



Strategy and Influence of Medical Physics on the Changing Healthcare Environment

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Introduction

- Medical Physicists are good at physics, not always so good at communication
- To succeed we need to communicate with many
 - Hospital Administrators
 - University Administrators
 - Departmental Administrators



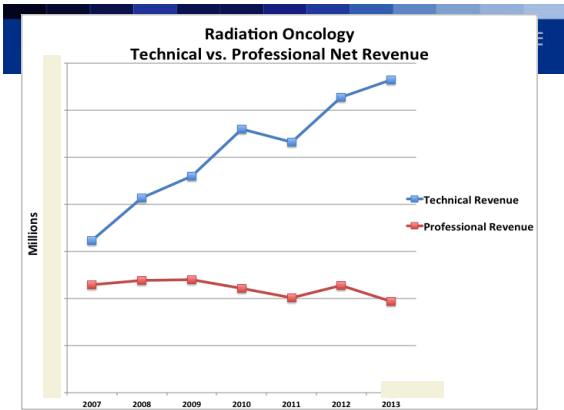
Hospital Administrators

- Know your audience
- Patient Safety
- Quality of Care / Outcomes
- Return on Investment
- Evaluation and selection of technology
- Role of acceptance testing



Demonstrating the value of the QMP to administration

- Impact on accreditation
- Impact on patient care
- Engagement/staff satisfaction
- Impact on reimbursement





What is the SPA?

- 92 questions carefully selected from various authoritative reports and recommendations to assess performance in key, safety-critical areas
- Summary of your clinic's performance via visual pie charts
- Bar graphs allowing you to benchmark your performance against other participants
- Downloadable Quality/Safety Improvement Log to guide safety improvement initiatives
- Annotated bibliography for further guidance on best practices and standards



Implementation of New Technologies into the Clinic

Fundamental Keys to Success

- 1) identify a project champion
- 2) multi-disciplinary approach
- 3) show clinical efficacy and return on investment (ROI)
- 4) articulate the project concisely
- 5) celebrate successful implementation

BS Teh et al. Biomed Imaging Interv J 2007; 3(3):e57



Lost Opportunities for Improved Care and Revenue Generation

- Stereotactic Radiosurgery -- 12.3 k*
- MR-guided radiation therapy -- >20k*
- Volumetric arc radiation therapy -- 18.2 k*
- Stereotactic Body Radiation Therapy -- 16.1 k*

*HOPPS National Average APC payment per case



University Administrators



Academic Tenure



Promotion (Tenure Track)

- To associate professor
 - Developed independence
 - Effectiveness as a teacher
 - Developing an external presence
 - Evidence of ability to attain full professor
- Should not be used as a vehicle for retention
- Early promotion should be carefully assessed as a standard is then set



Promotion (Tenure Track)

- To full professor
 - National and/or international reputation
 - Study sections, editorships, invited lectures
 - Ongoing research productivity
 - Clearly training the next generation – completed PhDs, other trainees
 - Continued teaching effectiveness



**Promotion
(Clinical Track)**

- To associate professor
 - Teaching success in context of clinical service, with quantitation where possible
 - There has been evidence of progress towards professional productivity
 - Excellent clinical service



**Promotion
(Clinical Track)**

- To full professor
 - Needs an external presence (regional or national)
 - Exemplary Clinical service
 - continued teaching success
 - Established record of professional productivity
 - Is leading programs in the college or hospital
 - Can be granted for administrative activities



Departmental Administrators



Vacation and Leave Time

- Clinical Requirements: 6.0 FTE
- vacation time (24 days/year)
- sick leave (18 days/year)
- academic days (25 days/year)
- clinic is open (250 days/year)
- 0.75 FTE available from each faculty member
- Would need 8 faculty members to cover the 6.0 FTE of clinical work



Addressing Salary



PROFESSIONAL INFORMATION REPORT
CALENDAR YEAR 2012

