

CREATING A

FUTURE-PROOF PRACTICE



2018 RLI LEADERSHIP SUMMIT

SEPT. 7-9, 2018 | BABSON COLLEGE | WELLESLEY, MA



**RADIOLOGY®
LEADERSHIP
INSTITUTE**
AMERICAN COLLEGE OF RADIOLOGY

EARN CME CREDITS

BECAUSE NOBODY

HAS A CRYSTAL BALL...

Nobody knows what the future will bring. But one thing is certain: how you practice now will be quite different in future years.

The 2018 RLI Leadership Summit will provide you with a deeper understanding of some of the biggest challenges facing health care and radiology today and how to turn those challenges into opportunities for capturing greater value in the modern patient cycle of care.



ALL NEW, EXCITING INTERACTIVE SESSIONS

This year the Summit will feature:

- Roleplay scenarios where you will compete in teams against others to see if you can “win” the negotiation
- Assessments of your emotional and social competence and immediate tactics you can use to generate a more productive and happier practice environment
- Techniques to bust open your creativity and look at value-stream maps to re-imagine care-path designs
- A decomposition of the “return on equity” so you will thoroughly understand the key financial levers that drive value in your practice

Plus, we will have a special panel session on Lateral Leadership that will discuss how radiology departments address the various constituencies with which they interact and how to lead across the lines for more effective system management.

The RLI Leadership Summit is the only leadership training program in radiology that is designed in close collaboration with business school experts to bring to bear the best business theories and research on how to improve your practices and departments.



REGISTER TODAY AT RADIOLOGYLEADERS.ORG/LEADERSHIP-SUMMIT



SCHEDULE AT A GLANCE

FRIDAY, SEPT. 7

7:00 – 8:30 AM

Breakfast Available

7:30 – 8:30 AM

Program Registration

8:30 – 8:45 AM

SUMMIT WELCOME

Alexander M. Norbash, MD,
MS, FACR

Gaurab Bhardwaj, MBA, PHD

8:45 AM – NOON

LEADING WITH SOCIAL AND EMOTIONAL COMPETENCE

Scott N. Taylor, MBA, PHD

Cheri L. Canon, MD, FACR

NOON – 1:15 PM

Lunch

1:30 – 5:00 PM

LATERAL LEADERSHIP PANEL DISCUSSION

Harprit Bedi, MD

McKinley Glover IV, MD, MHS

Andrew R. Menard, JD

6:00 – 9:00 PM

Cocktail Reception &
Leadership Luminary Dinner

SATURDAY, SEPT. 8

7:00 – 8:30 AM

Breakfast Available

8:30 AM – NOON

DESIGN THINKING IN RADIOLOGY

Wiljeana Glover, MBA, PHD

Phil Licari, MBA

Alexander M. Norbash, MD,
MS, FACR

NOON – 1:15 PM

Lunch

1:30 – 5:00 PM

FINANCE

Richard T. Bliss, MBA, PHD

Geoffrey D. Rubin,
MD, MBA, FACR

6:00 – 8:30 PM

Dinner Available in
Dining Room

SUNDAY, SEPT. 9

7:00 – 8:30 AM

Breakfast Available

8:30 AM – NOON

DYNAMICS OF COALITION BUILDING

Lakshmi Balachandra, MBA,
PHD

Lawrence Muroff, MD, FACR

NOON – 12:30 PM

SUMMIT WRAP-UP

Alexander M. Norbash, MD,
MS, FACR

Gaurab Bhardwaj, MBA, PHD

12:30 PM

Lunch (Optional)

Participants depart from
Babson Executive
Conference Center

“THE PRESENTATIONS WERE VERY ENGAGING AND INFORMATIVE. IT GAVE US, AS RADIOLOGISTS, AMAZING INSIGHT INTO THE BUSINESS MODELS WE ENCOUNTER IN OUR DAILY LIVES, HELPING GIVE PERSPECTIVE.”



SESSION DESCRIPTIONS

LEADING WITH SOCIAL AND EMOTIONAL COMPETENCE

FRIDAY, SEPT. 7 | 8:45 AM – NOON

Research shows that outstanding leaders, at any level and across all industries, demonstrate high emotional intelligence. Strong emotional and social skills are fundamental for creating overall positive environments and improving performance. These skills unify teams and are the difference between average and outstanding leaders.

In this session you will learn what the three major causes of derailment for leaders are, why connections matter and how to leverage relationships as performance tools, and gain a much deeper understanding of human motivation to create sustainable improvement.

You will leave with proven strategies to help you develop better emotional and social skill sets and practical steps to take home with you to work on, measure and improve your leadership skills to get the very best out of yourself and those you lead.

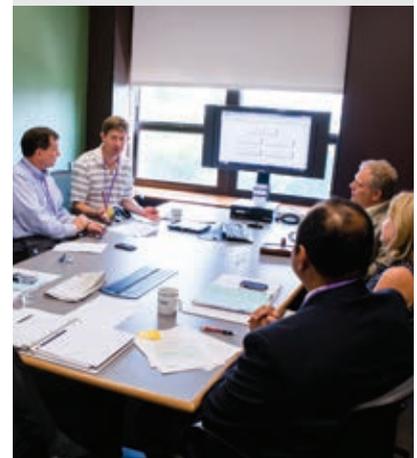


LATERAL LEADERSHIP PANEL DISCUSSION

FRIDAY, SEPT. 7 | 1:30 – 5:00 PM

Radiology departments typically include a number of different constituencies. These groups work in close quarters, creating challenges where any degree of disagreement or imperfect alignment could be falsely perceived as factionalism, such as radiologists against trainees or trainees against technologists. Three individual examples include radiologists, trainees and non-radiologists within the department. The non-radiologists include technologists, nurses, administrators and other essential personnel.

Within each of these examples, there are remarkable leaders. For these leaders to succeed, they must be able to work effectively and efficiently across "lines" where they may not have formal authority. Successful leadership necessitates an understanding of both formal authority and informal influence, with an understanding of how both can be mobilized and focused to realize desired goals. How do effective leaders utilize both their formal authority and their informal influence to lead across lines and laterally?





SESSION DESCRIPTIONS

DESIGN THINKING IN RADIOLOGY

SATURDAY, SEPT. 8 | 8:30 AM – NOON

Learn how to examine your operations for potential care-path redesign through innovative means. Using techniques from operations management, including design thinking and lean management, we will:

- Cover the core principles and techniques of Design Thinking
- Apply Design Thinking techniques to improve/redesign areas of opportunity
- Examine extent of value alignment across your key stakeholders
- Complete a value stream map, including steps and operations metrics, of at least one major process within the care-path
- Identify additional areas of opportunity (e.g., delays in your process) from the value stream map and sketch a plan of action
- Discuss how those areas of opportunity may impact ongoing operations or position an operation for growth; consider how these tools might be used in risk assessment and mitigation

FINANCE

SATURDAY, SEPT. 8 | 1:30 – 5:00 PM

The extent to which radiologists own imaging assets varies substantially across practice types, from capital intensive, to others less tangible such as human assets and capital limited to infrastructure support. This session will consider how the principles of value creation apply across this mix of practice assets to help you learn the key financial levers that drive the value of your practice.

We will use the DuPont formula to decompose “Return on Equity” as the basis for this discussion. From this foundation of improving profitability, increasing asset utilization and the judicious use of leverage, you will better understand how to maximize the value of your practice and return on equity to its owners. The emphasis will be on identifying the key metrics needed to measure and enhance value creation.

“

THIS WAS ONE OF THE BEST AND MOST APPLICABLE SESSIONS I'VE ATTENDED IN THE PAST 3 YEARS AND TAUGHT EXTREMELY WELL. THE CONTENT WAS PRESENTED IN A WAY THAT MADE ME FEEL THAT I COULD IMMEDIATELY IMPLEMENT IT.”



SESSION DESCRIPTIONS

DYNAMICS OF COALITION BUILDING

SUNDAY, SEPT. 9 | 8:30 AM – NOON

The classic radiology delivery model has been disrupted by practice consolidations, mergers and acquisitions, and integrations. The goal of any negotiation is to create a firm, lasting and durable agreement. However this becomes more difficult when there are multiple parties at the table.

So, how do you reach this desired goal when so many moving parts and competing interests weave throughout the negotiation process?

In this highly interactive session, you will take part in an exciting roleplay scenario where you will practice your negotiation skills and see if you can “win” the negotiation game. Yes, we will be keeping score.

Learn how to uncover the varied interests of all parties to create a negotiation campaign that includes a stakeholder map and detailed negotiation strategy. Plus learn how to strengthen and leverage your network for more successful future negotiations.

LEADERSHIP LUMINARY DINNER

FRIDAY, SEPT. 7 | 6:00 – 9:00 PM

Join us for an evening of celebration as we honor our industry’s most respected radiology leaders. You will have the opportunity to network with your colleagues, Luminary honorees and some of the most prominent leaders in radiology. It is a great event to honor those who have truly made an impact on radiology and health care.

MEET THE FACULTY

BABSON FACULTY

Lakshmi Balachandra, MBA, PhD
Gaurab Bhardwaj, MBA, PhD (Co-chair)
Richard T. Bliss, MBA, PhD
Wiljeana Glover, MS, PhD
Phil Licari, MBA
Scott N. Taylor, MBA, PhD

RLI FACULTY

Harprit Bedi, MD
Cheri L. Canon, MD, FACR
McKinley Glover IV, MD, MHS
Andrew R. Menard, JD
Lawrence R. Muroff, MD, FACR
Alexander M. Norbash, MD, MS, FACR (Co-chair)
Geoffrey D. Rubin, MD, MBA, FACR



REGISTRATION + HOTEL

TUITION RATES

MEMBER	NON-MEMBER	AFFILIATE	MILITARY	RESIDENT/FELLOW
\$1,695	\$2,195	\$1,895	\$850	\$850

Maximize Your Summit Experience: Bring a Team

Team Pricing is now available. Pay the full rate for the first person and get 50% off of the second registration (discount will be taken off the lower-priced registration). Both attendees must register at the same time.

Register your team today by contacting Meetings Registration at 1.800.373.2204 or by email at rlimeetings@acr.org.

CANCELLATION/REFUND GUIDELINES

Full refunds, less a \$100 administrative fee, will be granted in response to written notification of cancellation received on or before 8/5/18. Any cancellations received after that date will not be refunded. Refunds will not be issued after 8/5/18 or for no-shows; however, substitutions are welcome. Submit your cancellation request via email to rlimeetings@acr.org.

HOTEL INFORMATION

BABSON EXECUTIVE CONFERENCE CENTER

One Snyder Drive
Babson Park, MA 02457-0310
Ph. 781.239.4000

Visit radiologyleaders.org/leadership-summit to book your stay at the exclusive Babson Executive Conference Center.

Please download the Conference Center Accommodations Form and fax to 781.263.3799 or email to becreservations@babson.edu. For assistance by phone, contact reservations at 781.239.5816. Please use reference ID RLI2018 when you call.

ABOUT THE VENUE:

The Babson Executive Conference Center is located on Babson College's campus in Wellesley, Massachusetts, 20 minutes from Boston and Logan International Airport. Offering a rare blend of conference facilities and thoughtful amenities, the seclusion and serenity of our setting ensures the focus of your meeting is on your objectives. Our 211 guest rooms come complete with work spaces and complimentary wireless Internet access. And for your leisure time, Babson also offers inviting living rooms with fireplaces and a lounge for relating and relaxing. We also invite you to take advantage of recreational amenities like our billiards in the Bottom Line Lounge or on-site exercise equipment in the fitness room.



REGISTER TODAY

[RADIOLOGYLEADERS.ORG/LEADERSHIP-SUMMIT](https://radiologyleaders.org/leadership-summit)

1.800.373.2204

“ I HAVE BEEN INVOLVED IN NEGOTIATIONS AND HAVE DONE MY BEST TO PREPARE FOR THEM. THIS LECTURE AND THE EXERCISES PROVIDED VERY USEFUL GUIDANCE THAT IMPROVED MY SKILLS AND STRATEGIES.”