MEDICAL PHYSICS 2.0
(Psycho)Physicists et alia

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Value Added

- Psychophysicists, psychologists, ergonomicists, IT etc.
  - Different perspectives tasks etc.
  - More/different clinical contact
  - More/different clinical expertise
    - Users, workflow, attitudes, personalities, organizational etc.
  - Different perspectives educating clinicians
  - Possibly more patient contact & experience
VALUE ADDED

- Business &/or administrative
  - Often not on same page
- Outcomes
  - Cost-benefit analyses
  - Utility analyses
- Architects & designers
  - How compensate for trade-offs