

What is the problem?

Only two of the thirteen procedures assigned Level One, an expected skill of all radiologists, by the ACR/SIR task force were in the "comfort zone" of more than 50% of finishing fourth year residents and fellows

paracentesis and thoracentesis

Catherine J Everett MD MBA FACR

ACR 2002

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Jobs to be Done Theory: Clayton Christiansen HBS

Discover what job consumers are hiring your product to do.




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Question: How to sell more milkshakes

Focus Group
How to improve the milkshake



Interview milkshake buyers
What is the job of your milkshake?



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What were your alternatives to a milkshake? E



Sticky



Takes two hands




Doesn't last long enough

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The job: make the drive more pleasant E



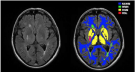
- Hold with one hand
- Thick and long lasting...takes 23 minutes to drink through the straw
- Lasts for hours...counters the 10 AM "hungry"

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THE JOB: Create a workforce of subspecialty radiologists E



- 2014 ABR changed the Board requirements which resulted in strong encouragement of fellowship training, and lessened the value of general radiology knowledge and skills
- 95% of radiology residents do at least one subspecialty fellowship
- The development of the separate specialty of Interventional Radiology significantly decreased the number of procedures available to DR trainees
- A report of trends in invasive procedural volumes among diagnostic radiology residents showed that from 1997 to 2016, invasive procedures fell from 34.2% to 14.3% of resident work effort for Medicare-billed resident activity
- Presently, diagnostic radiology residents are required to perform only 25 image-guided biopsies or drainages during training







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Wrong JOB!!

- AAWR job postings 41% contained "general radiologist" in the job description
- Top 25 IR procedures by volume comprise 75% of the billing, 85% of these are not performed by Interventional radiologists
- 55% of subspecialty radiologists perform less than 50% of their work within their subspecialty
- The performance of "light IR" by NPRPs has grown exponentially from 0% in 1994 to 11% in 2012
- The non-fellowship trained "generalists" are retiring
- Large systems/practices acquire smaller hospitals/practices, and with it the need for versatile Radiologists

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THE JOB: Create a workforce of RADIOLOGISTS with subspecialty expertise



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THE FUTURE OF RADIOLOGY
DANA M. HOLLAND

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