Education as a Tool for Directing Our Future

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 Relevant Conflicts of Interest

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SCIENCE...and other stuff

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What is the Other Stuff?

Marketing/Motivation/Presentation

Politics and Policy

- Department
  - In-house vs Consultant
  - Research vs Clinical vs Admin Duties
  - Protected Research Time . . . on Paper

- Institution
  - Med Staff vs Staff
  - Committees
  - Economics
Politics and Policy

- Why are accreditation limits & guidelines so lax?

Politics and Policy

- Why bother with state licensing when we have ABR and JC?
- Why bother with regulations, nobody would ever do XYZ?

Politics and Policy

Politics and Policy

• What social and economic factors influence clinical use of new technology?
• How can I get xyz on the market?
• What is the road to reimbursement?

“Every good scientist is half B.F. Skinner and half P.T. Barnum!”—Seymour Skinner

Presentation and Motivation
Presentation and Motivation

- Teaching non-physicists/non-scientists what we do is important
  - Interested for their own sakes
  - Value our profession

Stories Motivate: Noah 2/2008 to 5/2012

- Encourage their participation early
  - AAPM, ACR, ASTRO, SIIM, etc.
- I don’t have the time, I don’t want to spend the money
  - Then you won’t have a voice

Getting Involved . . . Early

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Financial Wellbeing

- We are well compensated
- Medical specialties include lectures, money management, and retirement
- Why don’t we?

They Can Figure it Out Like I Did

- [Link to knowyourmeme.com]

- [Link to pixabay.com]

Thank You!