



RLI Power Hour

Branding: Strategies on How to Define/Redefine Your Personal Brand

Kimberly Beavers, MD

Radiologist, Breast Imaging, AdventHealth Imaging

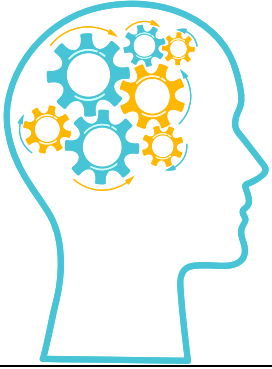
Samir B. Patel, MD, FACR

Radiology, Inc. Value Management Program Founder and Director
Beacon Health System Board of Directors

April 21, 2021

Conflicts of Interest

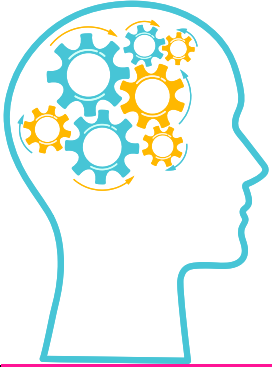
- Kimberly Beavers, MD
 - None
- Samir B. Patel, MD, FACR
 - None



Personal Branding for Residents and Fellows: Leveraging your talents to achieve your goals

Kimberly Beavers, MD

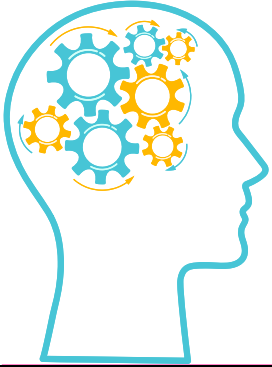




Learning Objectives

- Define personal branding
- Know why a personal brand is important
- See brands in action
- Learn how to develop your personal brand
- Understand social media basics
- Closing thoughts



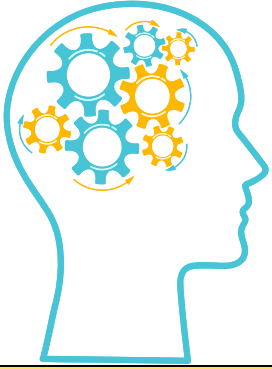


A quick why

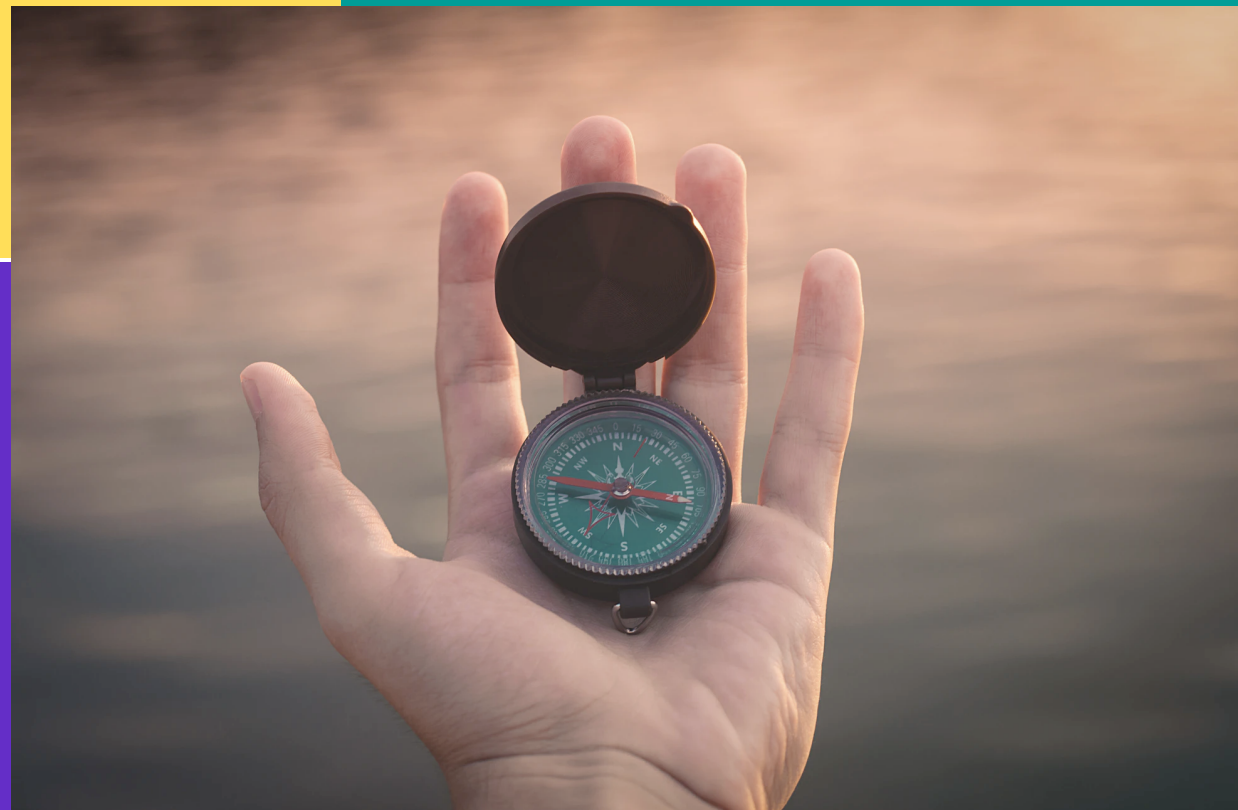


“To me, marketing is about values. This is a very complicated world. It’s a very noisy world. And we’re not going to get a chance to get people to remember much about us... So we have to be really clear on what we want them to know about us... people with passion can change this world for the better.”

Steve Jobs

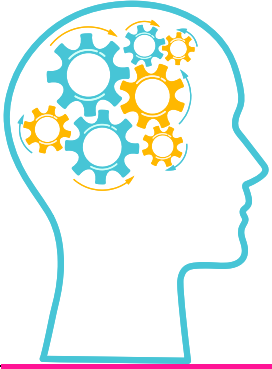


You already have a brand



So there is no need to feel
intimidated.

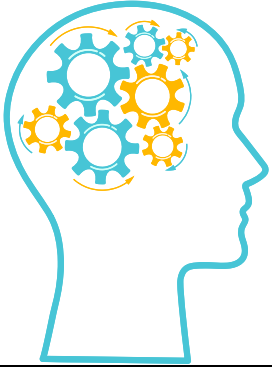
Bring branding to your attention.



What is personal branding?

The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.





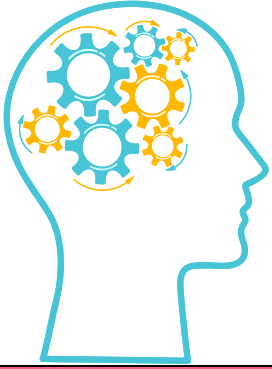
What is a personal brand?

TLDR examples:

Help more patients, by giving them the best possible care, with my particular expertise.

Provide high quality, up-to-date, free radiology education to medical students and residents, using my unique talents.

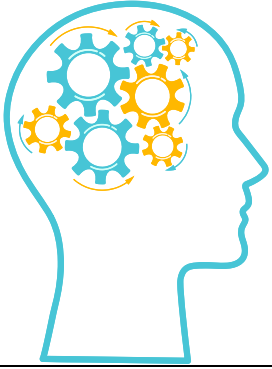




Personal brand examples

Delivering exceptional quality, personalized patient care in breast imaging through clinical excellence, patient advocacy, and the education of future radiologists.





Personal Branding

What it is

What you want to show the world

How you want to **show up** to the world

Personal and professional skills, talents, and beliefs

Dynamic and evolving

What it isn't

Dishonest or inauthentic

What/who you wish you were

All of your passions and talents

Hard to do

Static



Why have a personal brand?

How a brand helps:

- Focus talents and passions
- Attract desired opportunities
- Filter out projects that aren't for you
- Grow in credibility
- Become an expert
- Achieve personal and professional growth





Brands in Action

What are their brands?

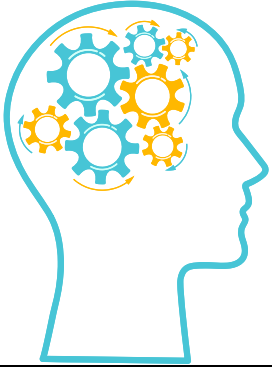




Brands in Action

Every brand is as unique as the individual





Getting Started

What do I do that adds remarkable, measurable, distinguished, distinctive value?(1)

What do I do that I am most proud of?

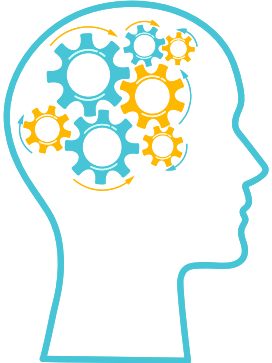
What would I want to achieve if I knew I would succeed?

What would I want to be famous for or remembered for? (1)

What contribution do I want to make to society as a radiologist?

(1)"The Brand Called You"

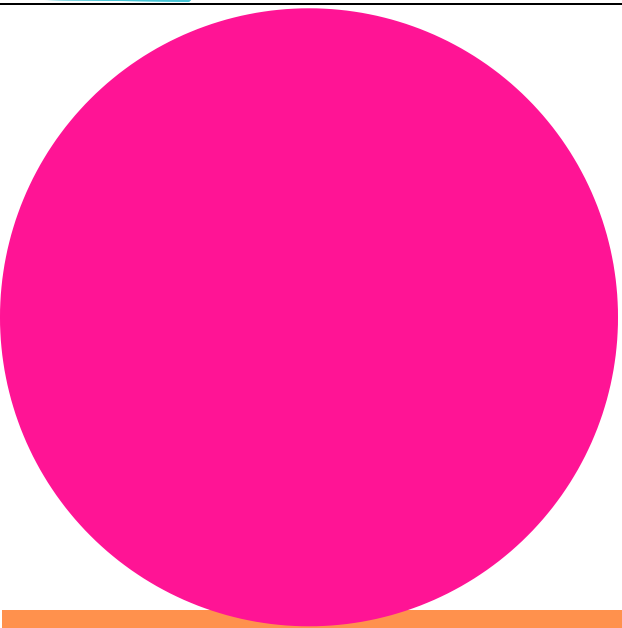
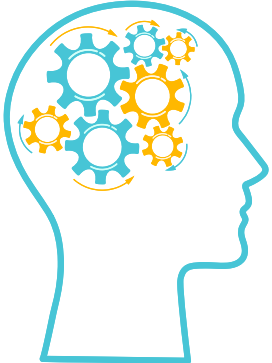




Starters for residents and fellows



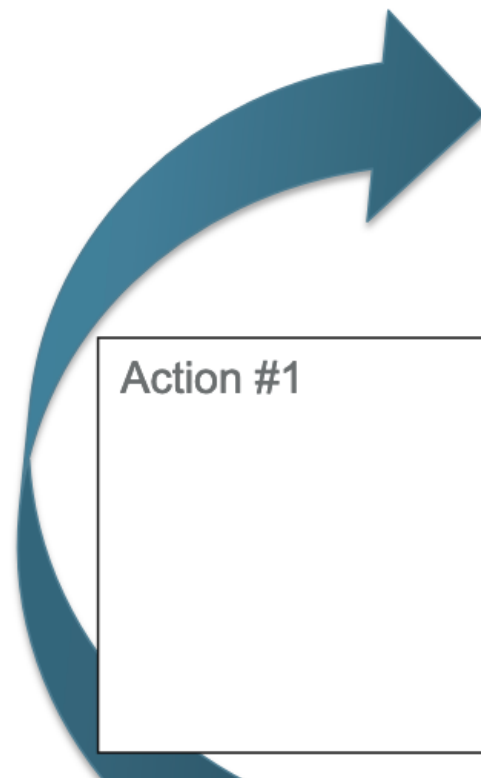
Advocacy Super-specialist
 Thought
 Certification Educator Women
 Innovator Practice Students
Research Governance Intelligence
 Generalist Entrepreneur Business
 Organized Publications
 Expert **Leader** International
 Informatics **Radiology**
 Global Mentor Artificial
 Clinician Patient-Centered
 Patient Clinical
 Education



CURRENT AND FUTURE BRAND

Future Brand Elevator Pitch

(1-3 sentence description of the unique value you want to communicate)



Action #1

Action #2

Action #3

Current Brand

(1-3 sentence description of how you are viewed by others now)

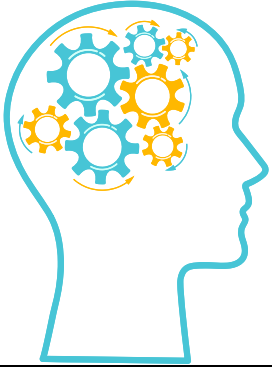


AMERICAN COLLEGE OF RADIOLOGY — ALL RIGHTS RESERVED

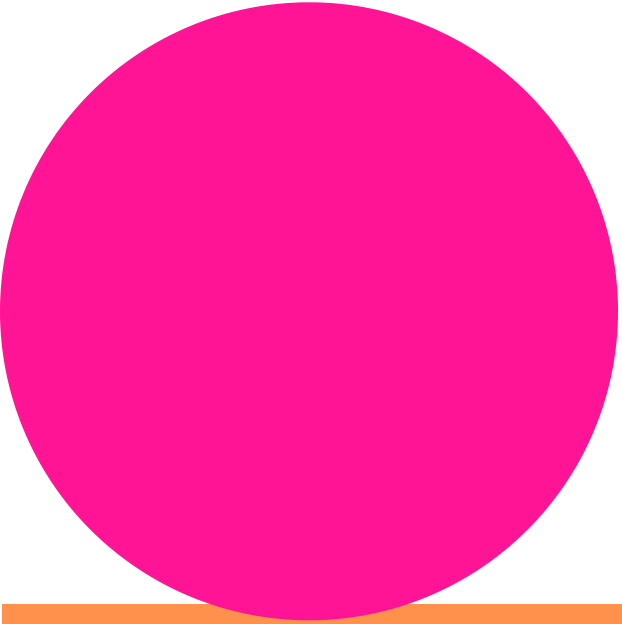
BABSON EXECUTIVE EDUCATION / WWW.BABSON.EDU/EXEC

J. Mark Carr, Babson College





Give it a try!



Workshop your elevator pitch (or succinct summary of your personal brand)



On paper (with a pen!)



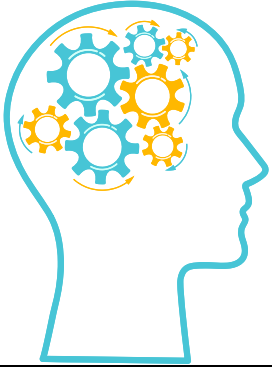
In the mirror



With your pet/friend/partner



With your mentor

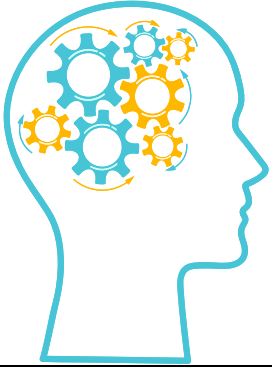


Brands in Action

When do I "apply" my personal brand?

- Meetings with your program director or mentor
- At fellowship interviews
- When networking (virtually or in person) at professional conferences
- When selecting projects
- When budgeting your bandwidth
- When searching for and applying for jobs

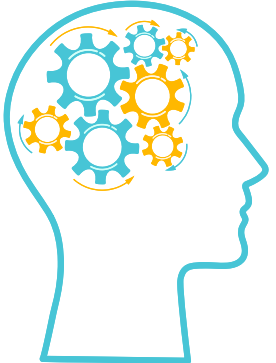




Social Media Basics

Professional networking
Peer networking
Engagement
Promotion
Education





Social Media Basics

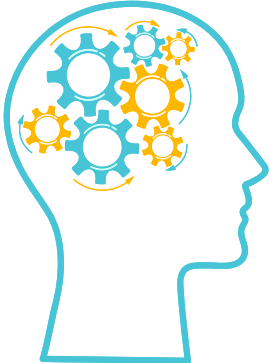
Do:

- Network
- Stay up to date on events and meetings
- Promote publications and ideas
- Collaborate with colleagues
- Find and be a mentor

Don't:

- Assume anything is private
- Share PHI
- Dishonesty
- Violate employer policies





Social Media Basics

5 things you can do with SoMe today:

1. Make an account!
2. Update your profile
3. Follow people you can learn from
4. Follow organizations relevant to you
5. Do your research

**@RADIOLOGYACR, @FUTURERADRES,
#RADRES, #RADLEADERS**





Social Media Basics



Reuben William Horace II, MPH
@reubixxcube

...

Hi [#MedTwitter](#) ! My name is Reuben Horace and I'll be applying Emergency Medicine for [#Match2022](#)!

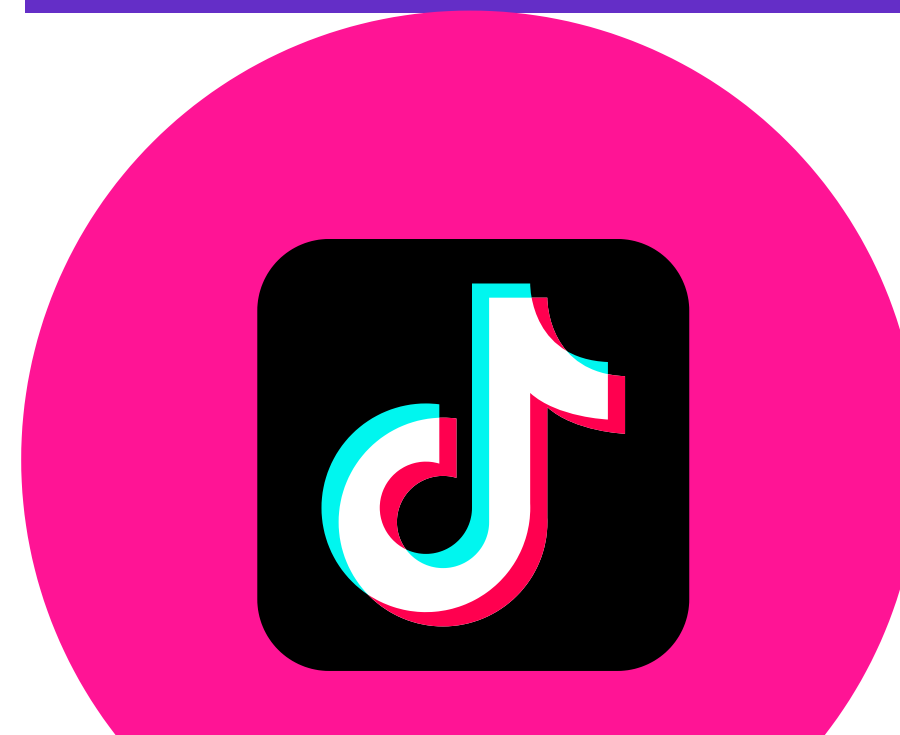
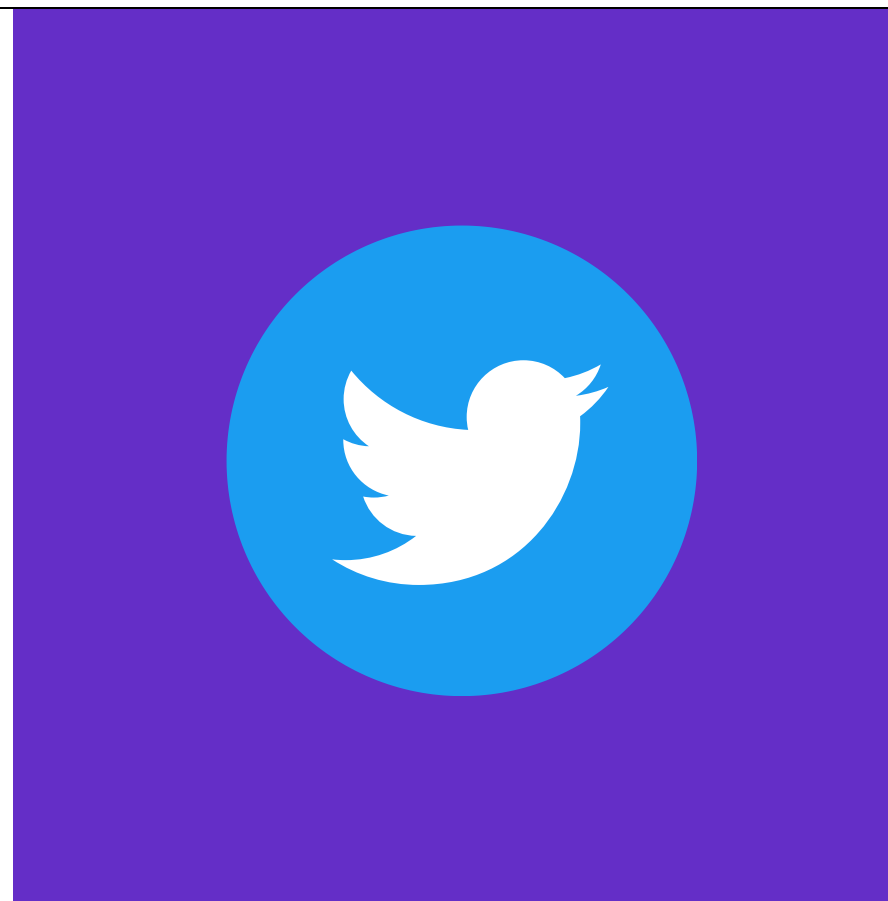
Im passionate about cardiovascular research, mentorship, baking, and community engagement

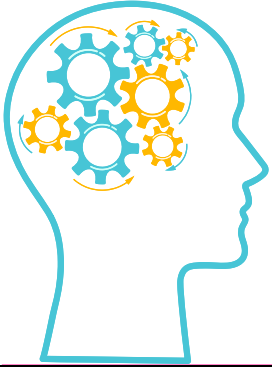
Looking fwd to being a friendly face in an ED near you next year!

[#EMBound](#)



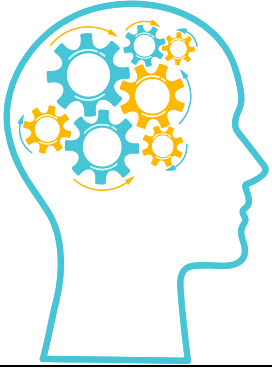
ACEP Members and 4 others





The good news — and it is largely good news — is that everyone has a chance to stand out. Everyone has a chance to learn, improve, and build up their skills. Everyone has a chance to be a brand worthy of remark.

"The Brand Called You"



Let's connect!



@kbeaversmd



kimberlybeaversmd@gmail.com



References and Suggested Reading



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Radiology, Inc. Value Management Program Founder and Director
Beacon Health System Board of Directors

Learning Objectives

- At the conclusion of this webinar, participants will be able to:
 - Identify ways to establish or redefine your brand
 - Discuss the pros and cons of social media in professional branding
 - Explain why stagnation is bad even after reaching leadership levels
 - Employ tips to better track career accomplishments going forward

Conflicts of Interest

- Kimberly Beavers, MD
 - None
- Samir B. Patel, MD, FACR
 - None



RLI Power Hour

April 21, 2021

Branding: Strategies on How to Define/Redefine Your Personal Brand

Mid-Career & Beyond

Samir B. Patel, MD, FACR

Radiology, Inc. Value Management
Program Founder and Director

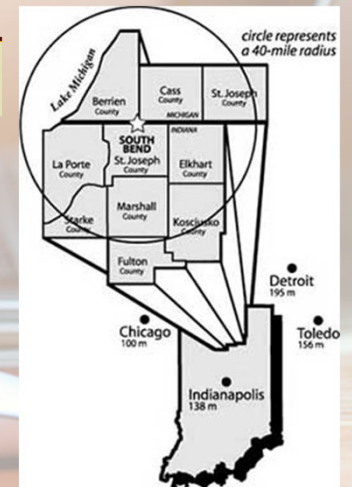
Beacon Health System Board of Directors

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RADIOLOGY
INC.
Serving North Central Indiana since 1904







Personal Brand and Personal Branding

Personal Brand

A personal brand is a widely recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

“One's story”: Who you are, what you stand for, uniqueness (differentiation).

Personal Branding

The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.

Effort to communicate and present your value to the world.

www.Wikipedia.com

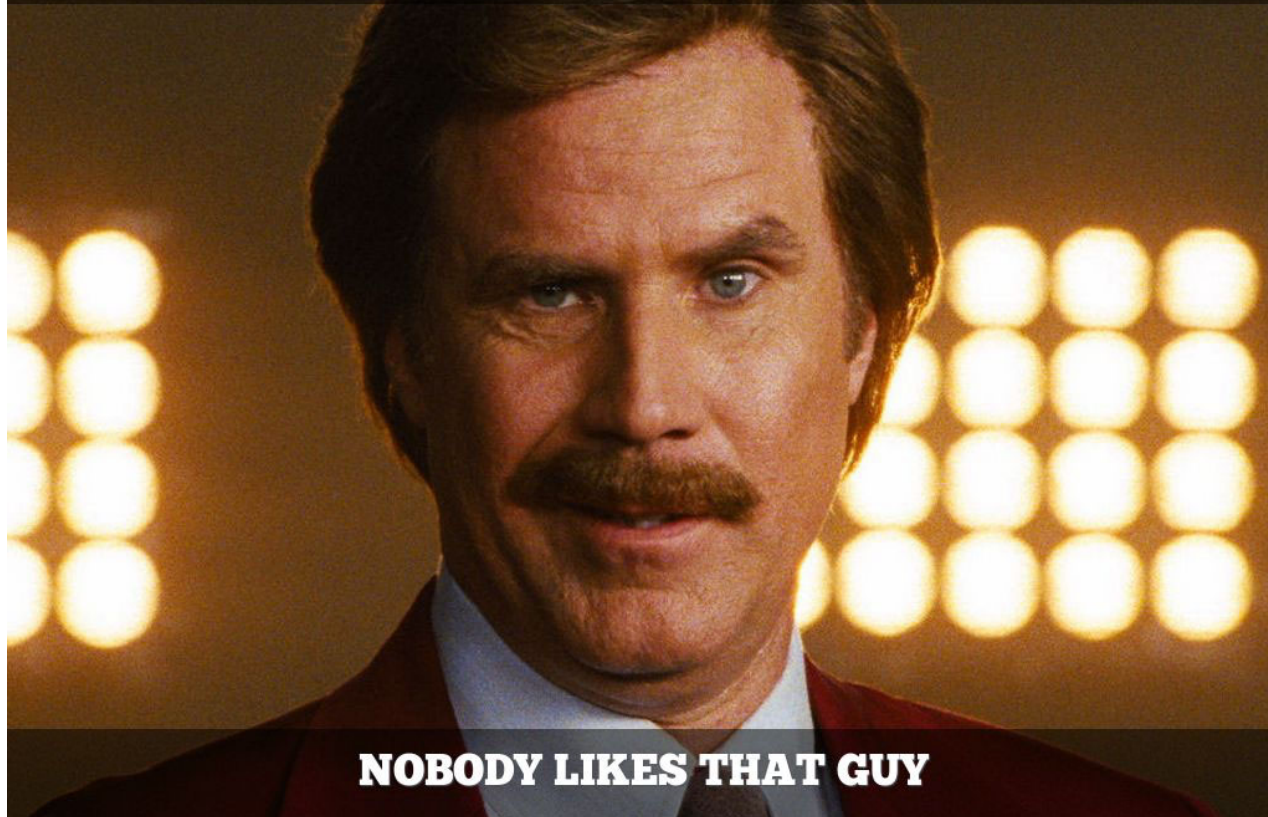
www.personalbrand.com



Personal Brand

- “What people say about you when you are not in the room”
 - Jeff Bezos
- “The two white words on a black shirt that people see when you walk into a room”
 - 2019 RLI attendee

DON'T BE THAT GUY

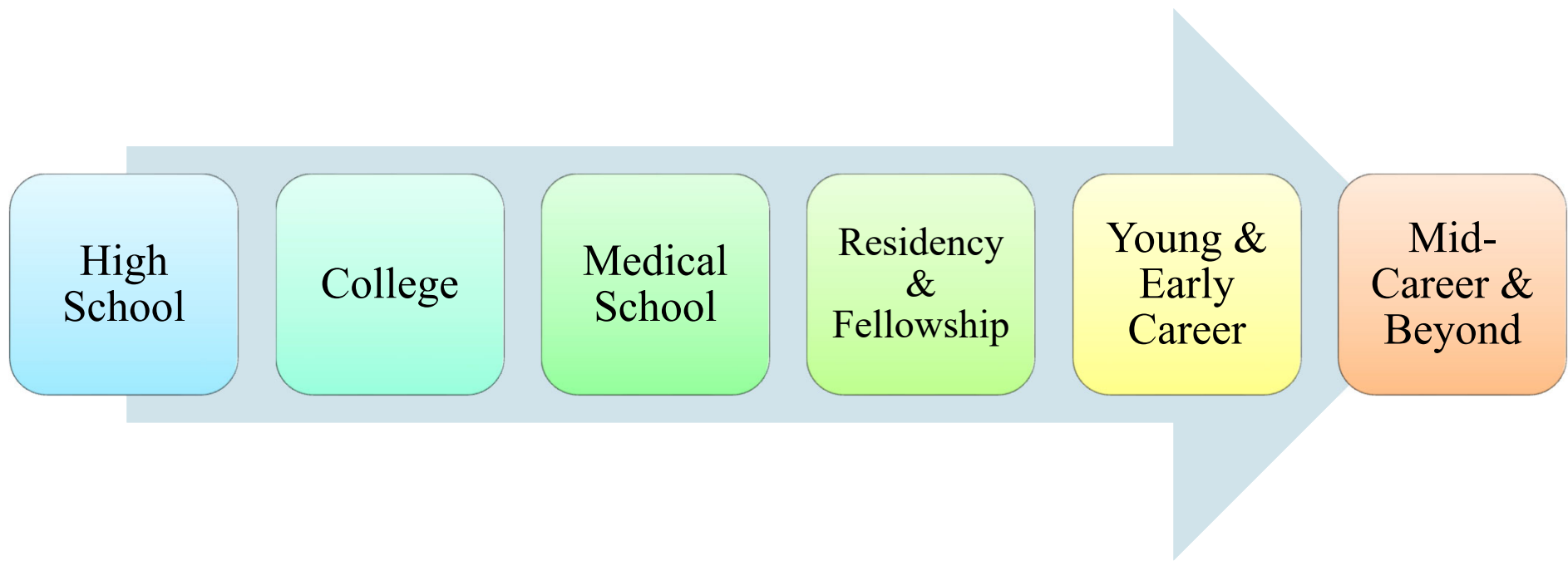


NOBODY LIKES THAT GUY

RLI Power Hour Webinar Series



Personal Branding Always Evolving



Polling Question: When Was The Last Time Your CV Was Updated

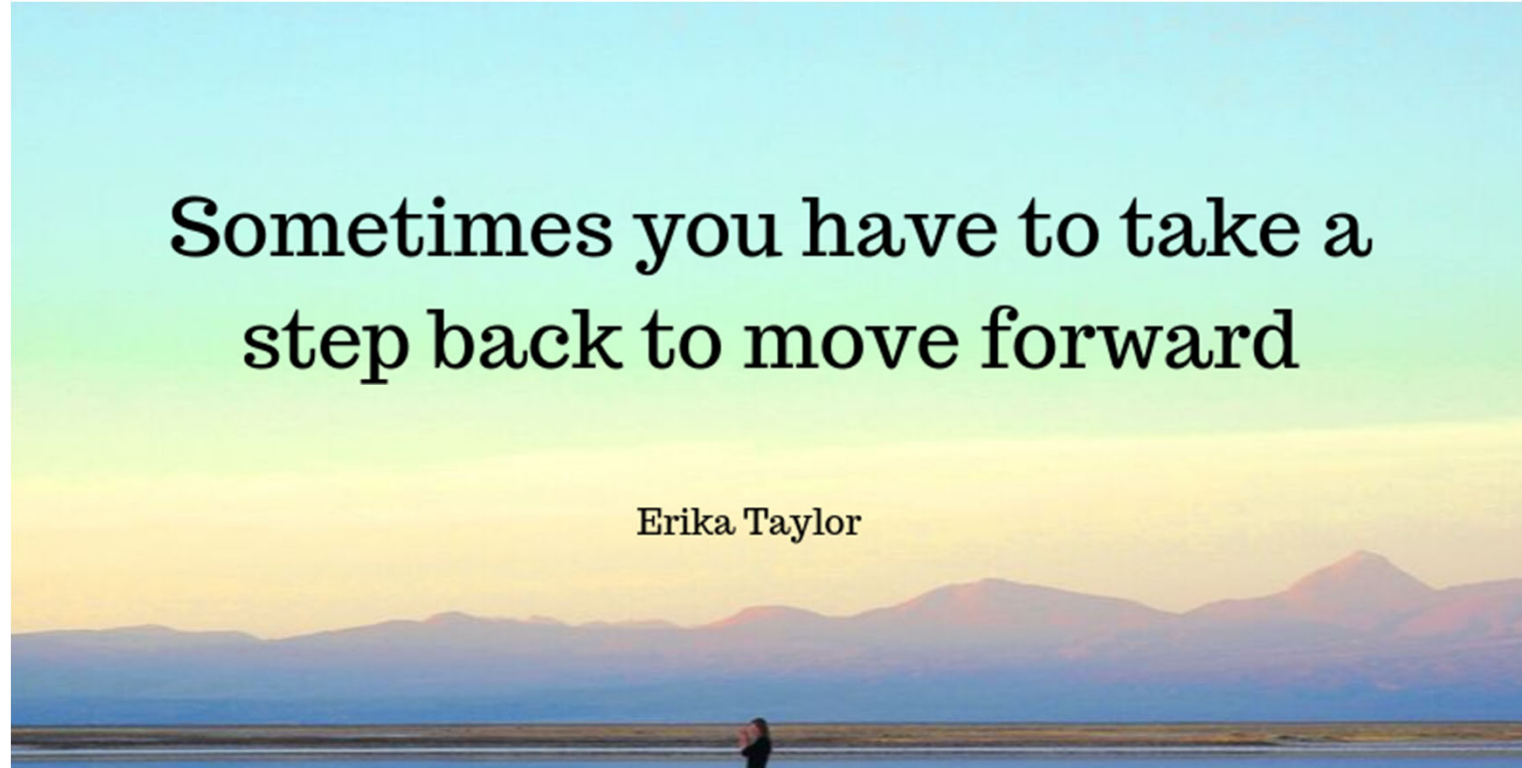
- A. 2021
- B. 2020
- C. Not sure when
- D. Don't have a CV
- E. What's a CV?

A large, bright yellow starburst graphic with a black outline, centered on the slide. The text is written in a bold, black, sans-serif font within the starburst.

Strategies/Tactics to
Define/Redefine
Your Personal
Brand

Sometimes you have to take a step back to move forward

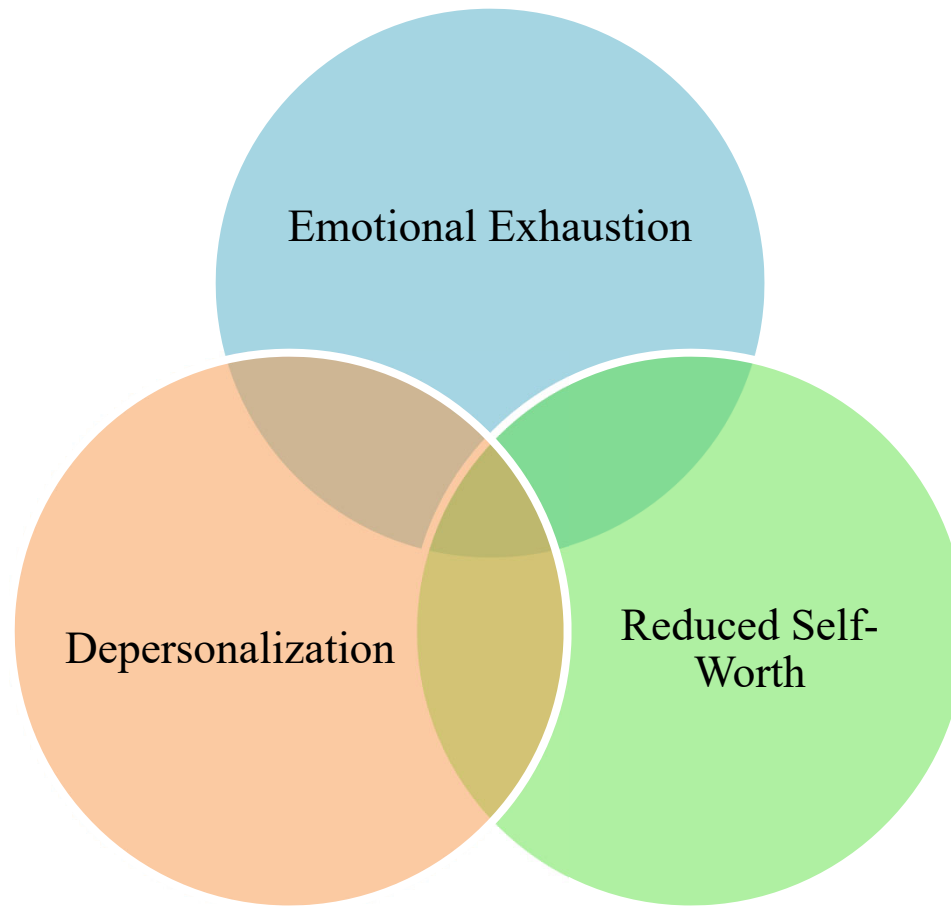
Erika Taylor



1 Write/Update Your Curriculum Vitae (CV)



Burnout

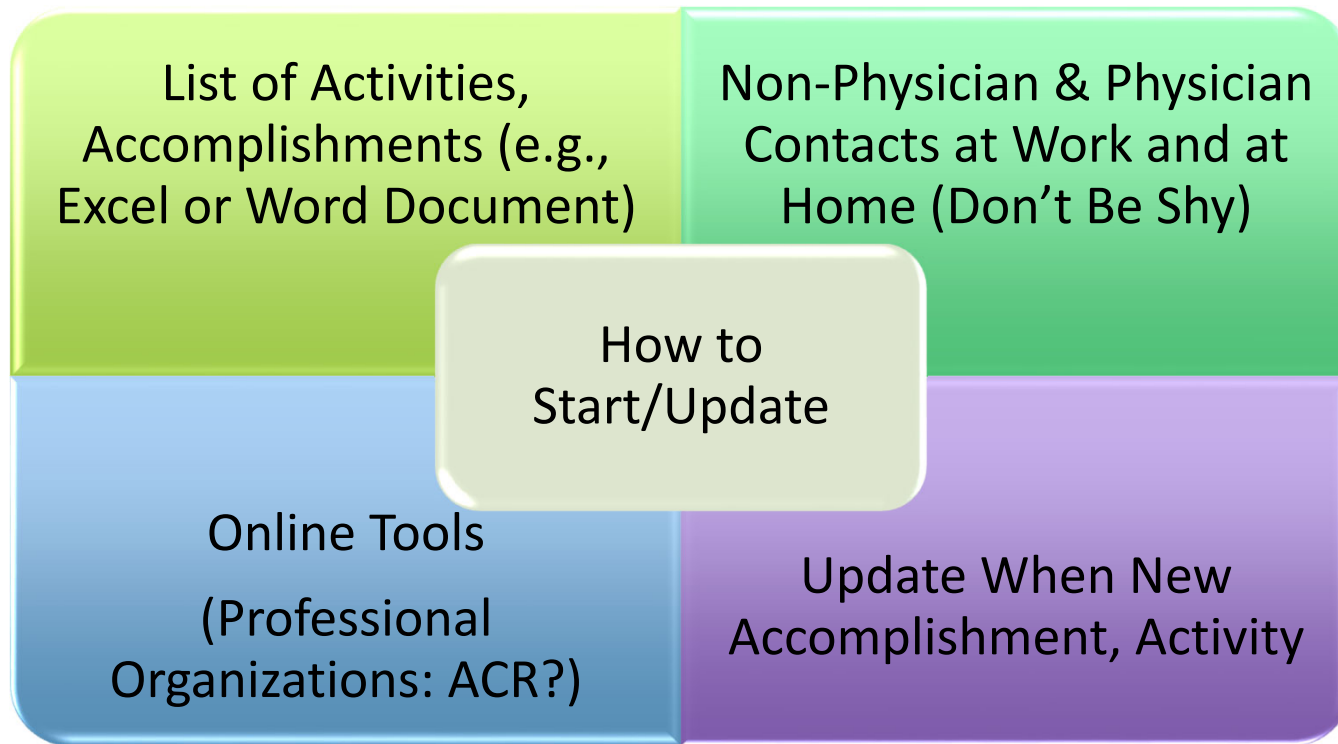


Intrinsic Motivators (Satisfied Workers)

| | |
|-----------------|-------------------------------|
| Purpose | Recognition |
| Mastery | Responsibility |
| Autonomy | Mentoring |
| Meaningful Work | Regular Feedback |
| Achievement | Decision-Making Participation |

J Am Coll Radiol 2019; 16:39-44

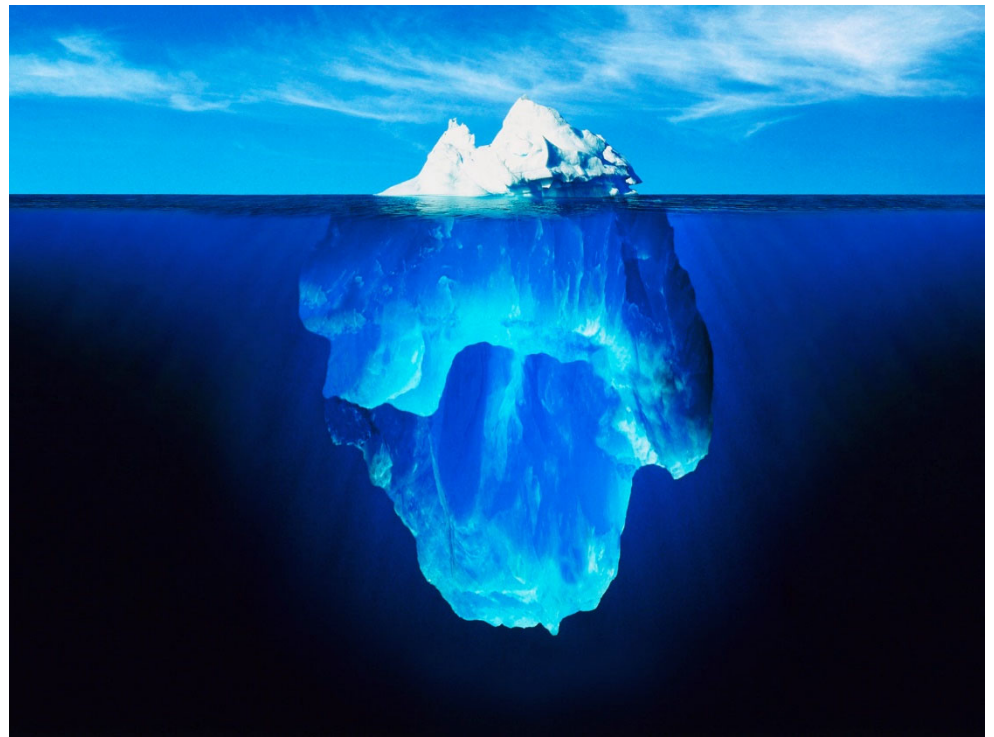
Curriculum Vitae (CV)



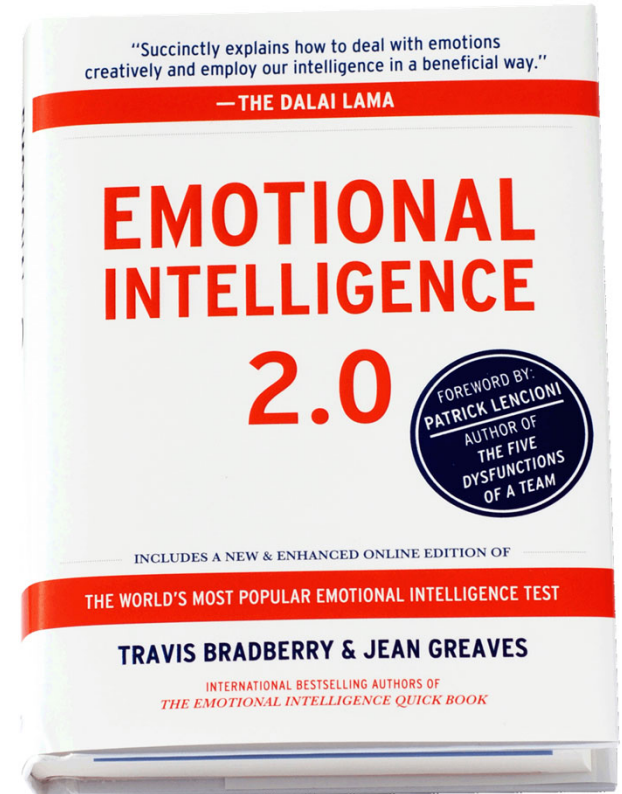
2 Develop High Emotional Intelligence

| Component | Description |
|------------------|---------------------------------------------------------------------------------------------------------------|
| Self-awareness | Ability to recognize and understand one's own strengths, weaknesses, emotions, moods & their effect on others |
| Self-control | Ability to control & redirect disruptive impulses & moods |
| Motivation | Passion to work for reasons beyond money or status |
| Empathy | Ability to understand emotions in other people |
| Social skills | Proficiency in managing relationships, finding common ground & building rapport |

Look at Yourself (Don't See); External Perception vs. Reality

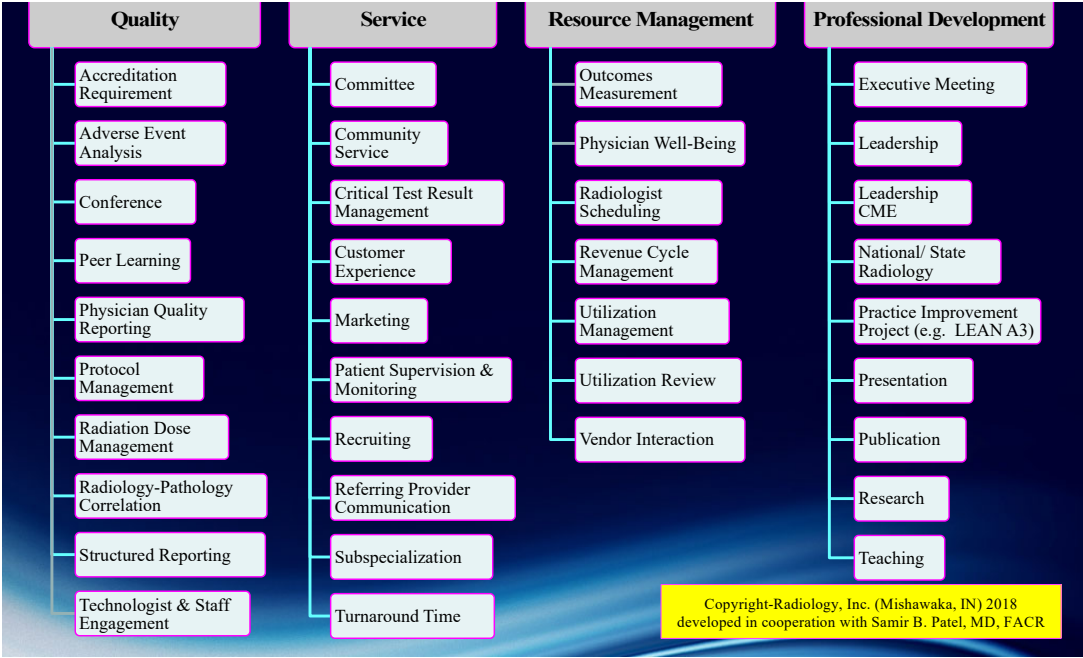


High Emotional Intelligence Will Improve Your Personal Branding

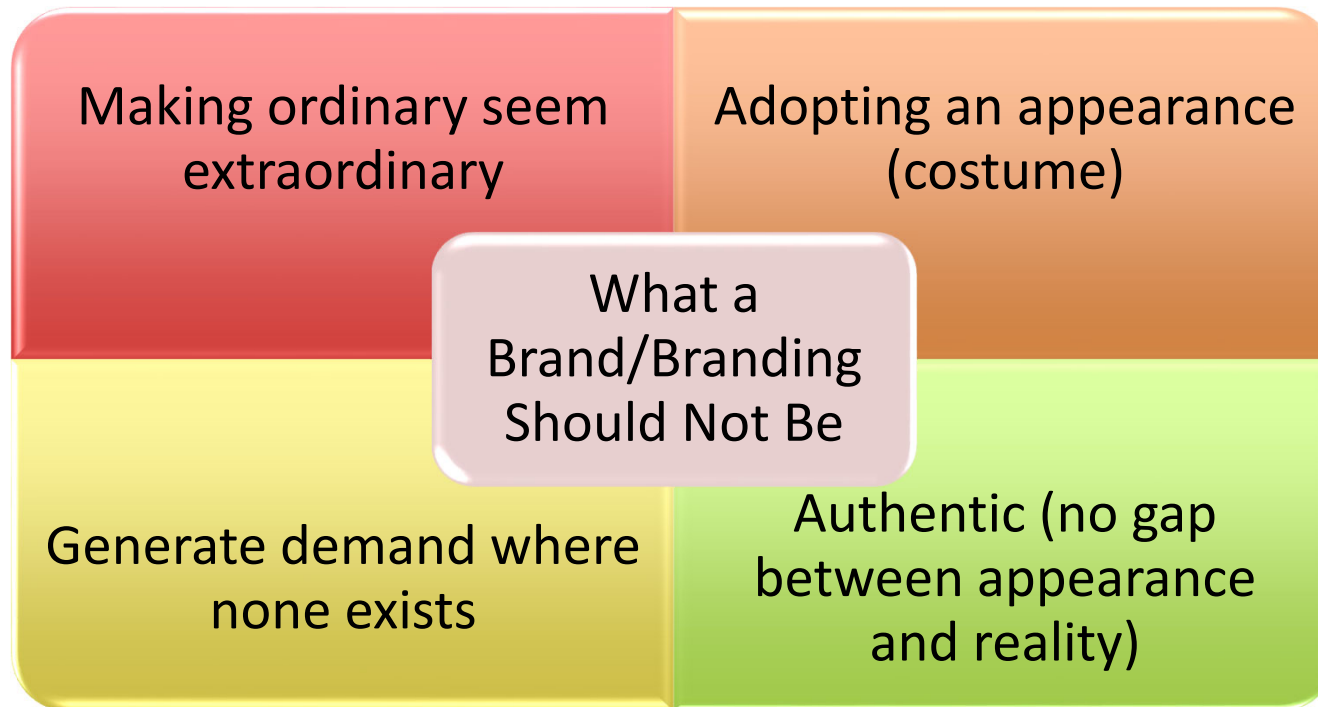


③ What Do You Want to be Famous For?

Radiology Value-Added Matrix

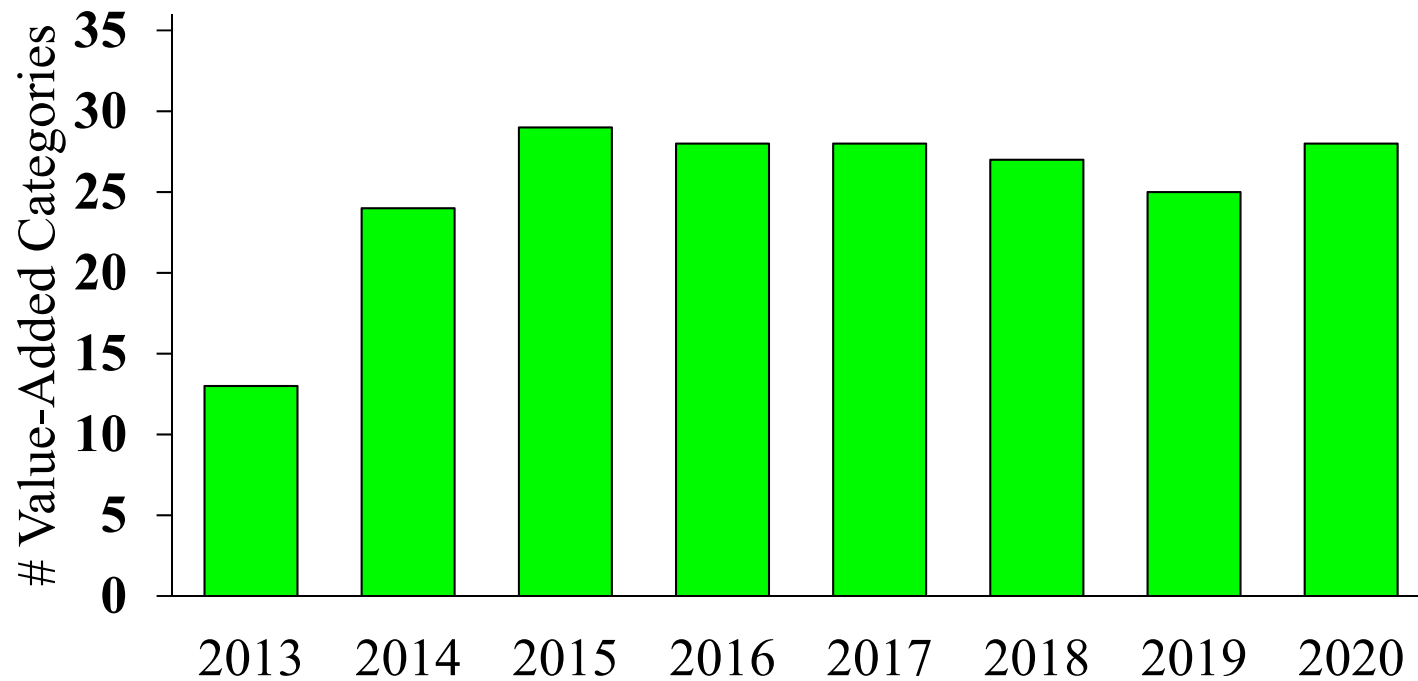


4 Walk the Talk



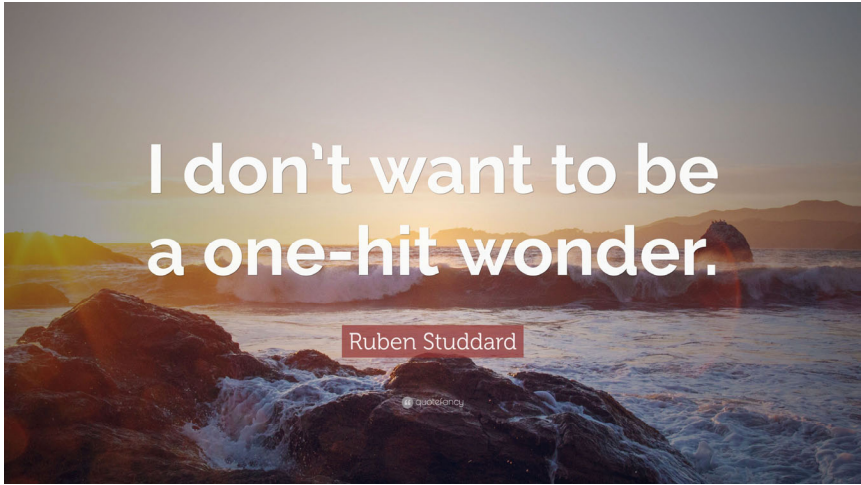
Gunderman. J Am Coll Radiol 2016

Walk The Talk



5 Acquire/Develop New Skills





6 Adopt a Mindset of Continuous Improvement



"If you are not spending @ least 70% of your time working on projects, creating projects, or organizing your tasks into projects, you are sadly living in the past."

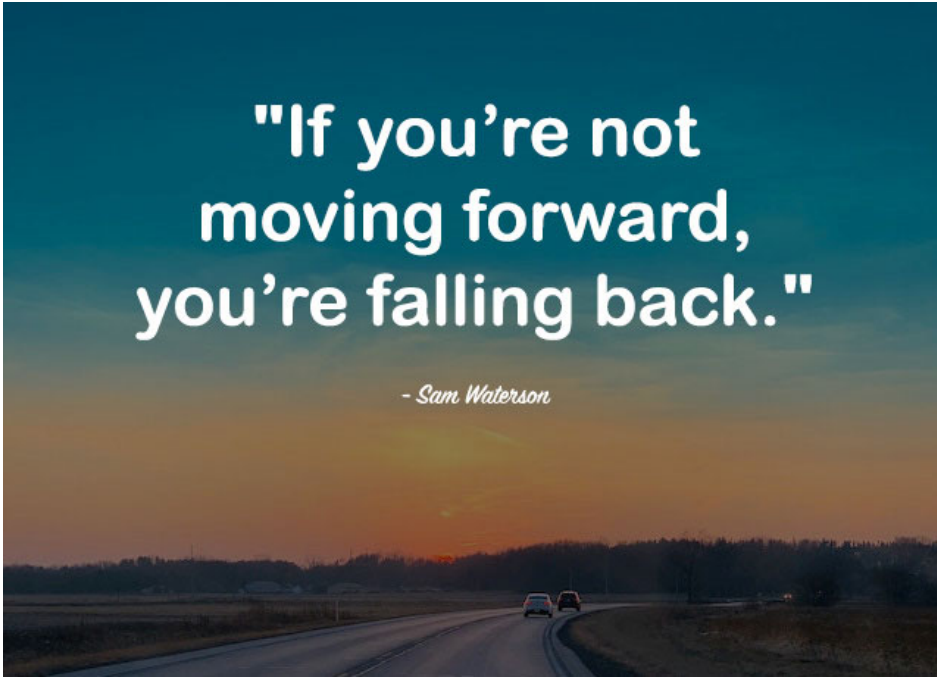
Tom Peters (The Brand Called You)

Stagnation is the First Step on the Path of Irrelevance to an Eventual Destination of Extinction

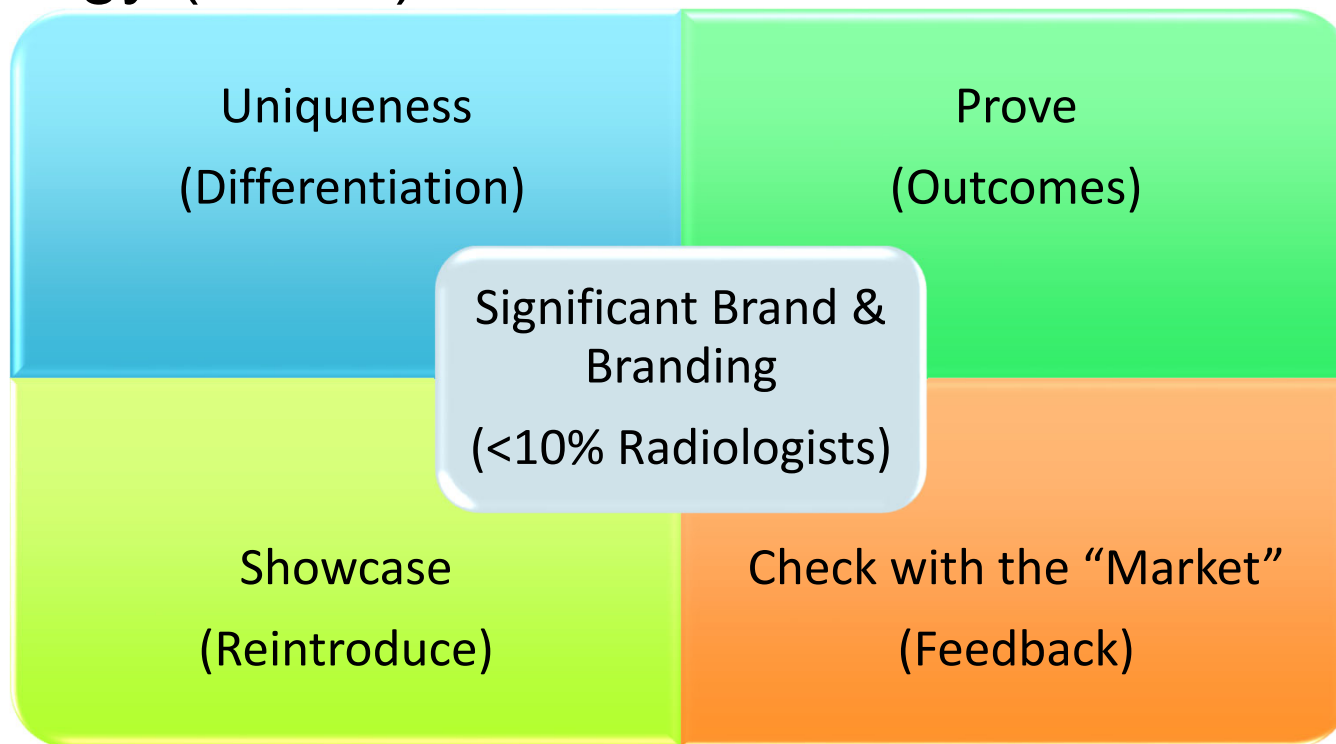


"If you're not
moving forward,
you're falling back."

- Sam Waterson



7 Strive for Fellowship of the American College of Radiology (FACR)



https://www.acr.org/Member-Resources/Fellowship-Honors/FACR

Nomination Criteria for ACR Fellowship

Updated 12-08-2020

| Domains | Years of Membership Category | | | | |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | 10-11 | 12-14 | 15-17 | 18-19 | >= 20 |
| Service to the ACR and/or Organized Radiology Practices | <ul style="list-style-type: none"> Prominent international leadership role(s) in ACR (e.g., BOC) Prominent leadership role(s) in other national/international radiology/medical organization(s) Service awards from international radiology or medical organization(s) (e.g., gold medal) | <ul style="list-style-type: none"> Major national office(s) or major leadership role(s) in ACR (e.g., CSC, state chapter president) Major national office(s) or major leadership role(s) in other national radiology/medical organization(s) (e.g., AAPM, ARRS, ASTRO, AUR, RSNA, SINM) Executive level leadership role(s) in large health care system (e.g., CEO, Executive President/VP, practice leader, Chief Medical Director, Chief Medical Officer) Service awards from national radiology or medical organization(s) (e.g., gold medal) | <ul style="list-style-type: none"> Chair of ACR committee(s) Committee Chair in other major national radiology/medical societies Major state/regional office(s) or major leadership role(s) in ACR (e.g., completed at least 1 year term as co-chair, member of Executive committee) Major office(s) or major leadership role(s) in other state/regional radiology/medical organization(s) Executive level leadership role(s) in small to medium-sized health care system (e.g., CEO, Executive President/VP, practice leader, Chief Medical Director, Chief Medical Officer) Leadership role(s) in large group practice (e.g., committee chair of medical group) Service award(s) from regional radiology or medical organization(s) | <ul style="list-style-type: none"> Membership on ACR committee(s) Committee membership in other major national radiology/medical societies Local/state/regional committee/leadership role(s) in ACR chapter (e.g., CAC representative, program committee for state meeting) Committee leadership role(s) in other local/state/regional radiology/medical organization(s) Key leadership role(s) in local practice/hospital setting (e.g., department chair, president of medical staff, hospital trustee, president of medical group) Leadership role(s) in group practices (e.g., committee chair of medical group) Service award(s) from state radiology or medical organization(s) | <ul style="list-style-type: none"> Local/state committee membership/role(s) in ACR chapter Committee membership/role(s) in other local/state radiology/medical organization(s) (e.g., county/state medical society/ies), state subspecialty/group(s) Participation in community-based medical organization(s) (e.g., governing board of local hospice, American Heart Association, American Cancer Society, etc.; membership on local/state insurance/medical/pharmacy board) Sustained charitable care of patients (e.g., overseas medical mission(s), local free medical clinic(s), free screening program(s)) Service award(s) from local medical/non-medical organization(s) |
| Outstanding Teaching or Radiology | <ul style="list-style-type: none"> International recognition in teaching, specifically teaching award(s) from international radiology or medical associations International reputation as teacher as evidenced by multiple invited lectures/seminars for international radiology or medical organizations and/or multiple visiting professorships of international stature | <ul style="list-style-type: none"> National recognition in teaching, specifically teaching award(s) for teaching National reputation as teacher as evidenced by invited presenter of multiple refresher courses/seminars for national radiology or medical organizations and/or multiple visiting professorships on a national scale Chair of large academic Radiology/Radiation Oncology department | <ul style="list-style-type: none"> Regional recognition in teaching, specifically teaching award(s) from regional radiology or medical organizations Regional reputation as teacher as evidenced by invited presenter of refresher courses/seminars and/or invited lectures/visiting professorships on a regional scale Chair of small- to medium-sized academic Radiology/Radiation Oncology department Vice-Chair of large academic Radiology/Radiation Oncology department | <ul style="list-style-type: none"> State recognition in teaching, specifically teaching award(s) from state radiology or medical organizations State reputation as teacher evidenced by invited presenter of refresher courses/seminars and/or invited lectures/visiting professorships on a state-wide level Vice-Chair of small- to medium-sized academic Radiology/Radiation Oncology department Director of residency program or fellowship program Leadership position(s) in academic program (e.g., division chair, section head, medical director) | <ul style="list-style-type: none"> Local recognition in teaching, specifically teaching award(s) from local radiology institution or medical organizations Local reputation as teacher as evidenced by invited presenter of clinical conference(s) and/or invited lectureship(s) Assistant program director of residency program or fellowship program Director of medical student rotation or radiology technology program (nuclear medicine, ultrasound, MRI, PET, CT, etc.) Advisor/Mentor of medical/graduate students Excellent service as faculty member in academic setting for > 15 years Participation as clinical faculty in non-academic setting for > 15 years |

| Significant Scientific or Clinical Research in Radiology and/or Significant Contributions to Literature | International reputation as researcher/investigator/author as evidenced by works presented/shared/used by others in radiological sciences/medicine | National reputation as researcher/investigator/author as evidenced by works presented/shared/used by others in radiology/radiological sciences/medicine | Regional reputation as researcher/investigator/author as evidenced by works presented/shared/used by others in radiology/radiological sciences/medicine | State reputation as researcher/investigator/author as evidenced by works presented/shared/used by others in radiology/radiological sciences/medicine | Local reputation as researcher/investigator/author as evidenced by works presented/shared/used by others in radiology/radiological sciences/medicine |
|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> Extraordinary original contributions to field(s) of diagnostic radiology/interventional radiology/nuclear medicine/radiation oncology and/or medical physics Internationally renowned as lead investigator on multiple national and/or international collaborative trials | <ul style="list-style-type: none"> Substantive original contributions to field(s) of diagnostic radiology/interventional radiology/nuclear medicine/radiation oncology and/or medical physics Lead investigator on national collaborative trials Leadership role in national Institutional Review Board (IRB) Journal editor, deputy editor or associate editor of a major radiology/medical journal | <ul style="list-style-type: none"> Significant original contributions to field(s) of diagnostic radiology/interventional radiology/nuclear medicine/radiation oncology and/or medical physics Major investigator on local institutional collaborative trials Participant in national Institutional Review Board (IRB) Journal editorial board member of a major radiology/medical journal | <ul style="list-style-type: none"> Notable original contributions to field(s) of diagnostic radiology/interventional radiology/nuclear medicine/radiation oncology and/or medical physics Investigator on local or institutional collaborative trials Leadership role in local Institutional Review Board (IRB) Journal reviewer of a major radiology/medical journal | <ul style="list-style-type: none"> Record of original contributions to field(s) of diagnostic radiology/interventional radiology/nuclear medicine/radiation oncology and/or medical physics Participant in local Institutional Review Board (IRB) Journal reviewer of a peer-reviewed medical journal |

8 Share the Story



Share The Story

August 2014

Case Study: The Value of Hard Work



The radiologists at Radiology, Inc. in Mishawaka, Ind. have found a way to quantify non-billable value-added actions, and hospital administrators are taking notice.

By Chris Hobson

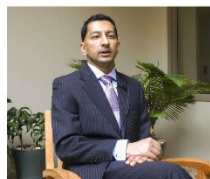
Key Takeaways:

- The "Radiology Value-Added Matrix" acts as a scorecard that captures quantified value-added actions performed by radiologists.
- At the end of a defined time period, radiologists multiply the total number of value added hours by the Medical Group Management Association's average hourly rate for radiologists to show the total amount of money saved.
- Radiologists must present this information to hospital leadership in order to demonstrate their value beyond reading images.

Click here to see the related video.

A few years ago, Samir B. Patel, MD, of Radiology, Inc. found himself in a bind. During contract negotiations with one of the hospital's practices serving the hospital president told him something no radiologist wants to hear: "The physician leadership had taken the position that if Patel's group didn't want to 'play ball' and accept the hospital's terms, the president should sever the relationship with Radiology, Inc. From the physician's perspective, all radiologists do is read images and, for that reason, would be easy to replace.

This sentiment was a misperception, however. The radiologists at Radiology, Inc. do much more than simply read images — they sit on hospital committees, attend conferences to educate themselves on the latest trends in radiology, and undertake practice improvement projects, among other responsibilities. However, since they traditionally had no way to quantify these value-added tasks, it had always been difficult for them to prove their worth to the hospital's leadership in anything other than relative value unit (RVU) terms.



Samir B. Patel, MD

Quantifying Contributions

Patel had identified this lack of a mechanism for verbalizing non-work RVU actions performed for the benefit of the group, and was in the midst of

developing a program for quantifying them. He quickly realized the value of having such a "scorecard" to show how much value his practice was adding to the hospital without being compensated for doing so. The result was the "Radiology Value-Added Matrix," a document that captures quantified value-added actions ranging from the development of protocols to participation in peer review duties that many radiologists do not typically account for in any concrete way.

"Previously, success was defined as how many exams one could do in a particular period of time, so it was purely based on volume," explains Patel. "There was no emphasis, to the degree that there is now, on quality and service."

The matrix has helped Patel and his colleagues identify activities beyond imaging interpretation that enhance quality patient care. For example, one area in which Radiology, Inc. has saved its hospital's money while at the same time improving care involves self-editing radiology reports. In addition to reducing report turnaround time and showing how many hours of transcription time radiologists saved the hospital by self-editing, Patel can then multiply the hours saved by the average payment rate for a transcriptionist, thereby deriving a total dollar amount saved without the hospital having paid out any money.

At the end of a defined time period, Patel multiplies the total number of value-added hours for all non-work RVU activities by the Medical Group Management Association's determination of the average hourly rate for a radiologist's time. In doing so, he can demonstrate the amount of money his practice saved the hospital. During the first year the matrix was in operation — which only covered the non-RVU services provided to one hospital — Radiology, Inc. provided close to half a million dollars in added value for which they were not directly reimbursed.

"The Value-Added Matrix is a great tool to summarize all of the efforts that the radiology department is providing to the health system," notes Gen Lankowicz, MD, vice president of medical staff affairs at Elkhart

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Case Study: Patient Forward



A multidisciplinary team invites patients and their families to a weekly thoracic oncology clinic at Elkhart General Hospital.

By Kathy Knauth Hardy

Key Takeaways:

- Leaders from radiology, cardiothoracic surgery, and other specialties involved in lung cancer screening and treatment at Indiana's Elkhart General Hospital partnered to create a multidisciplinary Thoracic Oncology Clinic.
- Patients and family members have a seat at the table, participating with doctors in their course of treatment.
- The hospital's cancer committee adopted the program to address a public health crisis involving the area's high percentage of smokers, as compared to the rest of Indiana.

As retired nurse Robin Shank searched for the right place to begin her lung cancer treatment journey, she selected a place based on the experience of someone close to her.

"When a close acquaintance was diagnosed with cancer, her community hospital in Tennessee had a tumor board where physicians reviewed patients' cases, and the patients were involved in the process," Shank says. "I wanted that same level of involvement in my cancer treatment program."

Shank, 59, searched the Internet and found Elkhart General Hospital's multidisciplinary Thoracic Oncology Clinic. Started in 2012, the program incorporates low-dose CT technology for lung cancer screening and brings together all of the medical professionals involved in a patient's lung cancer treatment for weekly conferences with their patients. The lung cancer screening occurs first, and then the patient is referred to the Thoracic Oncology Clinic.

Shank and her husband make the 45-minute drive from their home in Sturgis, Mich., to the hospital in Elkhart, Ind., to attend the conferences. Patients typically attend an initial conference immediately following their lung cancer diagnosis. Upon completion of their treatment plan, patients attend a second session, during which they see a comparison of their CT scans before and after treatment.

Inviting Patients

Held from 7-8 a.m. every Thursday, the conference's early hour doesn't deter participants from attending. Each session includes a team of physicians from thoracic surgery, radiology, interventional radiology, pathology, medical oncology, radiation oncology, and pulmonology, all along with an oncology nurse practitioner. Other participants can include registered dietitians, registered nurses, a research nurse, director of oncology services, case manager, physician assistants, cancer registrars, nurse navigators, and palliative care staff.

Most importantly, the patient is there with a family member, sitting at the head of a U-shaped conference



Lung cancer screen — Robin Shank and her husband, Fred, bring their young children to the weekly Thoracic Oncology Clinic at Elkhart General Hospital in Elkhart, Ind. The weekly conferences take place at Elkhart General Hospital, and are facilitated by Dr. Gen Lankowicz.

table. This aspect of the program is so well received that organizers had to limit the number of family members attending conferences.

"With lung cancer management, patients are at the center," says Samir B. Patel, MD, founder and director of the value management program at Radiology, Inc., in Mishawaka, Ind.

including families in these conferences improve the patient experience, he says.

"No patient comes alone," Patel continues. "Lung cancer is a life-threatening disease and, with that, patients want to have as many supporters with them as possible. It improves the experience for the patients to have family members with them, not only for support but also to listen and ask questions."

Addressing a Public Health Crisis

Patel is also a member of the Elkhart General Hospital's board of directors. He and the interventional and diagnostic radiologists of Radiology, Inc., helped establish the Thoracic Oncology Clinic at a time when the community was facing a significant public health issue.

According to the Centers for Disease Control and Prevention, Elkhart County, an area known for its recreational vehicle manufacturing industry, has a

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August 2019

Case Study: Early Detection Matters



Radiologists in Michigan collaborate with administrators and care partners to develop a successful lung cancer screening clinic and enhance population health.

By Linda G. Sowers

Key Takeaways:

- After numerous trials proved that low-dose CT lung cancer screening could reduce mortality rates, a radiologist in Michigan spearheaded a dedicated clinic in line with Imaging 3.0 and other leadership practices he learned through the ACR's Radiology Leadership Institute.
- The lung cancer screening clinic has served nearly 2,500 patients to date, with a 3% lung cancer detection rate and a Stage 4 detection rate that is 8% better than the national average.
- To encourage maximum participation, the team focused on eliminating potential hurdles for both patients and referring physicians.

More people die of lung cancer than any other cancer. According to the American Cancer Society, lung cancer accounts for a quarter of all cancer deaths in the U.S.¹ The good news is that when lung cancer is diagnosed early, the five-year survival rate can be as high as 90%.²

Multiple research studies show that lung cancer screening decreases lung cancer mortality. Data from the National Lung Screening Trial (NLST) in 2011³ showed a 20% reduction in lung cancer mortality in patients who received low-dose CT (LDCT).⁴ Based on the study, the U.S. Preventive Services Task Force made lung cancer screening with LDCT a public health recommendation in 2013. And both CMS and private insurers now cover lung cancer screening for qualified individuals — with no copay or cost-sharing by the patient.

Despite these advances, millions of smokers and former smokers who qualify for lung cancer screening are not getting the preventative scans that could save their lives. So, a cadre of radiologists is stepping up to lead lung cancer screening programs that break down the barriers to patients getting the care they need before it's too late.

One such radiologist is Samir J. Parikh, MD, MBA, who launched a lung cancer screening clinic in Jackson, Mich., in 2015. Since its inception, the clinic has served nearly 2,500 patients, with a 3% lung cancer detection rate. The goal of the clinic is to detect lung cancer early when there is still time for life-saving treatment — and it's working. At a national level, 44% of lung cancers are not detected until Stage 4. In Jackson County, the late-stage cancer rate is just 36%.

Here's how a dedicated team of caregivers implemented this life-saving lung cancer screening program, enabling earlier detection and treatment of this deadly disease.

Stepping Up to Lead

As the healthcare industry recognizes that lung cancer screening saves lives, radiologists like Parikh are also positioning themselves to deliver more value-based care for patients. Trained in cardiopulmonary radiology



Recognizing that radiology is central to lung cancer screening, Samir Parikh, MD, MBA, a diagnostic radiologist at Jackson Radiology Consultants, collaborated with care partners to establish a dedicated clinic.

with a focus on lung diseases, Parikh immediately recognized that radiology is central to lung cancer screening and volunteered to lead a lung cancer screening program for his health system, Henry Ford Allegiance Health.

"Lung cancer detection starts with a CT of the lungs, so the radiologist is at the center of the entire chain of care," Parikh says. "As we began considering a lung cancer screening program, I was also learning about Imaging 3.0⁵ and other leadership practices through the Radiology Leadership Institute. Learning about the importance of value over volume and leadership best practices sparked me to ask the question, 'How can I make a difference in patient care?'"

For Parikh, the answer was to ensure that the practice was among those developing and implementing a lung cancer screening program. Parikh is a diagnostic radiologist at Jackson Radiology Consultants, a small private practice serving Henry Ford Allegiance Health, a medium-sized community hospital in Jackson County.

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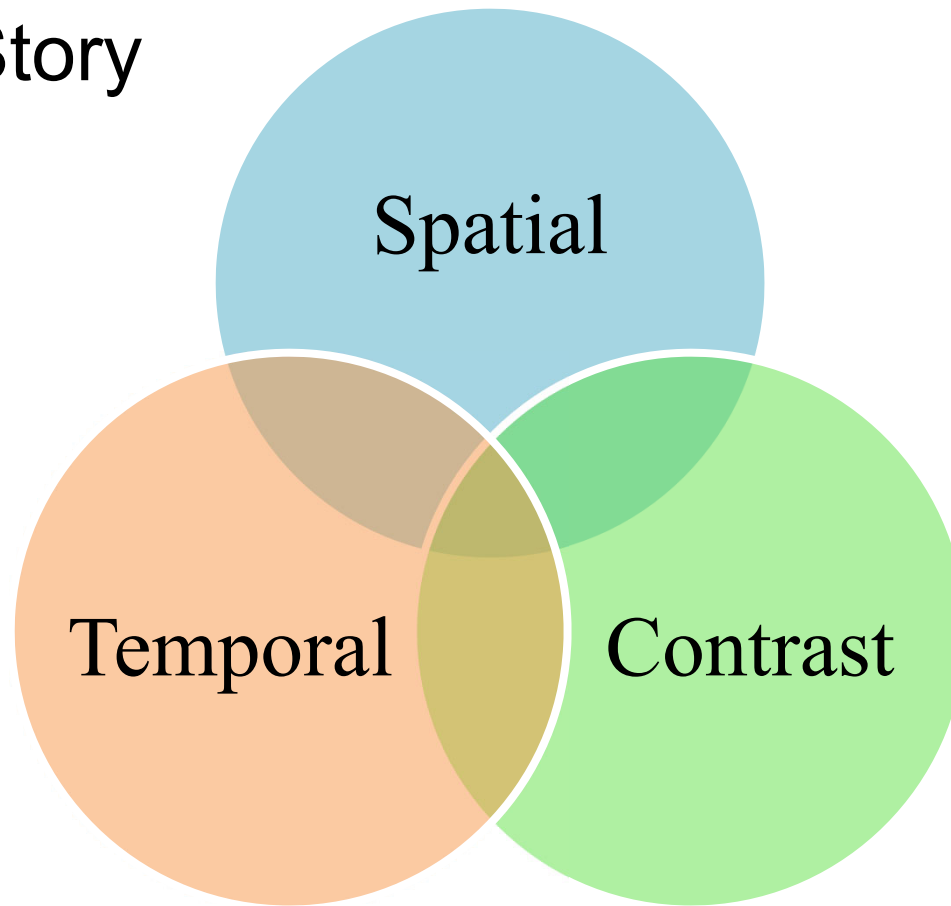
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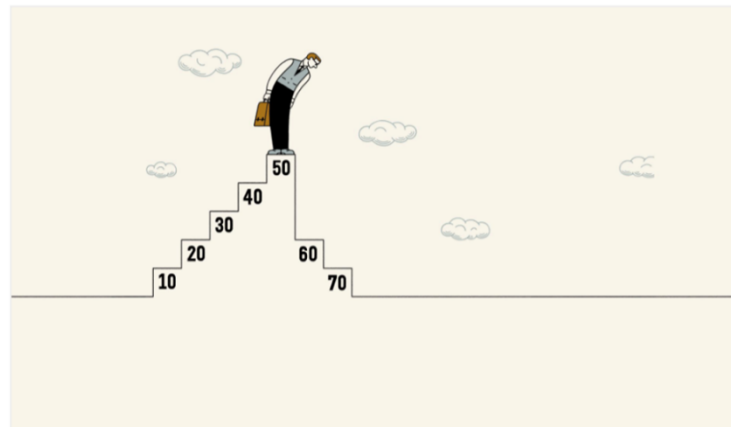
9 Don't Fall Off the Cliff



Your Work Peak is Earlier Than You Think

The Atlantic
**Your Professional Decline Is Coming
(Much) Sooner Than You Think**

Here's how to make the most of it.

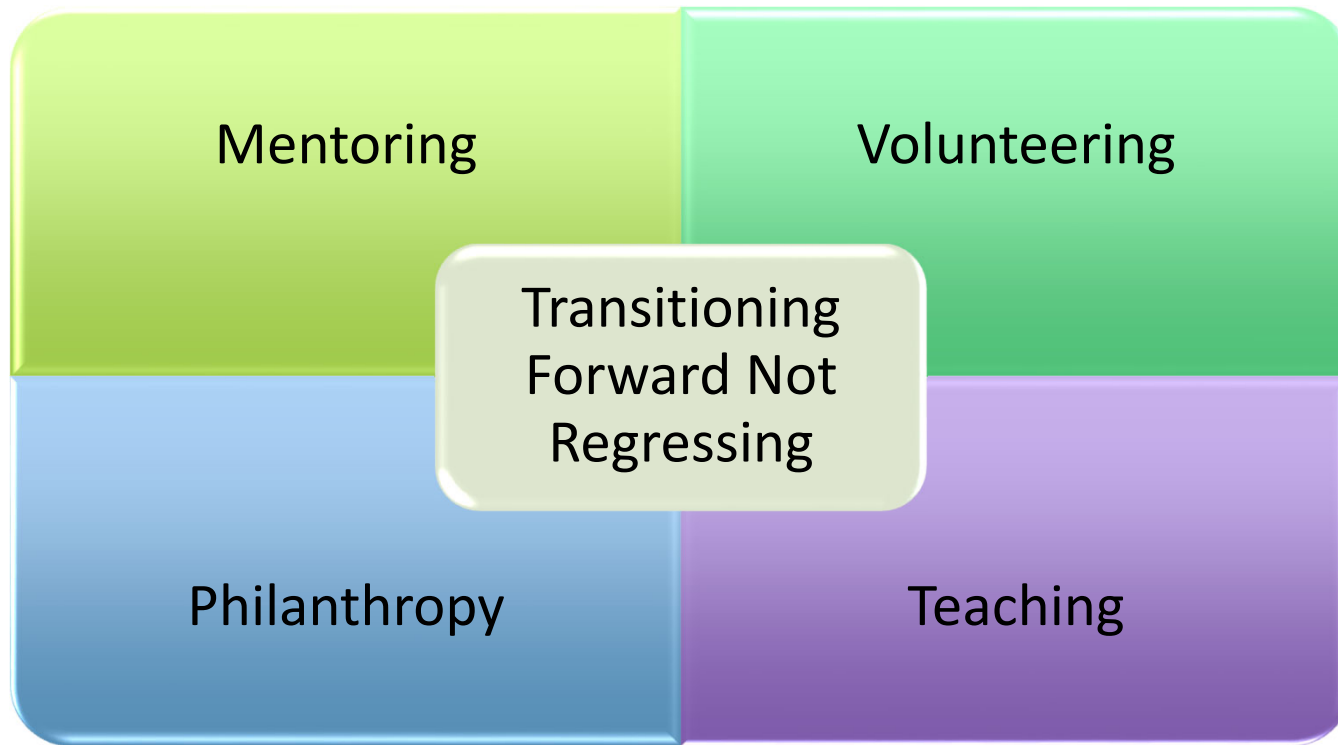


Luci Gutiérrez

ARTHUR C. BROOKS

JULY 2019 ISSUE | BUSINESS

Great Opportunity to Rebrand



Summary Checklist: Intentional Personal Brand/Branding (Define/Redefine)

1 Write/Update Your Curriculum Vitae (CV)

2 Develop High Emotional Intelligence

3 What Do You Want to be Famous For?

4 Walk the Talk

5 Acquire/Develop New Skills

6 Adopt a Mindset of Continuous Improvement

7 Strive for Fellowship of the American College of Radiology (FACR)

8 Share the Story

9 Don't Fall Off the Cliff

Stand Out From The Crowd

