

# EMORY RadReport

It's what's on the inside that counts!

February, 2010

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## Rad Report 3<sup>rd</sup> Year Anniversary

Use your 2009 Rad Report knowledge to win a prize by completing the Crossword Puzzle on Page 5.

- First 30 entries will win a prize
- All answers must be correct
- Entries must be received by Feb. 19
- Include your contact information on your entry
- Answers will be posted on the website on Feb. 22 [www.radiology.emory.edu](http://www.radiology.emory.edu)

Submit your completed crossword to EUH-CG20 or  
Fax to  
404-712-4730

## Evolution of Education

In line with the Emory University move to integrated learning, the Radiology course: MEDI 725, taught to the medical students, will be woven into the seven other clerkships of specialty training.

Three years ago, Emory University School of Medicine (SOM) redesigned the first two years of medical school, integrating what had previously been multiple separate courses. In the new curriculum, students learn organ system anatomy, pathology, histology etc. simultaneously to enable them to more easily connect these previously disparate disciplines. This year, the SOM will better integrate the curriculum of the clinical years, starting March 1. The previously freestanding, required Radiology course will be element of all seven specialty clerkships.

This change presents an opportunity for radiologists to better teach students in the context of the patients whom they will see during their clinical care rotations. Another advantage is that Radiology will have a constant presence during the clinical training of the various clerkships. Students will learn about many topics including the basics of how to interpret commonly ordered imaging studies such as chest radiographs and head CTs. In addition, they will learn about the American College of Radiology Appropriateness Criteria so that they know when, or even if, an imaging study is indicated. Finally, students will be required to learn 22 "don't miss" imaging

findings, such as pneumothorax and intracranial bleeding, so that important diagnoses are not missed or delayed.

When the integration was initially introduced, Dr. Mark Mullins, Vice Chair for Education and Director of Radiology Medical Student Education, successfully arranged for Radiology to maintain its status as a separate course with a letter grade and credit hours. When the students complete an existing clerkship (Ambulatory Care, Internal Medicine, Neurology, Obstetrics, Pediatrics, Psychiatry and Surgery) they will be tested separately on the radiology that they learned as part of the "virtual course".

Dr. Stefan Tigges, a member of Cardiothoracic Imaging and Director of the required radiology course, has worked with clerkship directors to secure time for radiology teaching during the clinical rotations. The Radiology Department response has been overwhelming on at all levels, including faculty and residents. The collaborative efforts have both helped to develop the segments that will be led by Radiology, and influenced the radiology content to be included



*This MEDI 725 integration is being led by Dr. Stefan Tigges (left) and supported by Dr. Mark Mullins (right).*

in the other clerkships. Dr. Tigges described the experience of working with the clerkship directors as being very pleasant and productive with open communication, as all players work to produce the highest level learning experience. Dr. Tigges would like to extend his thanks to all who have volunteered their time to ensure that this new platform is a success.

While the free standing radiology clerkship has been integrated into the other clerkships, many of the improvements made to the course by Dr. Mullins will be retained. Dr. Tigges would like to "compliment Dr. Mullins for all the innovative things that he has done" and he intends to incorporate such elements as the small group sessions and projects in the new format. The interactive nature of these sessions will ensure a more effective and more enjoyable experience for both teachers and students.

- Monica Salama, Communications Manager

## The Launch of Our New GE PACS

This is an exciting time for the Emory Radiology Department as we move to the new GE PACS. While there will be growing pains as we explore the opportunities to take full advantage of this system, we want to keep everyone informed of our progress. Each month updates will appear in the Rad Report and department-wide e-mails will be sent to keep on top of new processes and schedule updates. Find out who will be the first to work with the GE PACS on page 8, in *Updates from IAS*.

## LETTER FROM THE CHAIR

Dear Colleagues,

You will be hearing more and more about Patient Satisfaction as the year progresses. While we continue to hone our focus on the Quality of our Radiology services, a cornerstone of our quality program will be finding ways to partner more closely with patients on their care. The first step in this journey is listening to what our patients are telling us about how we may enhance their health care experience. Each of us in the department, regardless of job description or title, is a stakeholder in this goal and together we can achieve success. Indeed, we have started to see substantial gains in our Press-Ganey Patient Satisfaction scores in some areas, particularly Interventional Radiology. Kudos go to Linda Gunsby's Service Excellence Committee and the

entire interventional team. We have all been patients at one time or another and we can recognize the difference between a seamless, caring experience versus one when everything did not go as best as it could have. Yet, when we are not in the patient role, it can be quite challenging to try to see things through the eyes of those we care for. That is why Emory Healthcare, and now our department, have engaged patient advisors to help us to refine our processes to better accommodate patient and family needs and input.

The majority of patients who are cared for within the Emory Healthcare system pass through our department to undergo a diagnostic and/or therapeutic

procedure. This means that what we do to impact patient quality, safety and satisfaction will have a great ability to influence whether they choose to return.

One issue that has been on patients' and clinicians' minds equally lately has been concerns over radiation exposure associated with CT. Beginning in October, the FDA launched an investigation into the safety of more than 200 reported cases of radiation overexposure during perfusion CT imaging. We have been proactive in self-auditing doses associated with our own studies, reviewing and revising protocols, and establishing a CT Quality and Safety Committee (chaired by Dr. Anh



Duong). This is an arena we will continue to closely monitor and communicate with patients and clinicians openly over our own website, the EHC website, and through open letters.

Stay tuned to Dr. Applegate's *Rad Report* Quality Corner for updates on patient- and family-centered radiology and the Emory Care Transformation Model.

Best to all,

Carolyn C. Meltzer, MD, FACR  
Chair of Radiology

## MESSAGE FROM THE VICE CHAIR FOR RESEARCH

### Lessons from the Indianapolis Colts

Prior to 1997, the Indianapolis Colts perennially missed the playoffs. In the first decade of the 21<sup>st</sup> century, the Colts won more games than any other team. The value of the team has risen from \$16M, when Robert Irsay bought it, to over \$1B today. What happened? Jim Irsay took ownership of the team from his father in 1997 and completely changed the culture of the organization. This amazing transformation inspires me to look at the Colts as a model of success and a source of ideas for making our department successful. What were the changes and how can we learn from them?

Robert Irsay, the father, bought the Colts in 1972 and was tight-fisted, the son made sure the resources for success were available. The father often acted rash and hasty – firing coaches on a whim; the son ruled with a steady hand and has delegated authority. His father did not treat all people with respect, the son has remained humble. Under the father, the players hated practice; under the son, the players often put in their own time for extra practice. The father did not have the patience to develop talent; the son has won with a combination of superstars,

role players and home grown talent. When the Colts won Super Bowl XLI, the whole organization – and the fans – were made to feel part of the winning effort.

Within our department, we have superstars and role players. As I've said before, any success we have is a tribute to our whole team. Two events in the past month speak to our efforts to develop talent. First, our junior faculty development and mentoring program, led by Dr. James Provenzale, had its second year kick-off event on January 26. The concept of this program is to mentor and cultivate growth of our junior faculty so their ship is expertly navigated as it sails through the often murky Emory and career waters. However, this opportunity is not limited to the group enrolled in this program. Mentoring is available for anyone who would like professional guidance. If you are interested in providing or receiving mentoring, feel free to contact Dr. Provenzale at [jmprove@emory.edu](mailto:jmprove@emory.edu).

The second event is a program I am starting which will provide help to those who would like to kick-start the research component

of their career. I am looking for five faculty members who have not previously written a major grant. Those who qualify should be excited about the prospect of making new measurements, and learning and discovering new insights about their field. The curious lot should apply – I care much less about past research experience. Individual programs will be tailored to the conditions; for some it might last six months, for others it may be several years. I want to increase our department research portfolio while helping you advance your career. Let me know if you are interested.

Soon Peyton Manning and the Colts will take the Super Bowl field again. Regardless of how the game turns out, they provide a wide window through which we can see what it takes to be a winner. Regardless of how your next grant is scored, know that hard work and a steady approach will get you to your goals. Good luck Peyton and good luck to all of you too.



- John Votaw, PhD  
Vice Chair for Research

# AWARDS & RECOGNITION



## Michael Lubarsky, MD

Radiology Resident - PGY3

### RSNA Certificate of Merit Award

Michael Lubarsky, MD, collaborated with Charles Ray, MD, and Brian Funaki, MD, on their exhibit entitled "How to Choose an Embolization Agent: A Systematic Approach" that was presented at the 2009 Annual RSNA Meeting in Chicago. The presentation demonstrated a systematic approach applicable for most clinical scenarios directly related to embolization procedures in Interventional Radiology. Awards are determined by a special Awards Committee that is selected by the RSNA Board of Directors.

## Radiology - The Emory Clinic

### STARS Reporting Award

The Emory Healthcare Office of Quality & Risk has awarded TEC Radiology the Stars Reporting prize in recognition of the largest percentage increase, 200% in STARS reports for the month of December. This award has been developed to encourage STARS reporting of all unexpected events, in order to improve the safety of our patients, families, staff and physicians, and save lives.

## Radiology - The Emory Clinic (TEC): 1525, Executive Park (EP) & EUHM - Medical Office Tower (MOT)

### Press Ganey Goals 2009 Award

These locations received this prestigious award from Emory Healthcare's Department of Patient Relations Service Management at TEC. In order to meet the Press Ganey Goals, a particular section must meet or surpass their target patient satisfaction score for the fourth quarter or surpass the goal from averaging all four quarters data. 1525 accomplished both of these achievements while EP and MOT had exceeded its goals for the fourth quarter reports.

In addition to the plaque given to the winning locations, each area receives a gift bag to reward their hard-working staff. EP celebrated with an after-work dinner at Moe's Southwest Grill. MOT and 1525 are uniting for a celebratory lunch where senior administration is invited to congratulate those dedicated staff.



Trecia Wertz, Manager at MOT & 1525, along with Michael Barber, Manager at EP, expressed their appreciation for all the staff that constantly work to improve their patient satisfaction scores. They acknowledge the exceptional teamwork this area always exhibits to accommodate the patients and expedite exams. "Our patients have high expectations from us, so we treat every individual as if they were our own family to ensure the greatest quality of patient care. It becomes our job to care and make a difference in the lives of our patients."

## American Registry of Radiologic Technologist (ARRT) Certifications

Tabitha, Robert and Bertukan have been certified by ARRT in the various areas of specialized care. The ARRT's credential assures patients that Registered Technologists who conduct medical imaging procedures have completed the prescribed educational preparation, passed the appropriate exam and pledged to abide by stringent ethics requirements — all of which assist them in delivering safe and effective patient care.

### MRI Certification



**Tabitha Broxton, RT (CT)(MR)**  
Radiologic Technologist - EUOSH

**Robert Richardson, RT(R)(MR)**  
Radiologic Technologist - EUHM



**Bertukan Kediri, RT(R)(CT)**  
Radiologic Technologist  
- EUHM- MOT



**Laura Champagne, RDMS, AB/GYN/IOB**  
Ultrasound Technologist - EUHM - MOT

### The American Registry for Diagnostic Medical Sonography (ARDMS)

Having now passed her OB/GYN Registry, Laura Champagne now holds two credentials with RDMS and has almost ten years experience.

## HR Tip

### Use It – Don't Lose It – 2009 FSA Funds!

The risk of forfeiting money from your Healthcare FSA (Flexible Spending Account) has been reduced by the "grace period." You will be able to use any remaining balance in your FSA at the end of 2009 to pay for expenses incurred through March 15, 2010. Only 2009 FSA funds not used by March 15, 2010 will be forfeited. To avoid forfeiture, purchase items such as eyeglasses, contact lenses, and other approved FSA expenditures. Reimbursement requests using your previous year's remaining FSA balance must be filed by May 15, 2010. Please remember to keep all of your receipts as they are required for verification of expenses.

The "grace period" only applies for FSA. If you have a Dependent Day Care FSA, you do NOT have a "grace period" in which to use remaining previous year balances. All claims for 2009 Dependent Day Care FSA must be filed no later than March 31, 2010, to receive a reimbursement.

For further information on what is a qualified expense for the FSA or needed claim forms, please visit the below link: <http://www.hr.emory.edu/eu/benefits/healthanddental/flexspendingaccts/index.html>

# STRIVING FOR EXCELLENCE

## The Success of Partnerships

We have embarked upon a new year and with each year we are reminded by Barbara Sher, author of several self-help books, that "Change is not only likely, it's inevitable." A few of the system changes within the Department of Radiology are as follows: the implementation of the new PeopleSoft Compass Financial system, the RIS system and the new mammography reporting system. We are all faced with the daunting tasks of learning new procedures, new ways of thinking, new chart of accounts and understanding work flow changes. During this transition, partnering with faculty and staff members, and other departments is crucial for producing innovative and successful outcomes.

A partnership is defined by Merriam-Webster Dictionary as a relationship of individuals or groups marked by mutual cooperation, commitment and responsibility. Successful partnerships begin and thrive with a clear understanding that each partner has a shared responsibility, accountability and interest in the outcome. These relationships allow all parties to share expertise, resources and develop new networking opportunities while avoiding duplicative services. Several success factors of a partnership were developed by Brian O'Neill when he served as Superintendent of the Golden Gate National Parks. He noted that all partnerships should possess the following success factors: shared vision, effective communication, trust and recognition of accomplishments.

- **Shared Vision**

Development and continuing refinement of a shared work vision is vital to the partnership's success. A shared vision



-Vivian Smith  
Assoc. Clinical Administrator

allows team members to work together toward a common goal.

- **Effective Communication**

Effective communication is important in order to build dynamic collaborations, resolve issues and reach shared goals. The most successful partnerships have regular communication to provide updates and progress on individual initiatives or work elements.

- **An Environment of Trust**

Trust is an essential ingredient for successful partnerships and it enables open collaboration and contribution. Respect and value of suggestions and recommendations are core elements of an efficient partnership.

- **Recognition of Accomplishments**

Successful partnerships look for opportunities to celebrate individual project successes or key benchmarks. Recognizing and celebrating accomplishments helps motivate, increases momentum and impels people on to new challenges.

As we are aware, clinical service, research and teaching are the three pillars of an academic institution, and we all must strategically partner to achieve excellence in all aspects of our mission. During the implementation of any new system, it is particularly important that we show respect for and sensitivity to each other as we collaborate toward a common goal. We embrace the reality that

everything we do, we do as a partnership and that our global success lies in the unique contributions of all.

## Quality Corner

Quality is defined in many different ways and it should include the quality of our product—that is the imaging and interpretation we provide; quality of our service to patients and referring providers—how satisfied are they with the work quality of our business—that is our financial health, and finally, quality of our work environment—how positive is our view of where we work? As you can imagine, a positive attitude can go a long way. We have the power to create and change events by what we do and believe every day.

The Department of Radiology has embarked on strategic planning for quality and safety that includes a vision, new Radiology Quality Council with a committee structure and goals. The Radiology Quality Council has created our "big goal's" for the department to adopt the Care Transformation Model that has four main parts:

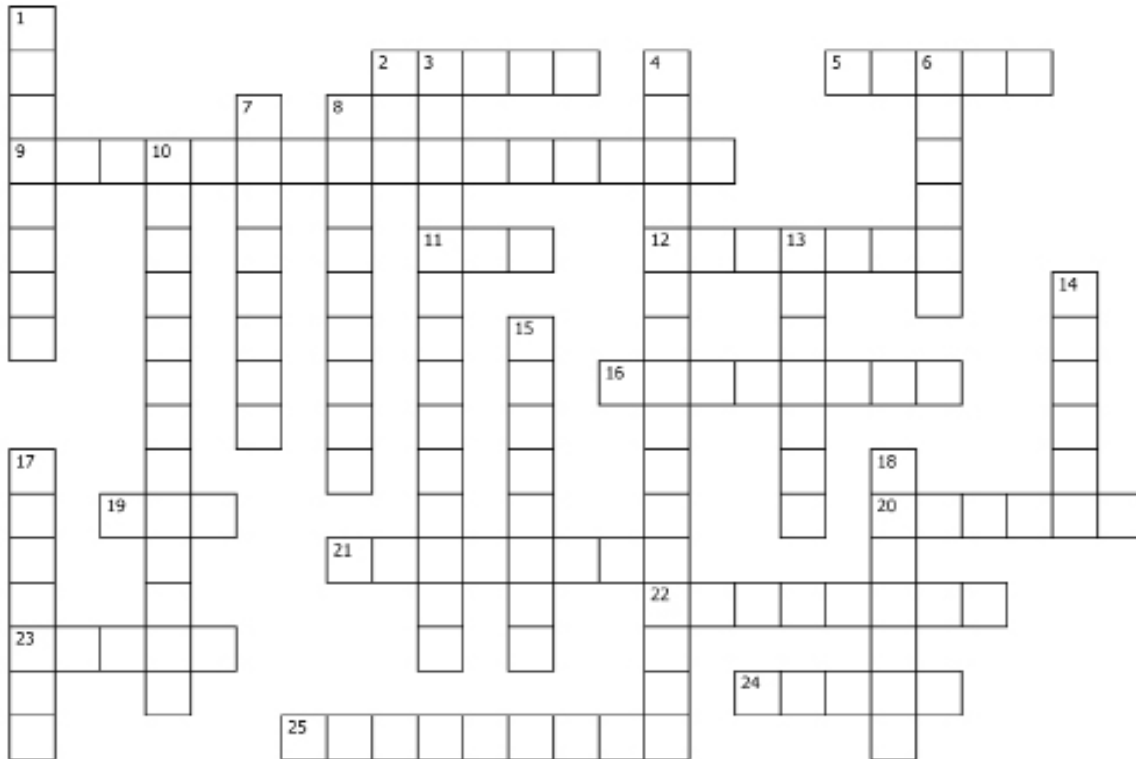
1. Foster a culture of quality
2. Enhance Patient Satisfaction
3. Improve Standardization of Work Processes
4. Improve Clinical Quality and Safety Outcomes

Our shared vision is to transform Emory Radiology by integrating the highest quality and safety practices and fostering our culture of transparency and patient and family centered care. This view is aligned with Emory Healthcare's vision of adopting the Care Transformation Model. This model is very patient and family focused. The Care Transformation model has five attributes: (1) Patient and Family Centered Care (PFCC); (2) Cultural Competency and Diversity; (3) Shared Decision-Making; (4) Transparency; and (5) Fair and Just Culture. They are inseparably related and inter-dependent. The core principles of PFCC -respect and dignity, information sharing, participation, collaboration-reflect this interdependency. For example, Respect and Dignity implies and drives Cultural Competency and Diversity; and information sharing implies and drives transparency. So we must learn to share information with patients and families more openly. Our web sites and some new educational brochures are helping us to reach out to patients and families. If you have ideas that help us to adopt the Care Transformation Model, please share them with others or e-mail me (keapple@emory.edu).

- Kimberly Applegate  
Vice Chair for Quality & Safety

# ANNUAL CROSSWORD PUZZLE CHALLENGE

This issue marks the three year anniversary of the Rad Report. Over the last year, many different types of stories have been covered, throughout radiology. Test your Rad Report knowledge by completing the crossword puzzle featuring items that have appeared over the last year.



## Rad Report 3<sup>rd</sup> Year Anniversary

Use your 2009 Rad Report knowledge to win a prize by completing the Crossword Puzzle. See details on page 1.

Submit your completed crossword to EUH-CG20 or Fax to 404-712-4730

The answers will be posted on the website on Feb. 22 [www.radiology.edu](http://www.radiology.edu)

### ACROSS

- 2 This new faculty member took on the role of Assistant Program Director for the Diagnostic Radiology Residency Program.
- 5 Dr. Andrew Taylor was honored with this NIH Award that recognizes researchers who have demonstrated superior competence and outstanding research productivity.
- 9 Dr. Bobby Kalb was voted on by the residents to receive this award for his knowledge and willingness to work with the residents.
- 11 This new program at Emory Radiology will empower our leaders through interactive experiences to create an understanding of how each individual contributes to our growth.
- 12 To reflect their expanded role in the department, the Radiology Application Services team changed the first part of their name to this.
- 16 This Honor Society of the Emory's Medical Imaging Program participates in numerous community volunteer activity projects.
- 19 Emory Radiology recently moved to the 20th position in this organization's funding rankings.
- 20 Our Senior Marketing Manager who recently lead the efforts that won the Silver Award for the "Best Use of Cross Media Approaches" for our UFE Campaign.
- 21 This Doctor was appointed as the Assistant Chief of Service for Radiology at Emory University Hospital Midtown (EUHM).
- 22 This social networking site allows all radiology professionals who have been touched by Emory during their career stay connected by becoming a "friend" of Emory Radiology Alumni.
- 23 Dr. Molly Faries, a Professor in the Department of History of Art at the University of Indiana Bloomington, was the guest speaker for this Emory Radiology annual lecture in the fall.
- 24 This Doctor recently became the new Breast Imaging Center Director, after Dr. Carl D'Orsi
- 25 This division of Radiology is a collaborative group of sub-specialized radiologists who provide expertise for all areas of radiology.

### DOWN

- 1 The addition of a CT Scanner at CHOA-Egleston allows the Children's radiology team to perform scans on patients who are too medically fragile to be transported because the scanner has this advanced characteristic.
- 3 Over the last year, the Divisions of Nuclear Medicine and \_\_\_\_\_ Radiology have collaborated to advance the treatment of metastatic cancer through the use of Yttrium-90 (Y-90) therapy.
- 4 Last year, Dr. Kimberly Applegate was appointed to the newly created position of Vice Chair of \_\_\_\_\_.
- 6 Dr. Patricia Hudgins took a six-month sabbatical to renew her passion for medicine through education and volunteering at the City of \_\_\_\_\_.
- 7 Dr. John Votaw joined the Radiology Executive Committee last summer when he became the Vice Chair for \_\_\_\_\_.
- 8 Dr. William Casarella was awarded this in 2009 by the ACR.
- 10 Drs. Megan Bell, Nimesh Patel and Eva Riker are newly appointed to this position.
- 13 This Doctor was awarded "Innovation of the Year" by the Emory Office of Technology Transfer (OTT) for the development of the PET tumor imaging agent 2-FACBC/2-FACPC.
- 14 The Siemens \_\_\_\_\_ T6 diagnostic system was added to the Division of Nuclear Medicine at EUH to help enhance our advanced diagnostic capabilities.
- 15 The Foam in - Foam out campaign launched by Emory Healthcare encourages a high standard of hand hygiene by performing this action before and after exiting a patient room.
- 17 This Professor Emeritus was selected for recognition as Distinguished Emeritus by the Emeritus College for his many years of continued contribution to the medical community.
- 18 During this month we celebrated Medical Ultrasound Awareness.

# GETTING TO KNOW YOU

## Communications Manager

The position of Communications Manager was established in the fall of 2006 when Monica Salama became the first person to organize and centralize communications in the Department of Radiology. Since that time, the Emory University Radiology website has been revamped, the Radiology monthly newsletter was created, an e-mail communications system was instituted, and the implementation and management of successful departmental programs such as the Faculty Orientation and Radiology Leadership Academy were initiated.

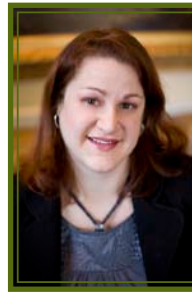
Radiology.emory.edu has become a valuable resource for those looking for information about the Emory Department of Radiology, as well as for faculty and staff to access and stay informed with current events and news pertaining directly to the department. The Communications Manager reconstructed the website by standardizing the templates and is responsible for updates. Recently, collaboration with the educational leaders of Radiology has been arranged to establish an interactive learning module for the residents.

As Communications Manager, Monica used her experience and skills to construct the *Rad Report* by creating the design and layout, generating content, editing and distributing the newsletter. The *Rad Report* is now in its third year of monthly publication and has successfully established an active level of contributors, an involved editing team and a diverse readership.

Each month the Communications Manager facilitates department-wide distribution to all current Radiology employees, Radiology alumni and a growing readership through the steady stream of new subscribers each month.

Another aspect of this position is department-wide e-mail communications. The Radiologycomm e-mail account was created to communicate to the department on a large scale. Sending numerous communication e-mails can be time consuming since all outgoing messages must be approved by an Executive Committee member before being sent to the faculty and staff of the department. (To stay up-to-date with department specific messages please read your Emory e-mail!)

The Faculty Orientation, the Jr. Faculty Mentorship Program, and the Radiology Leadership Academy (RLA) are programs that the Communications Manager assisted in establishing to benefit Radiology faculty and staff, and to inspire collaboration and opportunities for leadership roles. Monica is passionate about facilitating these programs since they provide a "great opportunity for setting up a positive learning environment within the department". Each of these programs were in development for months prior to their launch. The time was spent



Monica Salama joined Emory Radiology in 2006 as the first person to centralize communications for the department.

defining the needs of each program, determining the content and creating resourceful binders.

In addition to these responsibilities, the Communications Manager continues to take on projects assigned from the Executive Committee, while facilitating the regular internal communications. Other tasks include overseeing the Facebook page, designing department event flyers, taking attendance at various meetings, maintaining contact distribution lists, managing the Communications Coordinator and developing creative ways to effectively

communicate within the department. These abundant duties are never complete because they all require continuous maintenance. Therefore, effective time management becomes crucial to meet all the various deadlines.

In 2007, Monica was a member of the RSNA Emory Booth team, and in 2008 she took the lead as Project Manager. In 2009, she was awarded the Radiology Leadership Award for her outstanding performance within the department. Prior to joining Emory, Monica gained four years of experience in the Busch Gardens Tampa Bay Marketing Department. She earned her Bachelor of Arts from the University of South Florida in the area of Communications, with a focus on Advertising. Monica is also a member of the American Marketing Association and recently became DiSC certified.

-Alaina Shapiro, Communications Coordinator

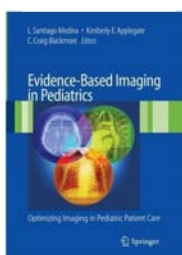
## CHECK IT OUT

Kim JJ, Dillon WP, Glastonbury CM, **Provenzale JM**, Wintermark M. [Sixty-four-section multidetector CT angiography of carotid arteries: A systematic analysis of image quality and artifacts.](#) *AJNR Am J Neuroradiol.* 2009 Sep 3. [Epub ahead of print] PMID: 19729539.

**Pierre-Jerome C**, Smitson RD Jr, Shah RK, **Moncayo V**, Abdelnoor M, **Terk MR**. [MRI of the median nerve and median artery in the carpal tunnel: prevalence of their anatomical variations and clinical significance.](#) *Surg Radiol Anat.* 2009 Dec 22. [Epub ahead of print].

**Provenzale JM**, Hacin-Bey L. [CT evaluation of subarachnoid hemorrhage: a practical review for the radiologist interpreting emergency room studies.](#) *Emerg Radiol.* 2009; 16:441-451.

**Provenzale JM**, Sarikaya B. [Comparison of test performance characteristics of MRI, MR Angiography, and CT angiography in the diagnosis of carotid and vertebral artery dissection: A review of the medical literature.](#) *AJR Am J Roentgenol* 2009. 193:1167-1174.



Medina LS, **Applegate KE**, Blackmore CC. [Evidence-Based Imaging in Pediatrics: Optimizing Imaging in Pediatric Patient Care.](#) Springer. 2009.

*Optimizing Imaging in Pediatric Patient Care* presents a user friendly guide to the evidence-based science and the merit defining the appropriate use of medical imaging in infants and children. By offering a clear understanding of the science behind the evidence, the book fills a void for pediatricians, radiologists, clinicians, surgeons, residents and others with an interest in medical imaging and a desire to implement an evidence-based approach to optimize pediatric patient care.

## GET INVOLVED

### Employee Engagement

Within Emory and the Radiology Department, leadership is committed to employee engagement and cultivating a positive work environment. In our department the leadership is encouraged to take the time to show their appreciation to their dedicated employees by engaging them in various activities. Over the past few years, the Executive Park (EP) Radiology team has taken the time to acknowledge staff on their birthdays. This year, EP is expanding its employee engagement activities to recognize each staff member for his/her "Years of Service" during the month of their anniversary.



At EP, dedication and hard work are being recognized on their Emory Anniversary.

On a monthly basis, managers will create a theme to engage employees, such as making pancakes for breakfast or providing small gifts for those being recognized. All employees will be welcomed at these activities and pictures will be hung on the bulletin board for those celebrating their "Years of Service" to the department.

Michael Barber, Radiology Manager, hopes these events will "increase employee engagement by increasing morale, better unity between modalities and just an overall better atmosphere" at Executive Park. He looks forward to reiterating the fact that the management cares about and appreciates their employees for all the hard work they accomplish every day.

Employee engagement events are the perfect opportunity for management to demonstrate the positive structure of teamwork. Michael Barber wants his employees to know "we are a team at Executive Park and staff does not have to work on things alone, since it takes a team effort to accomplish our goals." The Department of Radiology encourages all staff members to speak with their managers about ideas for employee engagement that will promote teamwork and unity.

-Alaina Shapiro, Communications Coordinator

### Art on Display



The artistic talent of Tracy Ryan, General Diagnostic Supervisor at Executive Park, is currently on display at The Hugh F. MacMillan Law Library located on The Emory University campus. The exhibit will run through March 4<sup>th</sup>. If you would like to view the Tracy's work, the photos are located on the 3<sup>rd</sup> and 4<sup>th</sup> levels. The

library is open Monday thru Friday 7:15 am -3:30 pm,  
Saturday 9:00 am -3:30 pm and Sunday 10:00 am -3:30 pm.

### Food Drive

Senior student, Sahar Mansouri from Emory University's Medical Imaging Program, delivered three large boxes of food, mostly peanut butter, to the Atlanta Food Bank in December. Thanks to all of you that participated in the Lambda Nu Honor Society "Peanut Butter Drive." We appreciate your support.



- Barbara Peck, Asst. Program Director

## Radiology Calendar

### Week of February 8, 2010

Wed., Feb 10 –  
Grand Rounds -  
Joel Saltz, MD, PhD  
Biomedical Informatics and  
Integrative Cancer Research

Thurs., Feb. 11 –  
Research In Progress Series (RIPS) -  
Nivedita Candade Raghunath, MS  
PET Motion Quality Control

### Week of February 15, 2010

Wed., Feb 17 –  
Grand Rounds -  
Kimberly Applegate, MD  
Quality in Radiology: What is it and  
how can we measure it?

Thurs., Feb 18 –  
RIPS -  
Cancelled

### Week of February 22, 2010

Wed., Feb 24 –  
Grand Rounds -  
Naomi Alazraki, MD  
Roles of PET/CT and SPECT/CT for  
Oncologic Personalized Medicine

Thurs., Feb 25 –  
RIPS -  
Nachwa Jarkas, PhD  
Characterization of anti-[18F]-FACPC and its  
Enantiomers as PET Tumor Imaging Agents

### Week of March 1, 2010

Wed., March 3 –  
Grand Rounds -  
N. Reed Dunnick, MD  
Role of Board Certification  
in Medical Quality

Thurs., March 4 –  
RIPS -  
Younghyun Yoon, PhD  
Optical Imaging Guidance of  
Tumor Resection Margin for  
Head and Neck Cancer

For times & locations visit the website:  
[www.radiology.emory.edu](http://www.radiology.emory.edu)

## NEW FACES & APPOINTMENTS



### Denise Fennell

Administrative Assistant - EUH

Before joining our department as an Administrative Assistant for the IR Division, Denise was with Emory Temporary Services since June of 2009. She has 16 years experience working as a Radiology Department secretary at Saint Joseph's Health System. Denise is an avid reader, enjoys traveling to the beach and attending jazz festivals.



### Marc White

Quality Analyst - EUH

Marc has 19 years of engineering experience combining three years as a designer, seven years as an engineer and nine years as a process improvement specialist for companies such as Ford Motor Company, Nissan, Blue Bird Bus, ACS and GBPS Consulting Firm, in which he is company owner. Marc received his MS in Mechanical Engineering and is a certified Six Sigma Black Belt.

## Updates from Imaging Application Services (IAS):

### New GE PACS Update

*PACS is going LIVE!*

- Week of February 8<sup>th</sup>
  1. Radiology Technologists go live at Wesley Woods, Executive Park, EUOSH, Perimeter and 1525 on Tuesday February 9<sup>th</sup>.
- Training since mid-January has been going well. The "Transition Team" has had their master training and is helping with training for the techs and super users. The "Transition Team" is an eight member group comprised of Radiology staff to help with training, go-live roll-out and implementation of the new PACS. They will be full-time with the new GE PACS project for the entire implementation. They will be there as added support and troubleshooting during each implementation phase.
- Week of February 22<sup>nd</sup>
  1. MSK radiologists go live at Executive Park on Tuesday February 23<sup>rd</sup>.
  2. GE Applications trainers will be on site during go-live for real time training for providers.

They will be training on the use of the GE PACS application, tools of the application, as well as building radiologist's hanging protocols (DDPs) and teaching the radiologists how to build their own.

### Training Classroom

- A new radiology information applications training room was created at EUH with GE work stations, where master trainers and super-users have been training since mid January.
- We will continue to use the classroom for all training going forward.

### Production Support Update

The IAS support team (previously called RAS) has moved. We're now in the far corner of the old MRI suites CG01 of the EUH hospital basement. Please stop by to say hello! We plan to have an open house later this month so you can see our space and meet the team.

- Starla Longfellow, Assistant Director, Imaging Services  
Quality & Strategic Initiatives EHC

## NEED FOR NEWS

### Would you like to contribute to the Rad Report?

This February we are celebrating the third year of publication for the Rad Report. Our readership has grown with new subscribers each month and generates more than 400 hits on our website the day it is released.

The primary goal of our newsletter is to serve as a vehicle to communicate across our divisions and create a better understanding of how each of us contributes to the department as a whole. Through the continuous content submissions, the commitment of the editors, and the dedication of the readers, this newsletter is a success.

Thank you to all who, through monthly content submissions, have utilized this tool to disseminate pertinent information and recognize the accomplishments within our department.

Thank you to the editing team for reviewing the content each month before going to print. Editors:  
Dr. Carolyn Meltzer, Dr. William Torres, Habib Tannir, Dr. John Votaw, Dr. Mark Mullins, Dr. Kimberly Applegate, Alaina Shapiro, Nancy Costello, and photographs by Sara Hopkins and Eric Jablonowski.

Thank you to the readers, who make the effort worth while. Without your readership, the newsletter would fail to serve its purpose.

If you have an idea for a story or would like to acknowledge a professional accomplishment, you can become involved with the Rad Report by



sending an e-mail to [RadiologyComm@emoryhealthcare.org](mailto:RadiologyComm@emoryhealthcare.org). When submitting content for consideration, please copy your supervisor, manager or director.

- Monica Salama  
Communications Manager

**Look** for a new issue of  
the Rad Report  
the first full week of March.