## Medical Physicist Value Proposition for Today and for the Future Don McNary, MBA, Vice President Allegheny Health Network Cancer Institute, Pittsburgh, PA Allegheny Hoalth Network Allegheny Health Network Cancer Institute Radiation Oncology.....14 Sites of Service Medical Oncology......20 Sites of Service Cellular Therapy......1 Site of Service AHN spans nine (9) counties in Western Pennsylvania and two other states Allegheny PRIVATE & CONFIDENTIAL Medical Physicist Value Proposition for Today and the Future • Present Value • Value From an Administrator • Message • How to Communicate the Message

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Medical Physicist Value Proposition for Today and the	
Future	
Value of Today: Results from an internal survey of Physicists, Therapists and Physicians	
Physicists are always available for therapist questions and provide solutions for working	
through treatment issues  Physicists are one of the reasons our department can move forward with technology	
Physicists maintain QA/QC programs to keep radiation treatment safe and of high quality	
Physicists maintain compliance with all state and national regulations	
<ul> <li>Physicists are scientific experts who understand the treatment process as well as an educator for the entire staff. Possess the ability to match the correct processes and technologies to</li> </ul>	
meet the physician plan patient treatment	
<ul> <li>Physicists have the knowledge and understanding to assist administrators in dealing with vendors and more importantly, can set the capitalization course for Radiation Oncology</li> </ul>	
· Physicists offer the ability to implement advanced technologies and research activities	
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Value of Future	
(Administrator's Point of View)  Physicists need to have a major role in selection of all technology that has the best systematic	
Physicists need to have a major role in selection of all technology that has the dest systematic approach	
<ul> <li>Physicists must create options to extend the life of the accelerators and all equipment, must optimize equipment utilization</li> </ul>	
Continue to match correct technology to physician plan and optimize treatment plan to minimize	
the side effects	
<ul> <li>Physicists and Physician must work in a collaborative relationship to balance complex treatment plans with the practical throughput on the accelerator</li> </ul>	
<ul> <li>Physicists must also be considered as a Risk Avoidance Insurance policy. Price of wrong or errors in treatment, wrong calibration, faulty equipment can be a multi-million dollar expenditure</li> </ul>	
Administrators are swayed by \$\$. Physicians are swayed by sexy stuff. Physicists must remain	
<ul> <li>Administrators are swayed by \$\$. Physicians are swayed by sexy sturr. Physicists must remain objective with vendors. They must increase the expectation of the vendors service and test all utilization of the New Technology. Vendor is not always right. Trust but verify</li> </ul>	
The Physicist, Administrator and Physician must include team approach in selection of capital	
and include ancillary groups such as System IT to assure there are no limitations on utilization and accessibility	
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Message	
<ul> <li>While revenue margins are shrinking, Physics areas can not be sacrificed</li> </ul>	
for the following reasons:	
Risk Avoidance Insurance of Quality and Safety	
<ul> <li>Maximum utilization of current equipment, which may have an extended life</li> </ul>	
Effective capitalization planning and full utilization selecting	
equipment to meet all needs. Remember IT	
Directs the best technology, planning and treatment to meet the	
physician plan for advanced patient care	
Reimbursement will not grow at the same rate as past. Fee for	
service will change. This represents an opportunity for Physicists to	
expand quality of outcomes. This could be a real future of medical	

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	How to Communicate th	e Message
	Physicist and Physician must be present at least of management level meetings along with the Depart	
	Create Additional Awareness     Physicists also play a leading role in quality, department in Institutional Quality meetings or the property of the prope	which continue to demonstrate
	value to Institutions. They should also be pro to present Advancement of Technology, etc. of the significant role of the physicist, while a Radiation Oncology	The goal is to create awareness
	All capital meetings with department and Sr. Mana physicist, administrator and physician (proper repr	•
	Once the direction is decided internally through comust operate on the same plan	ollaborative discussion, all leaders
<b>.</b>	lank on .	
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