

GE Healthcare

TiP-TV™ Training in Partnership Program Supplement and Test for Imaging Professionals

Leadership Education

The AHRA 34th Annual Meeting: A Compendium

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1.0 ASRT-approved Category A CE Credit



imagination at work

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PROGRAM SUMMARY

This page provides an overview of the program content and learning objectives. Please refer to the Program Outline for a detailed list of the topics covered. We encourage you to file a copy of this Program Summary and the Program Outline with your continuing education certificate. We also recommend that you provide a copy of this information to your manager as a record of your educational achievement.

PROGRAM DESCRIPTION

This program provides a compilation of much of the educational content presented during the 34th annual meeting of the American Healthcare Radiology Administrators. Interviews with primary presenters focus attention upon issues pertaining to customer satisfaction, revenue, performance improvement, competition, digital departments, data management, radiology education, and legislation, to name just a few. This is a power packed 90 minutes with our cameras in place to bring you an array of topics relevant to all imaging departments.

PROGRAM OBJECTIVES

By the end of this program, the viewer should be able to:

1. Analyze educational content as presented through interviews with many primary speakers at this event.
2. Find five major categories to include: communication, customer service/performance improvement, leadership development, fiscal management, and self improvement.
3. Review commentary by AHRA officers that are taking part as panelists during the program.
4. Recognize the extraordinary educational and networking opportunities available through the AHRA Imaging Leadership Institute.
5. Define the prevalent issues currently facing radiology administrators.

TARGET AUDIENCE

Course objectives for this program specifically target radiology administrators.

NOTE: While not limited to this audience group, the technical content is most effective when applied to people with this training. Regardless of your imaging specialty, you may apply for continuing education credit. Refer to the Continuing Education Credit page for additional information.

CONTINUING EDUCATION CREDIT

Continuing Education Credit

1.0 ASRT-approved Category A CE Credit

Online Process for CE Credit



You can go online to obtain CE credit – quickly and easily!

hls.gehealthcare.com

After viewing the TiP-TV video presentation, please complete the required online CE credit activities (post-test module and feedback form). The TiP-TV test measures knowledge gained and/or provides a means of self-assessment on a specific topic. The feedback form provides us with valuable information regarding your thoughts on the program's quality and effectiveness.

1. View the entire video presentation – this is a requirement for obtaining CE credit.
2. Go to the GE Healthcare Learning System (HLS) web site at **hls.gehealthcare.com** and complete the feedback form.
3. Complete the post-test module.
 - ◆ You have up to three attempts to successfully complete the test with a passing score of 75% or higher.
 - ◆ The test must be completed without aids or assistance of any kind; this is an **individual effort**.
4. Upon successful completion of the online CE information, you can instantly print a certificate.

CONTINUING EDUCATION CREDIT ELIGIBILITY – IMPORTANT NOTICE!

A GE Healthcare TiP-TV course may be available in several different formats, such as, but not limited to, a broadcast, online web course, or videotape. You may only be able to receive CE credit once for a particular course, regardless of the format in which it was viewed.

If you have already applied for and/or received CE credit for this course, you are encouraged to contact your CE certification organization (ARRT, ARDMS, NMTCB, etc.) to determine if you can repeat this course for CE credit.

Thank you for choosing GE Healthcare as your continuing education partner. We hope you will join us for other TiP-TV programs in the future. For more details and program schedule information, please visit: **www.gehealthcare.com/education**

If you have a question or comment on the program content, please send a message to:
PSTIPApps-ct@med.ge.com

PRESENTERS

Roger Beck, MS, R.T. (R)(CT)

CT TiP-TV Program Manager

GE Healthcare

PANELISTS

Jay Mazurowski

Current President – American Healthcare Radiology Administrators (AHRA)

Administrative Director of Radiology

Concord Hospital

Concord, New Hampshire

Jeffrey Palmucci, CRA

President Elect – AHRA

Administrative Director of Radiology

Children's Hospital of Wisconsin

Wauwatosa, Wisconsin

Roger Rhodes, CHE, FAHRA

Vice President of Operations

Wheaton Franciscan Healthcare – Franklin

Glendale, Wisconsin

PROGRAM OUTLINE

- I. Introduction
 - A. 34th Annual Meeting
 - B. Panel
 - C. Program Logistics

- II. Communication
 - A. Word vs. Meaning
 - B. Attitude
 - C. Confrontation
 - D. Boundaries
 - E. Perception
 - F. Principles
 - G. Motivation

- III. Customer Service / Performance Improvement
 - A. Cross-departmental Improvement
 - B. Customer Perspective
 - C. Mystery Shopping
 - D. Strategies
 - E. Marketing / Branding
 - F. Patient Safety

- IV. Leadership Development
 - A. AHRA Leadership Institute
 - B. Coaching
 - C. Delegation
 - D. Succession Planning
 - E. Management / Staff Relationship
 - F. Strategies

V. Fiscal Management

- A. Budgets
- B. Politics
- C. Denial Management
- D. Business Plans
- E. Data Sources

VI. What about Me?

- A. Know Yourself
- B. Principles Before Personality
- C. Coping
- D. Morale
- E. How will I Perform in a Disaster?

VII. Conclusion

APPENDIX A: RESOURCES

References

Financial Management in Radiology, AHRA publication. 2004

The Business of Radiology, AHRA publication. 2001

Electronic Resources

The American Healthcare Radiology Administrators: <http://www.ahraonline.org>

GE Healthcare: <http://www.gehealthcare.com>

TiP-TV Leadership Series: www.gehealthcare.com/education > Click on Quick Links > Click on Leadership Education

NOTE: The Internet is an ever-evolving environment and links are subject to change without notice.

APPENDIX B: POST-TEST

LMS Course Number: 3124

To be eligible for CE credit, you MUST view the video presentation first and then submit your answers using the online process (go to hls.gehealthcare.com). The post-test must be completed by the due date listed online for this program.

1. Mystery shopping can be a very effective patient satisfaction tool. It is essentially a method that provides _____ of the patient experience.
 - a. direct observation
 - b. indirect observation
 - c. anecdotal accounts
 - d. spaghetti diagrams
2. Performance improvement should be _____, rather than _____ in nature.
 - a. isolated; cross-functional
 - b. cross-functional; isolated
 - c. scheduled; ongoing
 - d. selective; inclusive
3. If a patient registers a complaint that is followed up, it is likely their overall satisfaction level will be higher than it would have been had the negative event never happened.
 - a. True
 - b. False
4. Good coaching strives to break down old management paradigms and provide _____ information.
 - a. measurable
 - b. consistent
 - c. transaction
 - d. approximate
5. When coaching the gap, participants should lay out all non-prioritized information on the table and use the top _____% to work on to find solutions.
 - a. 10
 - b. 20
 - c. 30
 - d. 40
6. According to Sheila Sfrella, to learn more about budgets in radiology a very important element in gaining financial acumen can be accomplished by using a _____.
 - a. video tape
 - b. textbook
 - c. calculator
 - d. network of people
7. If a budget is very carefully prepared at the outset and further reductions are requested, the reduction outcome will most often affect _____.
 - a. capital equipment
 - b. revenue
 - c. staffing
 - d. office supplies

8. If revenue, expenses, and margin per unit are tracked carefully, these factors will provide good markers to compare with previous years and indicate whether your budget is headed in the right direction.
 - a. True
 - b. False
9. At the end of meetings, Jenifer Madsen recommends that doing more with less can be affected favorably if everyone taking part in discussion/deliberation is _____.
 - a. a vice president
 - b. at the meeting
 - c. in agreement
 - d. working overtime
10. A large part of the procedure reimbursement denial problem is based upon issues that are _____.
 - a. beyond our control
 - b. within our control
 - c. controlled
 - d. without merit
11. Joe Lineberry stated that _____% of Medicare reimbursements are denied.
 - a. 10
 - b. 20
 - c. 30
 - d. 40
12. The pattern of reimbursement denials is based on three things: procedure volume, procedure charge, and _____.
 - a. age of the patient
 - b. physician specialty
 - c. disease state
 - d. likelihood of denial
13. Mark Viau and Becky Southern acquired data on a percentage of patients that captured patterns reflective of the entire patient population. They called this process _____.
 - a. population screening
 - b. tagging the whale
 - c. filtering
 - d. mystery shopping
14. Robbie Edge suggested the best skill you can develop in order to cope with stressful work, projects, and situations is to _____.
 - a. take one day at a time
 - b. go home early
 - c. avoid stressors
 - d. watch television
15. _____ is the number one concern/fear of a preponderance of radiology administrators.
 - a. Financial management
 - b. Staffing
 - c. Succession
 - d. Capital depreciation