

Alive @75



75th Diamond Jubilee ♦ 1939-2014
North Carolina Society of Radiologic Technologists, Inc.
2014 Annual Conference ♦ April 2-4, 2014



Join us as we celebrate the NCSRT Diamond Jubilee! Come enjoy the lectures and take advantage of the networking opportunities. Make your CE sparkle with fun and learning!



Agenda

Topics, speakers, and/or times subject to change

Wednesday, April 2nd

10am-2pm NCSRT Board Meeting

5pm-until Student Technical Bowl



Thursday, April 3rd

Time	Educators	General	Students
7:30am-8:30am	Breakfast		
8:30am-9:30am	 From Patient To Customer to Consumer and Back Again: The Evolving Role of Those Who Serve and How We Serve Them Sean Keyser • Corporate Vice President, Operational Improvement and Service Excellence • Novant Health • Charlotte, NC Healthcare delivery is changing, and should change, given the dynamic role of those we serve. Behavioral economics helps us understand patterns, decisions, choices, and satisfaction. In the ever changing role from patient to customer to consumer and back again. This presentation will explore current thinking and ideas in responding to the service needs of each group and their common denominators.		Self-Assessment Exam
9:30am-9:45am	Break		
9:45am-10:45am	 Understanding the Standards Revision for an Accredited Educational Program Stuart Frew, MS, RT(R) • Accreditation Specialist • JRCERT • Chicago, IL This presentation will provide participants with an overview of the revision of the Standards for an Accredited Educational Program in Radiography, Radiation Therapy, Magnetic Resonance, and Medical Dosimetry that become effective December 2013. The presentation will focus on the revision, which is not a comprehensive review of the Standards, but focused on specific Objectives. Explanation and rationale will be presented regarding specific Standards, as well as specific Objectives. The presentation will also include the timeline associated with the revision process.	 T.E.A.M. Building Rusty LaRue • Assistant Coach, Men's Basketball • Wake Forest University • Winston-Salem, NC The T.E.A.M. building approach allows any team to work effectively using trust, experience, attitude, and motivation as its guiding principles. It leads to a successful team; whether it be a team that works on projects, courses, or with a team of faculty members for a program. This presentation will focus on the role of attitude in the effectiveness of a team. Methods of motivating the team when morale and effectiveness is down will be identified. We will compare experienced team members to those who have never been part of a team and how you get buy in.	

Thursday, April 3rd (continued)

Time	Educators	General	Students
10:45am-11:45am	Perk Up Your Presentations With Prezi Melissa Smith, BSRT(R)(MR)(CT), CNMT • MRI Program Coordinator • Forsyth Technical Community College • Winston-Salem, NC Tired of the same old PowerPoint presentations? Want to try something new? In this presentation, we will discuss Prezi, a cloud-based presentation software that helps you create visually engaging presentations using a single zoomable canvas. Prezi is an excellent tool for presenting imaging related lessons and sparking creativity among your students.	 "Do we work for the same department?" - Effective Radiologist/Radiology Technologist Communication in the RIS/PACS Era Colin Segovis, MD, PhD • Wake Forest Baptist Medical Center • Winston-Salem, NC How do we communicate effectively in a radiology department driven by ever increasing demands for increased productivity? Does the RIS/PACS based workflow help or hinder communication within a department? How does effective communication affect study quality and patient care? This session will discuss barriers to effective communication between radiology technologist, radiologist, and patient as well as propose solutions the learner can use to create a culture of open, constructive intradepartmental communication.	
11:45am-1pm	Lunch		
1pm-2pm	Business Meeting		
2:15pm-3:15pm	 Softchalk James Cook, MS • Dean, Learning Technologies and Carol Hayes, MA • Instructor, Humanities and Social Science Division • Forsyth Technical Community College • Winston-Salem, NC  Softchalk is a content authoring software for educators in all levels. Lesson content can be portable for use in Blackboard or other web servers and can include PowerPoint, videos, images, audio, and of course links to the internet. During this presentation, you will learn how to put lessons into the software and create flashcards and self-test activities for student engagement. We will identify specific imaging courses where Softchalk can be an asset with image-labeling and diagram explanations.	 Musculoskeletal Radiology Review: Case-Based Approach Jim Sancrant, DO • Triad Radiology Associates • Winston-Salem, NC During this presentation, we will discuss commonly encountered cases to review relevant anatomy and pathology, exploring how anatomy and pathology is displayed across different modalities. We will also review the importance of quality imaging to display normal and abnormal processes. Finally, we will discuss how improving interactions and feedback between technologists and radiologists can help improve patient care, i.e. "value-added radiology".	Exam Review

Thursday, April 3rd (continued)

Time	Educators	General	Students
3:15pm-4:15pm		The Doudranscenntenial Trifecta Stewart Bushong, ScD, FACR, FAAPM • Professor of Radiological Science • Baylor College of Medicine • Houston, TX We the people of Radiology in order to provide a more perfect diagnosis, reduce patient radiation dose, control occupational radiation exposure, and produce a most diagnostic image do ordain and establish The Doudranscenntenial Trifecta. In this course – reduce patient radiation dose, control occupational radiation exposure, and produce a most diagnostic image – will be discussed.	
4:15pm-4:30pm	Break		
4:30pm-5:30pm	Charles Barry Burns, MPH, RT(R), DABR Emerging Technology Lecture		
5:45pm-6:45pm		The Reeves-Rousseau Memorial Lecture “Struggles and Triumphs” The Underpinnings of a Professional Career Robert Thorpe, EdD, RT(R)(MR)	
6:45pm-9pm	Honors Reception and Silent Auction		

Friday, April 4th

Time	General	Students
7:30am-8:30am	Breakfast	
8:30am-10:30am	 Why Are You Looking for the Wizard? Laura Hamilton This is a journey through the movie the Wizard of Oz and a look at the life lessons learned by Dorothy and her cronies. Topics include 1) Looking the right team players; 2) Discovering every team members' strengths and weaknesses; 3) Working together for the good of the team; 4) Creating an action plan for success; 5) Realizing there's no place like home.	
10:30am-10:45am	Break	
10:45am-11:45am	 TBA Carmine Plott, PhD, CHP • Radiation Safety Officer • Novant Health Forsyth Medical Center • Winston-Salem, NC	Student Papers
11:45am-1pm	Awards Luncheon and Installation of Officers	

Friday, April 4th (continued)

Time	General	Students
1pm-2pm	 Health Literacy Impact on Patient Satisfaction and Quality Tom Bauer, MBA, RT(R) • Corporate Director, Voice and Choice • Novant Health • Winston-Salem, NC Health literacy or patient understanding has been identified as a key driver of quality, outcomes and patient satisfaction. According to the Department of Health and Human Services, 9 out of 10 Americans do not receive information in a way they use or understand. During this session, attendees will learn the leading practices in health literacy that also achieve IHI's tripe aim. This presentation and examples are specifically adapted to the imaging professional.	
2pm-3pm	 Medical Imaging: More Than 50 Shades of Grey Stewart Bushong, ScD, FACR, FAAPM The first century of radiation, the twentieth century, was also the first century of medical imaging. The history of medical imaging is filled with discovery, innovation, and galloping technology. In order to understand better where we are headed it is first necessary to understand where we have been. This presentation begins with a review of the history of medical imaging. At the turn of the twentieth century life expectancy in the United States was 47 years. Today it is 79 years and much of that extended longevity is due to medical imaging. We will cover some fifty notable advances in the development of medical imaging. Then we will turn our attention to the current state of medical imaging. Topping the list is the concern regarding patient radiation dose and occupational radiation exposure. With the implementation of the Affordable Care Act utilization, especially inappropriate utilization of medical imaging takes on evermore importance. That brings us to the future. I will introduce you to several new technologies and processes that I believe will develop into major medical imaging technologies – digital tomosynthesis, PET/MRI, tractography, and more.	
3pm-3:15pm	Break	
3:15pm-4:15pm	Monsters Inside Me Speaker TBA	
4:15pm-5:15pm	 Chernobyl: Over Twenty-Five Years Later Julie Gill, PhD, RT(R)(QM) • President, American Society of Radiologic Technologists • Chairperson and Associate Professor of Allied Health • University of Cincinnati Blue Ash College • Cincinnati, OH This presentation begins with a brief discussion of the Chernobyl reactor accident and the Soviet response to such. Attendees will be able to identify the medical effects of whole body irradiation. I will identify what is meant by the “Chernobyl heart”, discuss the most basic personal needs of children and orphans in Belarus, and describe the response of the physics community to this accident. The presentation will conclude with a description of the Fukushima nuclear power plant crisis.	

