

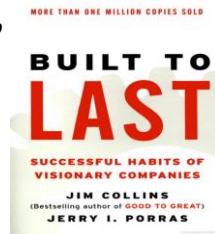
AMERICAN ASSOCIATION of PHYSICISTS IN MEDICINE
 Advancing the Science, Education & Professional Practice of Medical Physics

DISCLOSURES

- Research Funding
- Clinical Funding
 - Salary supported by a VHA contract with VCU
- Travel Funding (2015-6) (with some honoraria)
 - AAPM
 - AAPM Chapters
 - Sun Nuclear (2016 QADS)
 - ASTRO (IHE-RO Technical Committee)
 - AIP (Audit Committee, Assembly of Society Officers)


Originally published in 1994, **Built to Last** examined what differentiated successful companies from “Visionary” companies:

- Pragmatic Idealism
- Core Ideology
- Accepting Big Challenges
- “Genius of the AND”



Characteristics of a Visionary Organization


- Corporate Vision that employees could internalize
 - Employees **believe** in the Vision and strive to achieve it
 - A Vision that can be pursued, but not completed
- Profits are made to enable Strategic Goals, not to “make money”
- “Try a lot of stuff and keep what works”

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CAN AAMP BE A VISIONARY ORGANIZATION? SHOULD IT?

- Premier organization in its field
 - Admired by its peers
 - Track record of significant impact
- Not dependent upon a single leader
- More than successful, more than enduring

(adapted from Collins and Porras, *Built to Last*, HarperCollins, NY)

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WHAT ARE THE PRODUCTS OF AAMP?

- Journals?
- Task Group and MPPG Reports?
- Educational Programs?
- Professional Development?

AAPM'S PRIMARY PURPOSE IS TO DEVELOP AND SUPPORT MEDICAL PHYSICISTS IN THEIR PURSUIT OF IMPROVING THE WORLD'S HEALTH

- Science, education, and professional development are tools to help improve members and their contributions to healthcare
- We must develop medical physicist **leaders**; individuals respected by their peers for their contributions and recognized for their skills, knowledge, and ability to inspire others

Inspiring Leadership

- The Physicist's Leadership Role in Academic Radiology: The Chair's Perspective
 - Ronald Arenson, UCSF; Immediate Past President, RSNA
- Delivering Value Outside the Ivory Tower
 - David Beyer, CCNA; President, ASTRO
- Observations of a Nuclear Radiologist on the Value of the Medical Physicist
 - Bennett Greenspan, MCG; President-elect, SNMMI
- Medical Physics – Adding Value in Industry
 - Kolleen Kennedy, Executive VP, Oncology Systems, Varian
- Panel Discussion
