, IR)
    - Explain how this venture can benefit their practices

# Financials



**KNOW YOUR NUMBERS!**

RLI / Dr Lexa excellent resources to interpret financial statements



Project should make financial sense



Our goal was to be self sufficient and sustainable while providing additional downstream sources of revenue



## Political Outreach / Community Impact

- Addressing BIG Issues CANNOT be done in a vacuum
- SELL the societal importance of the project
- Political buy in to overcome legislative and financial hurdles
  - Mayor, Councilman, State Senators

# OUR LOCAL IMPACT: LAVERNE



RLI Power Hour Webinar Series



The Women's Health Pavilion at Christ Hospital in Jersey City is Open!



The Women's Health Pavilion has the latest technologies in women's reproductive and bone health including a radiology center that has 3D imaging and image assisted procedures. The Women's Health Pavilion is equipped with cutting edge technologies for the highest quality care. With top of the line equipment our staff is able to provide diagnostics and treatments that are of the highest safety, accuracy, and comfort.