The Medical Physicist Value Proposition

A Symposium of your Professional Council

value

sym·po·si·um (sĭm-pō'zē-əm)

n. pl. **sym·po·si·ums** or **sym·po·si·a** (-zē-ə)

1. A meeting or conference for discussion of a topic, especially one in which the participants form an audience and make presentations.
2. A collection of writings on a particular topic, as in a magazine.
3. A convivial meeting for drinking, music, and intellectual discussion among the ancient Greeks.

[Latin, *drinking party*, from Greek `sumposion` : `sun-`, *syn-* + `posis`, *drinking*; see **pō(i)-** in **Indo-European roots**.]

What is a value proposition?

A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service.

This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.

Companies use this statement to target customers who will benefit most from using the company's products, and this helps maintain an economic moat.

Investopedia http://www.investopedia.com

A value proposition…

… is a promise by a company to a customer or consumer segment. It is an easy-to-understand reason why a customer should purchase a product or service from that specific business.

A value proposition should be a clear statement that explains how a product solves a pain point, communicates the specifics of its added benefit, and states the reason why it's better than similar products on the market.

The ideal value proposition is concise, and it appeals to a customer's strongest decision-making drivers.

Investopedia http://www.investopedia.com

An example…

"We provide the rocket science necessary to make the routine success of your high-risk specialty business seem automatic."

George W. Sherouse, PhD, DABR, FAAPM

What is *your* value proposition?

Top level management

the three legged stool

Stuart H. Burri, MD

Chairman of Radiation Oncology - Levine Cancer Institute
President - Southeast Radiation Oncology
Charlotte, NC

Stuart H. Burri, MD

The medical physicist is like an offensive lineman, performing work that is decidedly not sexy, basically anonymous, under-appreciated yet without whom no one else on the team can successfully perform their jobs well.

Gerald A. White, MS, FAAPM, FACR

Colorado Springs, CO

Gerald A. White, MS, FAAPM, FACR

Establishing value depends on matching our value proposition(s) to the perceptions of value in our audience... let's talk about that.

Don McNary, MBA

Vice President, Allegheny Health Network, Cancer Institute

Pittsburgh, PA

Don McNary, MBA

Medical Physics has and will always be the cornerstone of Radiation Oncology, and continue to advance the practice. Like all other environmental changes to medicine, medical physics will have a great opportunity in directing radiation oncology's response to the future environment.

Jessica Clements, MS, DABR

Chief Physicist and Alternate RSO, Kaiser Permanente, Medical Imaging Technology and Informatics (Southern California Permanente Medical Group)
Los Angeles, CA

Jessica Clements, MS, DABR

When radiation is involved, medical physicists are the guardians of patients, staff, physicians and the companies that employ us. We accomplish this by interpreting and complying with regulations and accreditation standards and by implementing best practices that avoid mistakes and provide effective care. No other medical specialist in the clinic possesses the same technical knowledge and problem solving skills to provide clinical services and consultation in medical imaging.

Per Halvorsen, MS, DABR, FAAPM

Chief Physicist in Radiation Oncology, Lahey Health
Boston, MA

Per Halvorsen, MS, DABR, FAAPM

We bring a deep understanding of the science behind the technology, enabling rational failure-mode assessment leading to prudent risk-informed operating procedures.

We are “the other professional leader” on the clinical team – structuring the technical program to support the clinical mission.

John D. Hazle, PhD

Professor and Chairman, Department of Imaging Physics, The University of Texas M.D. Anderson Cancer Center
Houston, TX

John D. Hazle, PhD

Medical physicists must continue to educate our physician colleagues, hospital administrators and the public regarding the value of medical physics to healthcare and specifically for the role that the Qualified Medical Physicist (QMP) plays in patient safety and quality healthcare delivery.

Dan Pavord, MS, DABR

AVP Oncology Services, Chief Medical Physicist, Radiation Safety Officer, Health Quest

Poughkeepsie, NY

Dan Pavord, MS, DABR

Bottom line, we add value by designing more efficient processes, preventing errors, saving money on large equipment purchases, and by providing an important clinical perspective.

Virgil Willcut, MS, DABMP
VP of Physics and Research Elekta North America
Maryland Heights, MO

Virgil Willcut, MS, DABMP

Keeping engineers from making products for engineers