

The Value Proposition and the Value Perception in Medical Physics

Stuart Smalley or Sen. Al Franken?
G.A. White, M.S. FAAPM, FACR

Contributions

- Jerry White, M.S.
- Bob Pizzutiello, M.S.

Errors and Omissions:

- Jerry White, M.S.

Disclosures

- Chair: ASTRO Code Development and Valuation Subcommittee
- Member: ASTRO Code Utilization Subcommittee
- Member : ASTRO Health Policy Committee
- Member: ACR Medical Physics Economics Committee
- Member: Medicare Evidence Development & Coverage Advisory Committee

What We'll Cover

- Value Determination -- Value Judgments
- Adding Clinical Value
- Value Contributions
 - U.S. Healthcare
 - Clinical Colleagues
 - Facility Bottom Line
 - Practice Group Bottom Line

Variations in the Scorekeepers

Sr. Immaculata Park, OSF



Sr. Louise Krippel, OSF



Variations in the Scorekeepers

Sr. Ruth Ann Panning, SC, MBA



Joe Swedish, Anthem CEO



Columbia Health Corporation

Grew from purchase of 2 hospitals in El Paso Health Corporation of America

1993: Merged with Columbia

Spring 1997: Federal Investigation of HCA

Summer 1997: Resigned as CEO of HCA , received \$9.88 million settlement and 10 million shares of HCA (then worth \$350 million)

2000-2002: HCA pleads guilty to 14 felonies, settlement costs of ~ \$2 billion, at the time the largest fraud settlement in U.S. history

Blocked the work of ACA Navigators in Florida

Impeded the expansion of Medicaid in Florida

“Who will Drive the Future of Health Care”
(AAPM leadership consultant)

Rick Scott

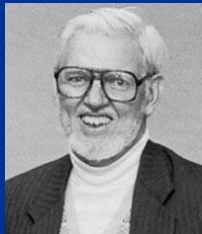
CEO of HCA
Governor of Florida



Love's Labours Lost, 1588:

- Good Lord Boyet, my beauty, though but mean, Needs not the painted flourish of your praise: Beauty is bought by judgement of the eye, Not utter'd by base sale of chapmen's tongues







CMS 2015 Salary Assumptions

- Dosimetrist / Medical Physicist Blend:
 - \$1.075 per minute
- Medical Physicist:
 - \$1.523 per minute

Time Allocation (min)

CPT	Descriptor	Staff	Min
77301	IMRT Plan	Dosi/MP	65
77338	IMRT MLC	Dosi/MP	90
77770	HDR Simple	Dosi/MP	14
77771	HDR Inter	Dosi/MP	14
77772	HDR Cmplx	Dosi/MP	14

Time Allocation (min)

CPT	Descriptor	Staff	Min
77301	IMRT Plan	Medical Physicist	255
77338	IMRT MLC	Medical Physicist	10
77778	Interstitial Complex	Medical Physicist	110
77293	Respiratory Motion Management Brachy Isodose Plan	Medical Physicist	23
77316-318		Medical Physicist	8

Time Allocation (min)

CPT	Descriptor	Staff	Min
77767	HDR Skin Simple	Medical Physicist	21
77768	HDR Skin Complex	Medical Physicist	41
77770	HDR Simple	Medical Physicist	28
77771	HDR Inter	Medical Physicist	54
77772	HDR Complex	Medical Physicist	91

Time Allocation (min)

CPT	Descriptor	Staff	Min
77336	Continuing MP Consultation	Medical Physicist	30
77370	Special MP Consultation	Medical Physicist	65
77371	SRS ⁶⁰ Co	Medical Physicist	Not Valued
77372	SRS Linac	Medical Physicist	40
77373	SBRT	Medical Physicist	78

CMS Staff Inputs 77301

- RN/LPN/MA: 10 min
- RTT : 48 min
- Dosimetrist/MP: 65 min
- Medical Physicist: 255 min



If you pay me:	\$100	\$300
I'll give you:	\$50	\$250
Net to you:	\$50	\$50

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Buzz Words to Live By:

- Risk Sharing
- Best Practices
- Value Added
- Partnership
- Enterprise-Wide
- Measureable
- Right Sizing

Services-# of Units or Licenses*	No. of systems*	Physicist	Dosimetrist	Physicist	Dosimetrist	Physicist
Multi energy accelerators	2	0.25	0.05	0.5	0.1	
Single energy accelerators	0	0.09	0.01	0	0	
Tomotherapy, CyberKnife, GammaKnife	1	0.3	0.03	0.3	0.03	
Cobalt units, IMRT, PACS, EMR & Contouring	1	0.08	0.03	0.08	0.03	
Orthovoltage and superficial units	1	0.02	0.01	0.02	0.01	
Manual brachytherapy, LDR Seed Implants	1	0.2	0.03	0.2	0.03	
HDR brachytherapy	1	0.2	0.02	0.2	0.02	
Simulator, CT Simulator, PET, MRI Fusion	1	0.05	0.02	0.05	0.02	
Computer planning system (per 3D workstations)	2	0.25	0.02	0.1	0.04	
HDR planning system	1	0.2	0.01	0.2	0.01	
						Subtotal 1.65
Annual # of Patients undergoing Procedures**	No. of patients**					
External Beam RT with 3D planning	155	0.0003	0.003	0.0465	0.465	
External Beam RT with conventional planning	136	0.0002	0.002	0.0272	0.272	
Sealed source Brachytherapy (LDR & HDR)	95	0.008	0.003	0.76	0.285	
Disseminated source brachy	110	0.008	0.005	0.88	0.55	
IMRT, IGRT, SRS, TBI, SBRT	434	0.008	0.005	3.332	2.07	
						Subtotal 5.051
Estimated total (Phys. & Dosim) FTE Effort***	FTE Effort***					
Education & Training (FTE)	0	0.667	0.333	0	0	
Generation of Internal Reports (FTE)	0	0.667	0.333	0	0	
Committees & Meetings, Inc. Rad. Safety (FTE)	0	0.667	0.333	0	0	
Administration and Management (FTE)	0	0.667	0.333	0	0	
						Subtotal 0
						Total 6.673

Tell all the truth but tell it slant,
 success in circuit lies.
 Too bright for our infirm delight,
 the truth's superb surprise.
 As lightning to the children eased
 with explanation kind,
 the truth must dazzle gradually
 or every man be blind.



Emily Dickinson

You're Good Enough, You're Smart Enough, and Doggone It, People Like You



Oddpad SNL

"Franken Pushes Bills to Help Rural Health" Daily Globe



Daily Kos

Teamwork

