
Executive Director

Robert P. Powell
5 South Main Street, Suite 5
Sugarloaf, PA 18249
Phone: 570.788-8663
Fax: 570.788-8670
E-Mail: rpowell@ptd.net

www.paradsoc.org

Editor

Dwight E. Heron, MD, FACRO, FACR
University of Pittsburgh Cancer Institute
Department of Radiation Oncology
5150 Centre Ave, 5th Floor, Suite 545
Pittsburgh PA 15232
Phone: 412-623-6723
Fax: 412-647-1161
E-Mail: herond2@upmc.edu

GO GREEN GO GREEN

Conserve resources and reduce expenses-Opt to receive the PRS Bulletin electronically

Remember, the **Bulletin** is available on the Internet at the following home page: <http://www.paradsoc.org/>

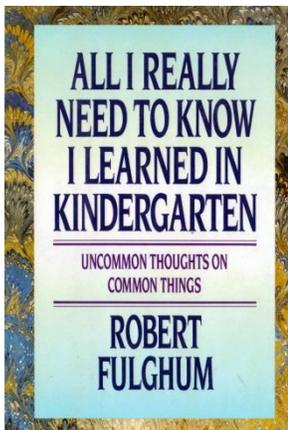
PRESIDENT'S MESSAGE

Thomas S. Chang, M.D., FACR
Pittsburgh, PA

For my very first President's Message, I'd like to begin with a modified version of the inaugural address I gave in Philadelphia in September:

Dr. Lewis, thank you for the fabulous job you did as President last year. Your shoes will be really hard to fill. But I'm sure glad that your shoes and those of past presidents have worn a path for me to follow as I lead our society in the coming year.

First, I'd like to acknowledge Robert Fulghum, the Unitarian minister and philosopher who wrote:

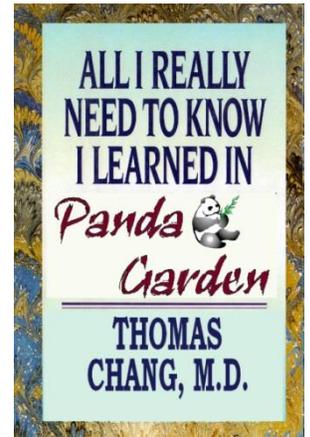


In his first book, a NY Times best-seller for almost 2 years, he talks about how the world would be a better place if adults would only follow the lessons they learned in kindergarten.

He wrote: *“Think what a better world it would be if we all...had cookies and milk about 3 o'clock every afternoon and then lay down with our blankies for a nap.”*

We've all been there before, desperately wanting a 3:00 nap. It's as if he knew what it's like to be a radiologist who's been staring at computer monitors all day long.

With apologies to Mr. Fulghum, I'm calling my talk: "All I Really Need to Know I Learned In Panda Garden" because I've found Chinese fortune cookies to be another source of philosophical wisdom for our lives and our profession. Let's see what lessons we can learn from some of the fortunes I've collected over the years. (By the way, these are actual fortunes!)



"Embrace change, don't battle it."

These days, the status quo is simply not good enough. We have to keep reinventing ourselves and changing with the times... just to stay even. My partner, Dr. Böhm-Vélez, says this all the time and she's absolutely right. That's why our independent practice continues to do well, despite the UPMC and Highmark Goliaths around us continually getting ever more powerful.

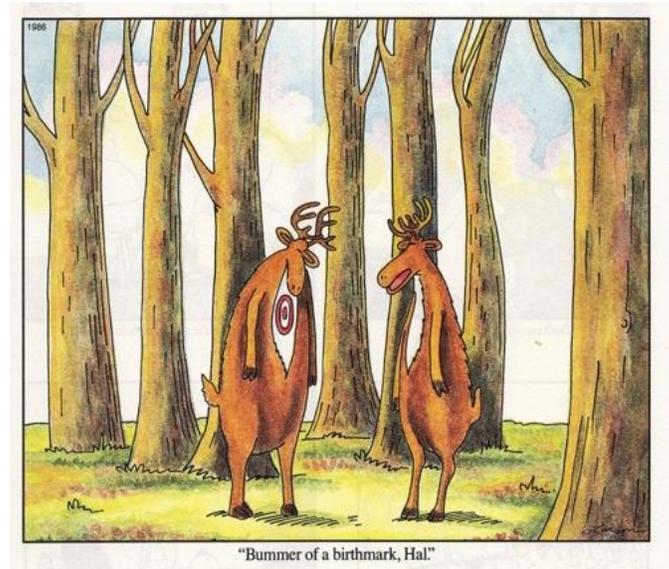
"A ship in harbor is safe, but that's not why ships are built."

This fortune is telling us that we often need to take risks to achieve our goals. For example, in our practice, we decided to start offering 3D mammography, even though it meant buying expensive new equipment. But it's helped to set us apart from most other breast centers in town and to draw in new business.

One boat that definitely didn't stay in the harbor was the Oracle sailboat in the recent America's Cup race. After trailing the race 8-1, one short of losing the competition, the Oracle team kept making improvements to their boat, i.e. reinventing itself, and won it 9-8 in what's been called the greatest sports comeback ever.

"You are surrounded by fortune hunters."

The reality is that we are indeed surrounded by others trying to make their fortunes at our expense, including insurance companies beholden to their shareholders, deficit hawks who keep slashing reimbursement rates, and malpractice lawyers, not to mention all the other specialties that are self-referring and taking radiology work away from radiologists. It's like having this deer's "bummer of a birthmark":



"If you don't do it excellently, don't do it at all."

To survive against the fortune hunters, we have to remain relevant and offer a value-added service. The way to do that is to excel in what we do, do it better than anyone else, and make ourselves indispensable. We need to talk more to our patients and our referring doctors; don't just stay hidden in our dark rooms. We need to make our presence known.

"Good work, good life, good love, good-bye oppression."

For those of you who have been practicing for a while, I'm guessing you're working harder now than ever before. That may be bringing you financial success, but to be truly successful, don't forget to stop and smell the roses and enjoy the other things in life.

Here's another quote from Mr. Fulghum: *"And it is still true, no matter how old you are, when you go out into the world, it is best to hold hands and stick together."*

To be strong, we need to stick together, which is why this society and the ACR exist. To be even stronger, we need to stick together AND contribute to the political arms of both organizations. In the halls of Harrisburg and DC, money talks. I urge all of you to contribute. Dr. Scanlon will thank me for saying this: Phyllis at the registration desk can take credit card donations, large or small.

Finally, I'd like to thank those who have had the most impact on my getting to where I am today: my parents; my wife Joan, who is here today after elbow surgery for a radial head fracture just two days ago; and my daughters Miranda and Erica. Last but not least, I thank my partners, Drs. Böhm-Vélez, Straka, and Ward. Thank you, family and partners, for all your support and encouragement.

"You are soon going to change your present line of work."

"Don't be afraid to take that big step."

"You would make a good lawyer."

Even if these three fortunes were true, I wouldn't trade my career choice for any other. This is a great profession. Let's all hold hands, stick together, and keep our specialty strong.

UPDATE ON BREAST DENSITY NOTIFICATION ACT
PA SB358

Thomas S. Chang, M.D., FACR
Pittsburgh, PA

As reported elsewhere in this issue, the Breast Density Notification Act was signed into law on November 1 and takes effect 90 days after signing. It mandates that all mammogram patients be notified of their mammographic breast density on the report we give them in lay language, using the specific wording given in the bill. Our Breast Imaging Committee worked hard on this bill, first opposing it and then, when it became obvious that it would pass, working to get the best wording possible.

In the email blast that I sent to all members, the committee suggested also adding a second paragraph to help avoid confusion. If you did not receive that email, please be sure that your email address in our files is correct (check your profile at paradsoc.wildapricot.org) and that our emails are not ending up in your spam folder. If they are going into your spam folder, please configure your email program so that emails from paradsoc@wildapricot.org are not considered to be spam.

If you have any questions or comments, please email me (chang@weinsteinimaging.com). Stay warm this winter!

Harrisburg Update

Kline Associates
Harrisburg, PA



Capitol Hill day in Harrisburg. As you can see Adam Kaye, Darshan Patel, and I posed on the Senate FLOOR (quite an honor) with Senator Mike Folmer R-Lebanon/Berks.

2014 PRS Annual Meeting Educational Program

Robert S. Pyatt, Jr., MD, FACR
Chambersburg, PA

**Pennsylvania Radiological Society Annual Meeting
Sept. 5 – 6, 2014**

Omni William Penn Hotel, Pittsburgh, PA

Draft CME Program: Saturday, 6 September 2014

By Dr. Robert Pyatt, MD, FACR

This year's program is still in development, but is already shaping up to be a strong event. Here are some of the Speaker highlights:

◆ **Geraldine McGinty, MD, FACR**, Chair, Economics Commission, ACR: Speaking on the new Economics of Radiology and Radiology 3.0

◆ **Christopher Ullrich, MD, FACR**, Chair, Utilization Management Committee, ACR: Speaking on the critical role of Radiologists and Imaging Utilization Management, and the use of ACR Select.

◆ **Richard Duszak, MD, FACR**, CEO, Harvey L. Neiman, MD Health Policy Institute (HPI): Speaking on critical issues affecting the future of Imaging & Radiation Oncology

◆ **Judy Burlison, MS**, Director, Metrics, ACR Quality and Safety: Speaking on the PQRS for 2014, 2015, and the future your reimbursement, or loss of reimbursement, linked to these Quality Measures.

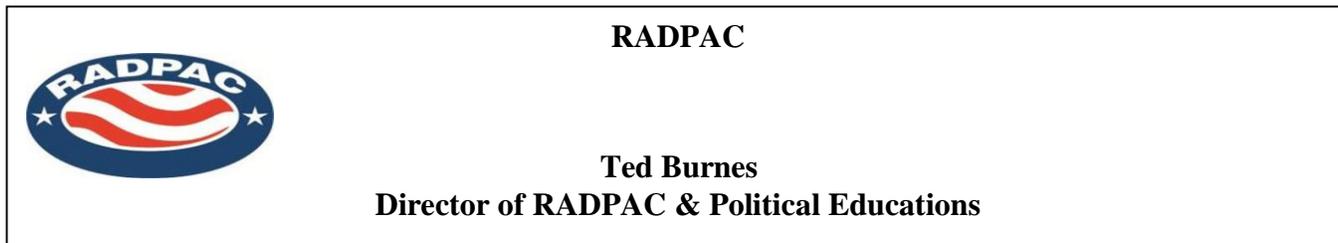
◆ **Eric Faerber, MD, FACR**, Chair, St. Christopher's Children's Hospital: Organizing a Resident/Fellow Program on the top issues facing Residents & fellows in the US and Pennsylvania.

◆ **TOP ACR Leadership** (name/title details not yet known): Speaking on "Hot topics and Issues Facing Radiologists and Radiation Oncologists across the US"

◆ **Radiology Leadership Institute Leadership (RLI) speakers**: Details in development. In 2013, Drs. Gunderman and Chang were BIG hits and very well received. Earn Radiology Leadership Institute (RLI) credits!

◆ **Evening Speaker Program** (with the Honored Radiologist Award) not yet available.

Earn at least 7 hours of free Category 1 credit (a PRS benefit) while attending these programs. Programs are being designed to enable more interaction and Q&A with speakers/panels.



Overall in 2013, RADPAC had more than 3,000 hard money contributors (3rd straight year eclipsed 3,000 mark) and raised more than \$1.3 million in hard money (also 3rd straight year accomplishing this mark).

For the second straight year, more than 200 radiologists in Pennsylvania contributed to RADPAC and for the third straight year Pennsylvania radiologists contributed more than \$70,000 to RADPAC.

The following practices in Pennsylvania had 100% RADPAC participation in 2013:

- Chambersburg Imaging Associates (Chambersburg, PA)
- Diagnostic Imaging, Inc. (Trevose, PA)
- Lancaster Radiology Associates, Ltd (Lancaster, PA)
- Radiology Associates of Main Line (West Chester, PA)
- Southeast Radiology, Ltd (Glenn Mills, PA)
- Weinstein Imaging Assoc. (Pittsburgh, PA)
- West Reading Radiological Assoc. (West Reading, PA)

Legislative Update – December 2013

**Kline Associates
Harrisburg, PA**

Pennsylvania has enacted a law that will require physicians to notify their patients of their breast density after mammography. The law began as Senate Bill 358 which was sponsored by Senator Bob Mensch R – Bucks/Lehigh/Montgomery/Northampton. It is now Act 86 of 2013 and it becomes effective ninety days from signing by the Governor which was on November 1, 2013. The new law requires the following language be included, beginning January 29, 2014, on any report or message to the patient about her mammogram:

This notice contains the results of your recent mammogram, including information about breast density. If your mammogram shows that your breast tissue is dense, you should know that dense breast tissue is a common finding and is not abnormal. Statistics show many women could have dense or highly dense breasts. Dense breast tissue can make it harder to find cancer on a mammogram and may be associated with an increased risk of cancer. This information about the result of your mammogram is given to you to raise your awareness and to inform your conversations with your physician. Together, you can decide which screening options are right for you, based on your mammogram results, individual risk factors or physical examination. A report of your results was sent to your physician.

The above paragraph must be included, exactly as it appears. Additional information may be added to clarify, but it must not change the intent of the law nor the notification in this paragraph. It is also possible for the PRS or its member physicians to provide pamphlets or online information regarding Dense Breasts.

We would like to acknowledge the **outstanding** work done by the Mammography (Breast Imaging) Committee of the Pennsylvania Radiological Society. These folks spent countless hours on conference calls and email chains helping to ensure that the language was informative to the patient without being alarming. The goal here was to alert people to their breast density and to encourage additional discussion between the doctor and patient.

There were several other groups who had an interest in seeing this language passed. They all had input into the bill. In the end, it was the Pennsylvania Radiological Society's Mammography / Breast Imaging Committee who provided the most helpful assistance to Senate and House members regarding this bill.

Author's Note: If EVER there were a time to join the Pennsylvania Radiological Society, it is NOW. The success of this PRS Committee is to be commended!

**EXECUTIVE OFFICERS
2013-2014**

PRESIDENT

Thomas S. Chang, M.D., FACR
Weinstein Imaging Associates
5850 Center Avenue
Pittsburgh, PA 15206

PRESIDENT-ELECT

Matthew S. Pollack, M.D., FACR
3780 Tiffany Drive
Easton, PA 18045

FIRST VICE PRESIDENT

Beverly G. Coleman, M.D., FACR
Hospital University of Pennsylvania
3400 Spruce St
Philadelphia PA 19104

2nd VICE PRESIDENT

Julie Ann Gubernick, M.D.
Lehigh Valley Hospital
1200 S Cedar Crest Blvd
Allentown, PA 18103

SECRETARY

Cathleen Woomert, M.D., FACR
81 Maple Ridge Rd
Millville PA 17846

TREASURER

Michael Spearman, M.D.
103 Searight Dr
Baden PA 15005

EDITOR

Dwight E. Heron, M.D., FACRO, FACR
UPMC Cancer Pavilion
Department of Radiation Oncology
5150 Centre Ave Suite 545
Pittsburgh PA 15232

SENIOR COUNCILOR

Richard Taxin, MD, FACR
Crozer – Chester Medical Center
1 Medical Center Blvd
Upland PA 19013

IMMEDIATE PAST PRESIDENT

Elaine R. Lewis, M.D., FACR
Reading Hospital and Medical Center – Radiology
PO Box 16052
Reading, PA 19612

PAST PRESIDENT

Mary Scanlon, M.D., FACR
Department of Radiology
Hospital – University of Pennsylvania
Philadelphia, PA 19134