

MEDICAL PHYSICS 2.0 (PSYCHO) PHYSICISTS ET ALIA

**Elizabeth A. Krupinski, PhD
Department Medical Imaging
University of Arizona**



MEDICAL IMAGING
COLLEGE OF MEDICINE

VALUE ADDED

- Psychophysicists, psychologists, ergonomists, 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

