August, 2008

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Do You Need Media Services?

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If you would like to discuss a project with Eric Jablonowski, Director of Media Services, you may contact him at 404-778-3743 or through e-mail at eric.jablon@emory.edu.

PACS Contract Signed, Bulk Buy Finalized

Last month. Emory Healthcare and GE Healthcare signed a final PACS agreement. The business terms were conceived back in December 2007 and were approved by the board last March. Negotiations over the terms and conditions took three months to memorialize in a legal document. We are grateful to the support and guidance of the Emory Healthcare leadership throughout this process. We are especially appreciative of the great dedication of our Emory Healthcare IS team: Dee Cantrell, Joe Medley, Mo Salama and Todd Settlemyre. We thank our legal counsel Marie Russell for her diligence in the contracting process.

The new PACS is GE Centricity 3.0 and features the latest technology in the industry. It combines front-end interoperability and a stable

infrastructure. We plan to use Cerner Radnet, our Radiology Information System due to Go-Live in January 2009, as the workflow driver. Nuance Powerscribe will continue to be our Dictation and Voice Recognition system. We also plan to roll out other technologies such as Magview for Mammography, Vocada for critical results reporting



The addition of a Fluoro room at Executive Park will complement the services already offered at this location.

and Primordial for peer-review processes. We will use Cerner Multimedia Foundation servers, which streamline image archiving and distribution within the Emory electronic Medical Record (EeMR). This overhaul should bring us up-to- date with state-of-

the-art imaging informatics technology and should streamline our different workflows to minimize variations and maximize efficiency.

The signing of the PACS contract punctuates a series of negotiations that formed a bulk buy with GE Healthcare.

This included an extension to the Compre-Care service agreement and a number of imaging equipment purchases as follows:

At Emory Crawford Long Hospital, one 1.5T MRI installed in May, one gamma camera installed in April and one PET/CT pending



The new digital room at Emory University Hospital features the GE Definium 8000 digital radiography

Certificate of Need (CON) approval.

At Emory University
Hospital, three single-plane
angio suites to be installed
this calendar year, two
biplane angio suites to be
installed in 2009 and a digital
radiography room installed
in June.

At The Emory Clinic, one I.5T MRI installed in March, one MRI upgrade installed in June, one CT upgrade installed in April and one Fluoro room at Executive Park installed in May.

These are exciting times for our department as we grow our clinical, teaching and research missions. It is a great opportunity to work in an organization that invests in its people, processes and technology to become a destination department.

- Habib Tannir Administrative Director of Imaging Services

EMORY HEALTHCARE

Letter from the Chair

Dear Colleagues,

In "my space" in Rad Report this month, I'd like to begin by telling you about my week. It started out with the wonderful news that Dr. Kay Vydareny would be named by the American Board of Radiology as its new Associate Executive Director for Diagnostic Radiology and Subspecialties. A few days later, an email news flash let me know that Dr. Carl D'Orsi has weighed in on CNN's Health News on the relative advantages of digital mammograms, a topic of great interest to many women. That afternoon, as I flipped through the pages of the ACR Bulletin that was

lying on my desk, a picture of Dr. Mark Mullins catches my eye. He is featured in a news column describing his recent participation in the Valerie P. Jackson Education Fellowship. Why am I telling you about my week? Because in that short period of time, three of our faculty were highlighted in national-level news. Lately, this is not such an atypical week as so many in our department are achieving so much. In case you see me beaming in the halls sometimes, this is why.

As you can see by the cover story, the GE PACS

is on its way. Many in our department, particularly Habib Tannir and Mo Salama, along with Emory Healthcare colleagues have worked hard to guide this very large and complex project along. We are also grateful to all of the faculty who have given substantial input on PACS/RIS customizations and workflow enhancements.

This technology will be extremely welcome in supporting our further expansion to Emory Mid-town (Crawford Long Hospital) and the new Northlake Hospital,



expected to open this Fall. The latter will function primarily as a Spine and Orthopedic Hospital.

I hope that you are all finding time to enjoy summertime.

Best to all.

Carolyn C. Meltzer, MD, FACR Chair of Radiology

AWARDS & RECOGNITION



Carl D'Orsi, MD
Director of Breast Imaging

Board of Directors

Carl D'Orsi, MD, Director of Breast Imaging, has been appointed to serve as Chair of the Food and Drug Aministration's Radiological Devices Panel. The main responsibility of the

panel is to review and evaluate data on the safety and effectiveness of marketed and investigational devices and make recommendations for their regulation. Dr. D'Orsi's appointment will become effective in January, 2009. Congratulations to Dr. D'Orsi on this extremely important role.



June Zhu Hongyun, MD

Former Emory Fellow Nuclear Medicine

Raghuver K Halkar, MD

Associate Professor Nuclear Medicine

Best Paper

Drs. Hongyun and Halkar collaborated on the paper "Predicting treatment outcome from mid-treatment response in pediatric lymphoma: is there an appropriate measure of response?" which has earned the recognition of the European Association of Nuclear Medicine (EANM). The EANM received 1,596 abstract submissions from around the world. This paper will be featured at the upcoming EANM Congress to be held in Munich, Germany.

Walter Carpenter, MD

Assistant Professor Musculoskeletal Imaging

Teacher of the Year

Dr. Carpenter has been voted as the Teacher of the Year by the Radiology Residents. He is being honored for his knowledge and willingness to take the extra time to pass along his wisdom to the next generation of radiologists.



EMORY DISTINCTION



American Board of Radiology Appointment

Dr. Kay Vydareny, Professor of Radiology, has been appointed as Associate Executive Director for Diagnostic Radiology and Subspecialties with the American Board of Radiology (ABR). Dr. Vydareny has served the ABR for many years as a trustee and brings tremendous experience and insight to this prestigious position. Dr. Vydareny is sure to represent our field and Emory with dignity and vision. Dr. Vydareny will continue her faculty role in the department on a part-time

basis and will remain as chair of the Radiology Appointments and Promotions Committee.

In September 2008, Dr.Vydareny will officially take on this role and begin to perform duties such as: participate in agenda setting for Board of Trustees meetings, represent the ABR to various societies and organizations, review candidate and diplomate requests, coordinate considerations related to subspecialty certification, and plan for exams of the future in both the initial certification and maintenance of certification programs.

New Grants

3D Fusion and Visualization of Quantified Cardiac CTCA and Nuclear Perfusion Imagery

Principal Investigator: Tracy Faber, PhD

Co-Investigators: Liudmilla Verdes Paolo Raggi, MD Ernest Garcia, PhD Eldad Haber, PhD Jakob Biten-Johansen, MD Arthur Stillman, MD Habib Samad, MD Fabio Esteves, MD Anthony Yezzi, PhD

Funding Organization: NIH R01

Significance: The long term goal of the project is to develop accurate and automatic fusion methods for integrating coronary artery data from CT Coronary Angiography (CTCA) with myocardial perfusion data from nuclear medicine. This explicit integration will increase accuracy for diagnosing coronary artery disease, while reducing the number of more invasive coronary angiography exams currently used for this purpose, ultimately improving the overall care of patients as well as reducing the overall cost of diagnosis.

MRI Patient Selection and Treatment Planning in CRT

Principal Investigator: John Oshinski, PhD Co-Investigators: Jana Delfino, PhD Brandon Fornwalt, PhD Angel Leon, MD David Delurgio, MD

Funding Organization: American Heart Association

Significance: Currently 30-40% of subjects undergoing Cardiac Resynchronization Therapy (CRT) involving a bi-ventricular pacemaker do not respond to the treatment. This low response rate is thought to be due to either:

- I) a lack of underlying mechanical dyssynchrony in the heart,
- 2) a larger burden of scar in the heart, or
- 3) the inability to place a pacing lead in an area of viable tissue.

In this study, we combine MRI cine imaging to detect mechanical dysynchrony with an MRI map of myocardial viability overlaid with coronary vein locations. This complete picture will allow better patient selection for CRT (thereby increasing response rate), and will allow pre-procedure planning of the location of the placing lead in an area of viable tissue.

CHECK IT OUT

Baumgarten DA, Ellis JH. Contrast-Induced Nephropathy: Contrast Material Not Required? AJR 2008; 191:383-386.

Provenzale JM, Ahah K, Patel U, McCrory DC. Systematic Review of CT and MR Perfusion Imaging for Assessment of Acute Cerebrovascular Disease. AJNR Am. J. Neuroradiol. 2008: ajnr.A1161v1-0.

Stillman, AE, Rubin GD, Teague SD, White RD, Woodard PK, Larson PA. Structured Reporting: Coronary CT Angiography: A White Paper from the American College of Radiology and the North American Society for Cardiovascular Imaging. Journal of the American College of Radiology - July 2008 Vol. 5, Issue 7, Pages 796-800.



Introducing the New Radiology Fellows

Welcome Fellows! We are happy to recognize those who have continued to grow here at Emory following their residency program and welcome those who are bringing fresh initiative as they join the Radiology Department.

Abdominal Imaging



Mariya Fishman, MD

Medical School: Emory University SOM

Residency: Emory University SOM

Interesting fact: Mariya enjoys all types of ballroom dancing and spending time with her daughter.



Robert Hyslop, MD
Medical School: Medical College of Georgia
Residency: Memorial Health in Savannah
Interesting fact: Robert spends his "free time"
working with computers.



Eric Meredith, MD

Medical School: University of Texas, Houston

Residency: Emory University SOM

Interesting fact: Eric participates in triathlons and trains for these events by keeping up with his twins.



Akash Patel, MD
Medical School: NHL Municipal Med College
in Ahmedabad, India
Residency: B.J. Medical College in Ahmedabad, India
Interesting fact: Akash enjoys mountaineering,
tracking and rafting.



James Welden, III, MD

Medical School: University of South Alabama
Residency: Baptist Health Systems Birmingham, AL
Interesting fact: In addition to spending time with
his daughter, James finds time to go running and
swimming.

Neuro Interventional





Scott Rahimi, MD
Medical School: Medical College of Georgia
Residency: Medical College of Georgia
Interesting fact: Scott likes to play golf during his free time.



Samuel Tsappidi, MD, MS
Medical School: Christian Medical College - India
Residency: Emory University SOM
Interesting fact: Sam races Audi cars for fun and
plays drums in a band.

Musculoskeletal



Joshua Golub, MD, MPH
Medical School: Medical University of Ohio
Residency: Metro Health Medical Center, Cleveland
Interesting fact: While at the CDC, Joshua worked
on a six-member team to investigate and prevent
acts of bioterrorism.



Robert Helmer, MD

Medical School: Indiana University SOM

Residency: Emory University SOM

Interesting fact: Robert served as a flight surgeon for the Navy as a medical department head.



Ashur Lawand, MD
Medical School: Mercer University
Residency: Emory University SOM
Interesting fact: Ashur began his career as an
Orthopedist, and found a new career path after
92 days.



Devin Tighe, MD

Medical School: University of North Carolina SOM
Residency: Rush University Medical Center, Chicago
Interesting fact: Hurricane Katrina chased Devin
from Louisiana State University Health Sciences
Center to finish his residency in Chicago.

Interventional Radiology & Imaging Guided Medicine



Mike Bosley, MD
Medical School: Emory University Hospital
Residency: Emory University SOM
Interesting fact: Mike competed in the decathlon for
the Georgia Tech track and field team in college.



Jesus Castillano, MD
Medical School: University of Visayas/Gullas College
of Medicine - Philippines
Residency: Cebu City Medical Center
Interesting fact: Jesus speaks fluent Tagalog,
Cebuano and Ilonggo.



Rajah Koppola, MD Medical School: Osmania Medical College Residency: Osmania General Hospital Interesting fact: Rajah was the captain of his University's cricket team.



Introducing the New Radiology Fellows

Breast Imaging



Surya Vaidyana, MD Medical School: Robert Woods Johnson Medical School Residency: Albert Einstein Medical Center Interesting fact: Enjoys many types of dance.

MR Body Imaging



Saravanan Krishnamoorthy, MD
Medical School: Northwestern University
Feinberg SOM
Residency: University of Minnesota
Interesting fact: Saravanan trains for marathons, and
has participated in a half-marathon.

Pediatric Radiology



Clint T. Teague, MD

Medical School: Louisiana State University

Residency: University of Mississippi Medical Center

Interesting fact: Clint was an attending in Diagnostic

Radiology at the The University of Mississippi

before pursuing a Pediatric Radiology Fellowship.

Neuroradiology



Darshan Acharya, MD
Medical School: Medical College of Georgia
Residency: Memorial Health University Medical Center
Interesting fact: Darshan plays Ultimate Frisbee on the
Atlanta Summer League.

William Crymes, MD
Medical School: Medical University of South
Carolina, Charleston
Residency: Emory University SOM
Interesting fact: Bill is a professional fly fisherman.



Elliott Friedman, MD

Medical School: Tulane University SOM

Residency: University of Texas Health Sciences

Center at Houston

Interesting fact:: Elliott has completed more than ten
marathons.



Medical School: University of Texas Medical Branch, Galveston Residency: Emory University SOM Interesting fact: Kristen met her fiance while participating in a triathlon. They plan to be married in the fall.

Kristen Lloyd, MD



Gopi Sirineni, MD

Medical School: Osmania Medical College-India

Residency: Gandhi Medical College, Gandhi

General Hospital-India

Interesting fact: Gopi has a passion for digitally editing photos by morphing, changing or adding special effects.



Siddhartha Thanawala, MD
Medical School: Mount Sinai School of Medicine
Residency: Beth Israel Medical Center
Interesting fact: Siddhartha likes to eat out, cook
and bicycle.



Unni Udayasankar, MD
Medical School: TD Medical College-India
Residency: V.S.S. Medical College & Hospital-India
Interesting fact: Unni is actively involved in Atlanta
Cricket League, which has more than 50 teams
competing.

STRIVING FOR EXCELLENCE

The Art of Quality

As a leader, I have noticed we spend a lot of time trying to think of ways to reach out to the staff about excellence and engagement – thoughts that are completely wasted if we as leaders invest nothing else. We all remember how we felt as children growing up when our parents would say one thing and do another. This "do as I say and not as I do" mentality did not work for us then, does not work for us now – and it does not work for our staff either! What will work are our actions and our visability.

Our staff need to see us out there not only striving for excellence, but striding for excellence as well. We need to make time each day to round through each one of our areas of responsibility and

energize our senses as we "touch" and "feel" the pulse of physician, staff and patient interaction. We need to "hear" and "see" what is going on around us. We need to know what challenges have yet to be met and what successes have yet to be celebrated.

In his book "Hardwiring Excellence," Quint Studer calls this "rounding for outcomes". He goes on to say that rounding for outcomes is the number one action that a leader can do to drive employee satisfaction. Think about how true that is! From our offices, we can only talk about striving for excellence and employee engagement – but when rounding, we model the behavior and show the staff what success looks like. Make no mistake, as with our

parents, what we do is much more of an effective teacher than what we say. Have you ever heard of someone being referred to as being so heavenly minded that they were no earthly good? We cannot afford to be lip service leaders who rely on others to act to get the staff engaged or to elevate our level of customer service. Rather, our positive interaction on a face-to-face basis will spread throughout our departments and will become contagious.



Striving for excellence is attainable, striding for excellence is sustainable – got comfortable shoes?

 Mike Armstrong Assistant Director of Clinical Services



GETTING TO KNOW YOU

Research Associates

Radiology Research Associates aid the development of technology and progression of possibilities for patient treatment, procedures and cures. As the department rapidly grows, there is a constant need to stay at the forefront of medical advancements. Research Associates offer the department's Radiologists and Researchers a helping hand in a variety of ways to ensure that Emory is established as a leader of advances in translational imaging research.

Each division utilizes their Research Associates in a different manner; however, they all have the same goal of helping in any way to produce results for each study. The roles and responsibilities of a Research Associate will vary depending on the project or desired goal of discovering new information. The duties of a Research Associate may include data collection, entering that



Syed Ali Division of Muscluskeltal **Imaging**



Chesnal Arepalli Division of Cardiothoracic **Imaging**

information into a comprehensive database and analyzing the data. Additionally, they often process images into computer files and digitize teaching files so the residents and fellows can more rapidly access teaching material electronically through userfriendly web interfaces.

Some research studies delegate more specific tasks to the Research Associates, such as recruiting patient volunteers for various research studies or repairing computer software for the department's modules. Furthermore, Research Associates will help contribute to the publications that our Radiologists and Researchers generate for audiences worldwide.

To completely understand the growing impact of imaging on patient diagnoses, our Research



Sima Banerjee Division of Musculoskeletal **Imaging**



Daya Manatunga Nuclear Cardiology R&D Laboratory



success.

Division of Musculoskeletal **Imaging**



Jiyoun Mun, PhD Valeria Moncayo

Associates help both physicians and researchers collaborate on projects that continue advances in the imaging arena. These collaborations allow for brainstorming sessions that catapult an abstract idea and turn it into a concrete result or tangible data. The Research Associates appreciate the diversity of knowledge and experience that our doctors encompass because it allows them the environment to freely express their variety of ideas to further the department's

Senior Research Associate, Russell Folks, came to Emory Hospital in 1980 as a clinical nuclear medicine technologist. Throughout the years, Mr. Folks acknowledges there has been rapid change in technology and continuous growth of our department. He recognizes computers as a key example of a commodity that has developed



Radiopharmaceutical Discovery Labratory

into a necessity for medical procedures. Mr. Folks recalled when computers entered the imaging arena.They have been a contributor



Russell Folks Sr. Research Assc. Nuclear Cardiology R&D Laboratory

to the research over the years that has helped to advance the processes that are used in imaging today. Contributing to the future is why Radiology Research Associates are continuously working on projects such as Artificial Intelligence scan interpretations and Web-based archives to use as valuable resources for our department.

In the future, several of these Research Associates hope to

join the field of Radiology as a Resident or Fellow and follow in the footsteps of the admirable mentors they work with now.

> Alaina Shapiro Communications Coordinator

GET INVOLVED

Volunteer to Play

Emory's Medical Imaging Program's Lambda Nu Honor Students, faculty and spouses helped build a playground for Whiteford Elementary School on July 10 for their community service project.

The project was sponsored by KaBOOM, Chrysler Foundation and Whitefoord Community Program (non-profit organization started by the late Dr. George Brumley, former Chairman of the Dept. of Pediatrics at Emory University).



Participants were Front row: (left to right) Janelle Ferguson, Heather Smith Second row: (left to right) Alan Ferguson, Rebekah Finck, Laura Hunlock, Barbara Peck, Lori Ciani, Ken Peck

Radiology at Peachtree



In addition to her many duties within the Abdominal division and contributions to the education of residents, Dr. Deb Baumgarten found time to train

Leah Verdes

Nuclear

Cardiology R&D

Laboratory

and participate in Atlanta's Peachtree Road Race on the 4th of July weekend. She finished the 10K race in under 49 minutes and placed 1700 of nearly 55,000 (67th among the Master's women). This is her 11th consecutive year of running in the race and she is planning to participate again in 2009. Dr. Baumgarten was among many others from radiology that ran the race including Tricia Wertz, Dr. Kay Vydareny, Dr. Sarah Erickson, Dr. Unni Udayasankar, Dr. Kristen Lloyd and Lindsey Mitchell.



CELEBRATING EMPLOYEES

A Model of Morale



The coding & billing group at Decatur plaza geared up for the employee Gallup Poll with the second-annual grill-out.

Reimbursement Services Department recently celebrated another successful year of improving employee engagement at their 2nd Annual Gallup Luncheon on Friday, July 18th.

morale booster is the **Employee Birthday** Club. Joining the Employee Birthday Club allows everyone to feel exceptional on his or her special day by receiving a gift card of their choosing and a and ice cream during the middle of the



gift item as well as cake Employee morale is kept high throughout the year with smaller events such as Pass the Hat team building.

month to celebrate every birthday for the entire month.

Everyone looks forward to the monthly activities and the joy of celebrating with their co-workers. These activities have helped to keep morale high, and acknowledge the hard work of the team throughout the year.

> - Marcus Foster Sr. Business Manager

The event is the finale to the FY08 focus, which has been:

- 1. Communicating and participating in huddles daily
- 2. Understanding the importance of 2-way communication
- 3. Understanding communication styles
- 4. The importance of asking questions and particularly developing viable solutions

The Management team led the way by illustrating that employees opinions do count during the daily huddles. To increase the lines of communication, the team created a

Huddle Calendar and increased the frequency of departmental meetings. Implementing those two major components in their daily operations (along with others) has given the staff the opportunity to discuss topics more frequently and deal with issues faster. There has been a great boost in the staff's morale since the changes have been made to the huddle format.



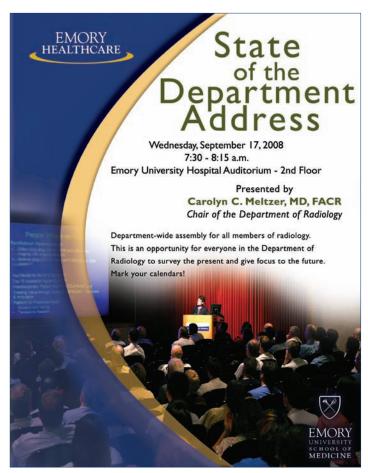
The grill-out was followed by a game of volleyball.

The team made sure to thank people outside of their area by inviting them to their luncheon. In attendance were people from EMCF, Grady, IS, Netcom, Security, PFS, etc.



Team members share recognition quarterly with a "Pass the hat" celebration.

The Spirit Committee was formed in January of 2007 to help boost the morale in the department. Morale boosters include jean week, at a cost of \$5 for the week, which allows for special occasion celebrations such as Mother's Day, Father's Day, Boss' Day & Christmas events. Another



Grand Rounds & Research Conferences will resume the first week of September. Check the Current Events page at www.radiology.emory.edu for up-to-date schedules.



NEW FACES & APPOINTMENTS



David Brandon, MDAssistant Professor, Nuclear Medicine

After completing his fellowship at the University of Texas at Southwestern, Dr. Brandon joined the Emory Radiology Department's Nuclear Medicine division. He will be practicing at the VA Medical Center, as well as the Emory Healthcare system.

Dr. Brandon has several scientific publications including "The accuracy of bone scintigraphy and FDG-PET in detecting breast cancer bone metastasis." In 2006 and 2007, he had poster presentations at the Southwest Chapter of the Society of Nuclear Medicine, as wellas two posters at SNM 2008. Dr. Brandon also has several years of research experience that includes studies of lymphomatoid granulomatosis by PET/CT. Dr. Brandon earned his medical degree from Baylor College of Medicine, and completed his Nuclear Medicine residency at the University of Texas Southwestern.



Jaime Montilla, MD
Assistant Professor, Nuclear Medicine

Prior to joining the Emory Radiology
Department, Dr. Montilla completed his
undergraduate and Doctorate degree at the
University of Puerto Rico. He joined the US
Army and did his internship at Brooke Army
Medical Center, in San Antonio, Texas. He
completed his residency in Radiology at Walter

Reed Army Medical Center in Washington, DC, where he also completed a two year nuclear medicine fellowship. He was an assistant professor at the Uniformed School for the Health Sciences in Bethesda, Maryland until 2006, where he was actively engaged in training medical school students, radiology residents and nuclear medicine fellows. Dr Montilla served as the Director of PET/CT Imaging at Walter Reed Army Medical Center until his separation from the US Army in 2006. He is a contributor to numerous publications and has lectured at RSNA multiple times as well as lectured internationally.



Holly Archer Technologist I

Holly joined ECLH Radiology with a focus in Interventional Procedures. Holly graduated from Armstrong Atlantic State University in Savannah, Georgia with a BSRS in Radiography. In addition, she is certified in both Basic Life Support and Advanced Cardiac Life Support. Holly also has an Associates Degree in Music Performance in piano.



Owen Hendricks Radiology Applications Specialist

Owen has joined the RAS team. Owen's education includes attending Meharry Medical College to study Medicine after attending Oakwood University to study Biochemistry. Owen has more than 25 years of experience in information systems. Before joining our team at Emory, he lived in Atlanta but worked in Alaska - what a commute!



September II 6:30 - 8:00 p.m.

Emory Crawford Long Hospital - Glenn Building Auditorium -

Join us for a free informational seminar presented by an Emory Interventional Radiologist on the non-surgical laser treatment of varicose veins. Endovascular Laser Venous System (ELVS) takes only 45 minutes and is a minimally invasive outpatient procedure that allows the patient to return to normal activity immediately.

If you are interested in attending the presentation or would like more information, please call HealthConnections at 404.778.2000.



Monica Reese Technologist

Monica Reese joined ECLH after gaining experience from Southern Regional Medical Center as a technologist. She graduated from Griffin Technical College and is currently continuing her education at Mercer University to earn a Bachelor's Degree in Organization Leadership. Monica's future career goal is to someday become a Physicians Assistant.

Look for a new issue of the Rad Report the first full week of September.