

EMORY RadReport

It's what's on the inside that counts!

May, 2009

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Do You Need Media Services?

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- Digitizing Films

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.

Change is Progress

Change is happening all around us and, while change can be difficult, it is also a sign of progress. Progress is certainly a word that describes the Radiology space redesign that has been happening throughout the Radiology Department. The changes in the department have optimized the location of advanced technology, reorganized space to enhance communication and streamlined the patient experience.

Since last fall, we have upgraded radiology resources at all of our sites. Emory University Hospital Midtown (EUHM) has installed two new MR units. At Wesley Woods, we are in the process of installing a GE Definium 8000 digital radiography unit. In the hospital on Clifton campus, the new MR suites are in use and Nuclear Medicine is utilizing the SPECT/CT. The Emory Clinic at the Medical Office Tower (MOT) in midtown has two new X-ray rooms and is preparing to bring a PET/CT on board. Renovating these areas has allowed us the space for advanced technologies.

The recent move of administration and faculty offices to the ground level at EUH is evidence in the leap of the redesign progress. Formerly located in various

areas on the first floor, the divisions of Abdominal Imaging, Neuroradiology, Interventional Neuroradiology, and Interventional Radiology and Image Guided Medicine are now all in close proximity. Just around the corner from these divisions is the administration offices for the EUH clinical operations. This convenient arrangement will provide opportunities for face to face greetings and overall increased communication between divisions and administration.

The redesign at EUH continues to enhance our patient's experience. Patients no longer need to search for the ground level in order to have an MR exam. With the relocation of the MR units to the first floor, patients are able to check-in, be prepped and have their scan all on the first level of the hospital. As an added bonus, the patients also enjoy skylights that are in the new MR suites. As the staff and faculty adjust their patterns to the new areas, patients will benefit from streamlined workflows.

Among other changes that are soon to come are the redesign of the former cyclotron area on the ground level. This space will be

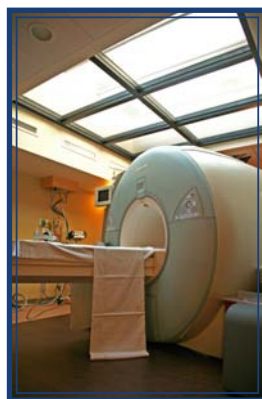


The new offices of for many of the divisions at EUH are located on the ground level.

repurposed for administration and decision support services for the clinical enterprise and administrative offices. The new location of the Pre/post Procedure Care Area (PPCA) will be built out next to the existing Neuroradiology reading room. There will be construction to add a fifth Interventional room and the registration area will be reconfigured to incorporate a handicapped accessible area. With the shift of administrative operations to the ground level, we make way for patient and clinical function on the first floor.

As the Director for Strategic Development, Dale Walker orchestrated these changes and continues to plan for progress. If you think back almost two years, you may recall an article showing pictures of the executive suite as cement walls; or you may remember the 3T MR being introduced to Executive Park. All of these changes, and more, are a part of the Radiology space redesign. When asked when we will be done with the redesign Dale replied, "Never. As long as we keep growing, we will continue to advance."

- Monica Salama, Communications Manager



The skylights help with claustrophobia in the new MR suites.

Letter from the Chair

Dear Colleagues,

Spring is certainly a busy time for our professional organizations, with the American Roentgen Ray Society (ARRS), the American College of Radiology (ACR), the International Society of Magnetic Resonance in Medicine (ISMRM), the Association of University Radiology (AUR), the Society of Pediatric Radiology (SPR), the Society of Breast Imaging (SBI), the American Society of Neuroradiology (ASNR) and the Society of Nuclear Medicine (SNM), among others, all conducting annual meetings in a few month period. We

are well represented in these and other major professional medical societies by departmental colleagues, which is more important than ever during this time of abundant opportunities and challenges. Healthcare legislation is being considered in Washington, while we are still reeling from the hits of last year's Deficit Reduction Act (DRA). Of particular interest is approval of a new official effort to strategically integrate the ACR and ARRS. This move will particularly allow optimizing the educational focus and

programming of each of the two organizations.

The Radiology Executive Committee is expanding this month as we add Dr. Applegate to the department leadership as our new Vice Chair of Quality and Safety. Our emphasis on quality reflects both its status as the #1 strategic goal of Emory Healthcare and our departmental emphasis on practice quality improvement. Please welcome Dr. Applegate to Emory and Atlanta.

I am personally appreciative of the positive and constructive discussion that

followed the recent department-wide assembly on *Staying Strong in a Weak Economy*. Your help on how each of us can move our institution and department forward and support each other through these difficult economic times will make all the difference. Please keep the feedback coming.

Best to all,

Carolyn C. Meltzer, MD, FACR
Chair of Radiology



AWARDS & RECOGNITION



Sridhar Tridandapani, PhD, MD
Assistant Professor of Radiology

2009 American Roentgen Ray Society (ARRS) Scholar

The ARRS Scholar Award will help Dr. Tridandapani embark on a tailored course of study in biomedical engineering and biostatistics as related to the field

of cardiac CT. The course of study will assist him as he conducts a series of experiments to prove the efficacy of ultrasound as a gating device for optimizing the acquisition of cardiac CTA. In addition to guidance from the lead mentor, Dr. Arthur Stillman, Dr. Tridandapani will benefit from the mentorship of a team of experts in Radiology and Biomedical Engineering.



Carolyn C. Meltzer, MD
William P. Timmie Professor and Chair
Board of Chancellors

Dr. Meltzer has been appointed to the Board of Chancellors for the American College of Radiology (ACR). The mission of the ACR is to serve patients and society by maximizing the value

of radiology, radiation oncology, nuclear medicine and medical physics by advancing the science of radiology, improving the quality of patient care, positively influencing the socio-economics of our practice, and providing support for research and continuing education programming. The Board of Chancellors is the ACR's executive body, overseeing all of its business and affairs toward furthering the priorities of our field in government relations, education, and quality and safety.

2009 Service Awards

Each year President James Wagner hosts a Service Award Luncheon to recognize the University Staff who have committed 25 years or more to the success of Emory. Invitations are extended to those beginning at the 25 year mark and in 5-year increments thereafter.



This past September, Nancy Costello, Administrative Assistant for Cardiothoracic Imaging, reached the 30-year milestone. On April 1, 2009, Nancy shook hands with President Wagner as she accepted her Certificate of Recognition. The group at the luncheon took a moment to reflect upon the changes Nancy had seen at Emory during her time here.

Nancy began her Emory career in the coordinating the operating room. She continued to progress in her career, gained a degree in Computer Systems from Gwinett Technical College and was a member of the team that brought computerization to the operating rooms in 1988. Nancy joined the radiology department in 1995 and supports the division of Cardiothoracic Imaging.

Michael Hill, RT
MRI Technologist II

Donald Langley, RT
MRI Technologist II

Advanced level of MR Registry

Michael (left) and Donald (right) have achieved the advanced level of MR registry. Recognized by the American College of Radiology (ACR), the American Registry of Magnetic Resonance Imaging Technologists (ARMRIT) has been the only certifying body since 1991.



IN THE LEAD

Attention to Excellence

Kimberly E. Applegate, MD, MS, FACR, has been appointed to the newly created position of Vice Chair of Quality and Safety for the Department of Radiology. In this position, Dr. Applegate will provide leadership and oversight for the development, implementation, and monitoring of practice quality improvement and safety programs throughout Radiology. In her role, she will participate in efforts to integrate quality programs throughout Emory Healthcare, as overseen by William Bornstein, MD, PhD. Dr. Applegate also plans to continue to engage in clinical activities and brings with her a wealth of expertise in Pediatric Radiology.

The initiatives that will stem from this position will branch-out to touch every area of Radiology. As the department lead for Quality and Safety initiatives, Dr. Applegate will serve as Chair of the Practice Quality Improvement Committee, lead efforts to optimize clinical protocols, and establish metrics to benchmark our successes and align with the Emory Healthcare Office of Quality. In the educational arena, she plans to develop a professionalism elective and integrate these lessons into each clinical rotation. The need for quality has also been recognized on a national level, presenting opportunities for Dr. Applegate to be on the forefront of this relatively new scientific field as new grants and funding become available. Not only will these initiatives address the clinical, educational and research aspects of our department, Dr. Applegate will take on the task of addressing quality of care for patients, quality of work environment and quality of business management.

As she begins this position, Dr. Applegate has expressed her hopes that "as professionals in

radiology (radiologists, technologists, nurses, administrators), we should come to work each day and try to make patient care better. That is one way that I define a professional. The work is never done and that makes it a learning experience and rewarding when we make a difference for others."

Dr. Applegate is internationally known for her scholarly approach to health care policy, practice quality improvement, evidence-based imaging, pediatric radiology and for the dynamic leadership she has brought to many professional organizations. As the 2008-2009 President of the Association of University Radiologists (AUR), she directed the premier bridging society supporting radiology's academic interests of quality in clinical care, excellence in teaching and discovery. She also serves on the Steering Committee for the national Image Gently Campaign, an effort to reduce radiation exposure to children receiving medical imaging; on the National Council on Radiation Protection; and as Chair of the Pediatric Safety Committee for the Society of Pediatric Radiology. Other roles have included service as President of the Radiology Alliance for Health Services Research, President of the American Association for Women Radiologists and Representative to the National Quality Forum for the American College of Radiology. Elected to the American College of Radiology Steering Committee, she is dedicated to improving quality and safety through guideline development, education and member engagement.

Dr. Applegate's many contributions to academic medicine include an impressive publication record and dedication to teaching and mentorship of the next generation of

professionals. She has authored approximately 100 research and education articles, 16 book chapters, and edited two books. She is a sought after visiting professor and speaker and has mentored numerous pre- and post-doctoral trainees.

Dr. Applegate is the recipient of several research grants, awards and scholarships including an American Roentgen Ray Society Scholarship. Dr. Applegate has been an assistant editor to the *Journal of the American College of Radiology and Radiology*. In 2000, she served as the RSNA Editorial Fellow from North America and has created and co-edited the Statistical Concept Series for Radiology. From 2001-2004, she chaired the RSNA Program subcommittee on Health Services Policy & Research.

The well accomplished reputation that Dr. Applegate has earned through her constant efforts to ensure quality and safety through professionalism, procedure follow-through, and creating a safe environment for faculty, staff and patients is now focused on the Emory Radiology department. We are very lucky to have her level of expertise and professional drive leading our Quality and Safety initiatives.

Please make an effort to welcome Dr. Applegate to Emory!



Dr. Kimberly Applegate has become the first Vice Chair of Quality and Safety for the Radiology Department

CHECK IT OUT

Kamireddi A, Payan J. MRI appearance of Delayed Onset Muscle Soreness. ACR Case in Point. May 28th, 2009.

Yu W, Williams L, Camp VM, Malveaux E, Olson JJ, Goodman MM. Stereoselective Synthesis and Evaluation of Syn-1-Amino-3-[18F]Fluorocyclobutyl-1-Carboxylic Acid as A Potential PET Brain Tumor Imaging Agent. *Bioorganic and Medicinal Chemistry*, 2009; 17:1982-1990.

Zeng F, Mun J, Jarkas N, Stehouwer J, Voll R, Tamagnan GD, Howell L, Votaw JR, Kilts CD, Nemeroff CB, Goodman MM. Synthesis, Radiosynthesis, and Biological Evaluation of Two Carbon-11 Labeled Reboxetine Analogs: Potential PET Radioligands for in Vivo Imaging of the Norepinephrine Transporter. *Journal of Medicinal Chemistry*, 2009, 52: 65-73.

STRIVING FOR EXCELLENCE

Empowerment

I think we can all agree that our jobs have become more hectic and more complex. This challenging environment heightens the risk for poor communication and error. What can be done to lessen these dangers and to better support one another?

Our patients, our organization and our colleagues need all of us to assume the role of customer advocate. Yet, for a variety of reasons, many of us are uncomfortable stepping outside our defined boundaries to address or prevent issues. This unwillingness to deviate from our comfort zones leads to patient dissatisfaction and quality lapses. There is even a name for it: bystander effect. Bystander effect arises from two main causes. First, any organization with a large number of people gives its employees the illusion that someone else will take care of the

problem at hand. Second, each organizational culture has ingrained norms which may have established that it is not worthwhile to address what is clearly wrong, especially if it is in another area.

So let's dispel these two myths! Obviously, we confront problems where "someone else" is not going to do the job. We even go as far as implementing processes that manage these obstructions without truly addressing their causes. And let's put a new norm into place: When a patient is at risk (potential or actual, clinical or service-related), we all have permission and an obligation to say or do something about it.

Empowering yourself and others is not enough. We have to be aware of and

guard against potential disasters. We must be in tune with patient and coworker distress, and when we see problems, we should either fix them ourselves or involve others. Additionally, we are required to be persistent. Too often, we try to promote necessary change and give up at the first obstacle encountered. If a patient is endangered, a coworker disadvantaged, or a customer unsatisfied, keep at the problem until you break through. You may have to seek a different path or additional help, but don't quit. If you find yourself in a situation where the norm has become to encourage apathy, take a moment to assess your situation and take action to make others aware. Because "someone else" may not do it and a norm that expects us to stand by is not acceptable... particularly for those who have chosen a caring profession.



- Chuck Powell
Director of Technical Operations

RADIOLOGY RETURNS

Meeting of the Minds

The International Society for Magnetic Resonance in Medicine (ISMRM) held their 17th annual meeting last week in Honolulu, Hawaii. The week-long gathering of MR clinicians and scientists is a platform for presenting and discussing advancements in the field of MRI, stretching from hardware devices and software components to clinical methods and cutting-edge research. It draws thousands of submissions (4805 accepted) and an equally impressive attendance. Among this sea of attendees from all parts of the globe, we few Emory "MR-ologists" represented our institution in conveying both clinical endeavors and scientific innovation. The meeting has never been a naïve venture for Emory Radiology; ever since its inception, MR scientific research from Emory has had a strong and continued presence at ISMRM, which also includes my first meeting in Glasgow, Scotland in 2001.

The essential feature of the ISMRM conference that I've always enjoyed was its basic educational aspects. This year was more of the same. Whereas prior meetings focused on conferring key MRI concepts and techniques to clinicians, this year also reversed the table by adorning MR physicists and engineers with the practical clinical implementation and interpretation of MRI. In addition, each day commenced with detailed reviews of state-of-the-art methods from each major branch of MRI: neurology, musculoskeletal, cardiovascular and body. Additionally impressive was a new educational forum that made its debut this year: an interactive, entertaining session named "Guess that Artifact!" presented in a Price Is Right-style game-show format. Although it was geared toward students of MR, I found it satisfying to see senior MR colleagues, normally in suits detailing complex scientific research, dressed as true Hawaiians playing the role of lively game-show hosts, while still teaching MR.

The foundation of the ISMRM convention will always be its scientific sessions. The 4805 abstracts were presented and discussed over four and a half days via posters, oral presentations

and the relatively new electronic-poster format. Though being the serious "meat" of the meeting, the scientific sessions also enabled true attendee interaction, by bringing together individuals half-a-world away, into a common room, discussing a common topic or interest. This was no truer than the scene I came upon one afternoon during an e-poster session, as fellow Emory Research Associate, Dr. Khalil Salman, (seen in upper right) was immersed in discussion with two scientists from Europe who were working on a similar project. We all had similar interactions: Dr. Bobby Kalb and I with our respective e-poster presentations and Dr. Saravanan Krishnamoorthy during his oral presentation. Dr. Hui Mao also presented his work among spectators during a poster session.



Dr. Diego Martin was also heavily involved in this year's meeting. Well-respected internationally in the field of Body MRI, Dr. Martin moderated a session on Nephrogenic Systemic Fibrosis (NSF), a recent safety issue in MRI. Further involvement was educational, speaking to a forum of physicists and engineers about clinical and functional renal MR imaging. Though commonplace at ISMRM, this marriage of engineering and medicine has always been a key objective of Dr. Martin, and with MR sciences in general, at Emory. To further promote translational sciences, our group also took advantage of the opportunity to meet with MR vendors to discuss ongoing research collaborations and inquire about emerging technologies that directly impact patient care.

The Hawaii Convention Center held thousands of MR experts. The quality of scientific papers proved it. The continued growth and innovation of MRI proved it. Surely, this was enough motivation to keep attendees inside.

GETTING TO KNOW YOU

Sr. Program Associate

Just as the seconds on a clock tick to make the minutes turn into hours as the days pass, Sidna Pinto assists Dr. Carolyn Meltzer, to ensure that Dr. Meltzer stays on schedule as she continues to lead the department in a successful manner. Sidna has two roles within her position. As Senior Program Associate, she is the Executive Assistant to the Chair of Radiology and the Support Staff Supervisor for the divisional Administrative Assistants, Office Managers and Program Coordinators.

Executive Assistant to the Chair

While functioning as the Executive Administrative Assistant to Dr. Carolyn Meltzer, Sidna performs various administrative duties. She is responsible for answering the constant phone calls to the Chair's Office, responding to many e-mails and filing important paperwork. One of the more time consuming processes that Sidna is involved with incorporates the documentation needed for higher-level faculty appointments and promotions. To successfully meet all required deadlines within this lengthy process, she must be very detailed oriented and thorough with all documentation. The ability to prioritize and stay organized

becomes very important.

Among Sidna's duties is the responsibility to coordinate the travel arrangements for the numerous internal and external meetings Dr. Meltzer attends. She maintains Dr. Meltzer's busy calendar by making and confirming requested and required appointments. To help make certain a meeting request is confirmed, be sure to copy Sidna on meeting invitations so she can log the appointment correctly and avoid double-bookings on Dr. Meltzer's calendar. With several years of project administrative experience, Sidna is able to multi-task with ease.

To ensure the department faculty and staff feel welcomed in the Executive Suite, the leadership implements an 'open door policy' making themselves available for questions or concerns when they are not in scheduled meetings. As a greeter for those entering the suite, Sidna must exhibit a friendly and positive attitude, eager to help those with the highest level of customer service. Sidna must exemplify



Sidna Pinto has accumulated 15 years with Emory.

strong interpersonal skills and have the ability to work well with all levels of internal management and staff, as well as, outside clients and vendors. Communication proves to be an essential tool to effectively transport a range of messages to and from the Chair of Radiology.

the support staff. These skills will promote unified procedures that are more effective within the department and will encourage functioning as one unit, instead of individual divisions. Sidna is eager to implement a system of programs to accomplish her vision for the future of uniting the Radiology divisions to function as a whole.

Previous Experience

For the past 15 years, Sidna has been using her experience as an administrative assistant for various departments here at Emory. In 2006, she joined Emory Radiology as a Senior Administrative Assistant to the current chair. Prior to joining the medical field, Sidna has 27 years of experience as an Executive Administrative Assistant in an Engineering firm in Mumbai, India. She received her BA from Bombay University in History. Her other certifications include a Secretarial Diploma, Certificate of Achievement in Medical terminology from Emory University and completion of the Supervisor Development Program.

Just as a clock would not move forward without the seconds, Dr. Meltzer recognizes that it would be difficult to do her job without Sidna.

-Alaina Shapiro
Communications Coordinator

Support Staff Supervisor

Communicating updates in procedures with 15 Radiology Divisional Support Staff is among the duties as Sidna trains and supervises. In this role, she is the official time keeper for the divisional Administrative Assistants, Office Managers and Program Coordinators. She is a direct contributor to their annual evaluation process by facilitating the culmination of the faculty feedback. Sidna is also responsible for tracking their vacation and sick time. During this time of economic struggle, Sidna closely enforces the recent cutbacks by monitoring overtime of those staff.

A goal that Sidna has established is to breakdown the silos and facilitate unity within Radiology. To achieve this goal, Sidna plans to introduce skills building to

HR Q&A

Are you aligned with the Emory Conflict of Interest policy?

Each year Emory asks that researchers and physicians take stock of their professional relationships, as well as, their personal relationships when completing their Conflict of Interest (COI) Report. Over the last year, Emory has placed additional focus on the professional relationships with supplemental articles, e-mail reminders and speakers such as Susan Ehringhaus, J.D., Senior Director, Regulatory Counsel and Associate General Counsel of the Association of American Medical Colleges (view her presentation at <https://secure.web.emory.edu/med/video/>).

During this season of COI awareness, everyone should also be aware of their personal relationships. The Emory

University Policy on Employment of Relatives (Nepotism Policy) explained in Section IV, Part I of the Human Resources Manual. "No person shall be employed by, transferred to or promoted into a department where a supervisory relationship would exist between two relatives. Such a relationship exists when either relative could have a direct effect on the other's performance evaluation, salary, schedule, or other working conditions."

For more information on Human Resources Policies and Procedures, please visit <http://policies.emory.edu/> or contact Season Lewis, Human Resources Associate for Radiology, at salewis@emory.edu

GET INVOLVED

Department-wide Assembly

“Staying Strong in a Weak Economy” was the topic of the Department-wide Assembly held on Wednesday, April 22, 2009, where Dr. Carolyn C. Meltzer, Chair of Radiology, delivered a presentation on the current economic situation. More than 150 members of the Radiology Department faculty and staff attended the presentation on the EUH campus, while nearly 100 additional members of radiology participated remotely. Web-conferencing was arranged so the presentation could be viewed at the VA, Wesley Woods, Executive Park, Midtown and Grady locations.

Starting on a positive note, Dr. Meltzer’s lecture began with an overview of the departmental accomplishments. She demonstrated how these milestones are advances to realize the department vision of being recognized as a destination department on national and international levels for our achievements in clinical, research and educational areas. Though a few initiatives have been slowed by the economic climate, we are still moving forward to obtain our goals.

Around the nation, Healthcare Institutions are being forced to make pay cuts, lay offs and initiate hiring freezes. Contrary to the rumor circulating regarding hiring freezes here at Emory, Dr. Meltzer assured the audience that there is not a freeze. As an alternative, Emory has implemented an Open Position Review Policy that has been incorporated into the hiring process at the Woodruff Health Science Center. This means all new positions will be reviewed closely by a vice presidential committee and taken under consideration permitting the opportunity to have all vital positions filled.

Dr. Meltzer then spent time addressing the cutbacks on both the Healthcare and University sides that are being implemented to avoid faculty and staff layoffs. Emory Healthcare has eliminated the Employee Referral Program, reduced department overtime, eliminated shift differential on Paid Time Off (PTO), eliminated time-and-a-half pay Christmas Eve day and

day after Thanksgiving, reduction in PTO, reduction in PTO Cash-in Policy by 50%, suspension of full 403(b) match and travel reductions among other cost-saving strategies. Emory University (School of Medicine) is creating a tight cap on expenses, downsizing some programs, activated a non-filling of positions, in addition to a very limited salary increase for FY10 to help protect current employees’ positions.

As the presentation continued, Dr. Meltzer addressed the steps that the Radiology Department is taking during this time of economic struggle. She mentioned how it has become crucial that our department remains strong and follows through with our strategic plan to maintain our sturdy foundation. In the end, we will come out ahead and work together to make it through this time of turmoil. Concentrating our efforts to maintain a high level of patient focus remains a top priority, we must retain our existing customers and venture to recruit new clients.

“We are in very good shape as a department and institution,” Dr. Meltzer stated during her informative lecture. “During this time of uncertainty, we can find opportunity and how we navigate through this time will ultimately shape our future.”

The high level of attendance and participation made this a successful event. This brief description merely scrapes the surface of the ideas and



Dr. Meltzer called a special Department-wide Assembly to refocus the department on our successes, reinforce our progress of our goals and give a clear definition of what to expect in the current economic climate.

motivational messages Dr. Meltzer conveyed during this presentation.

To view Dr. Meltzer’s presentation, visit <http://www.radiology.emory.edu/> under ‘Department Resources’ in the ‘Policies & Procedures’ tab. To access the Department Resources, you will need to contact Monica Salama at 404-712-7912 or mjohn9@emory.edu for your username and password.

-Alaina Shapiro
Communications Coordinator

Request for Applications Apply Today!

Emory Molecular and Translational Imaging Research Center (EMTIC)

Request for Pilot Project Applications

The P50 EMTIC Pilot Project program offers opportunities for both trainees and established scientists to acquire preliminary data in the quantitative molecular imaging arena on which to base competitive future R01 proposals.

Pilot Projects would be supported at the level of \$25,000/ year total direct costs per pilot project.

Duration of Award: 1 year (up to 2 yrs possible)
Start date of Award: September 1, 2009

SUBMISSION DEADLINE: May 30, 2009

The selection process is planned to be complete by June 30, 2009

GET INVOLVED

The Biggest Losers

In January, the managers came together to organize a Biggest Loser contest for those who wanted to participate. Sixteen contestants signed-up and weighed in, with the goal to lose at least 10 lbs by mid-April to qualify as a contender for the prizes in the male and female categories. Now the results are in and the winners are ... Reginald Harris for the men and Monica Salama for the women.



Monica Salama and Reginald Harris are the winners of the Biggest Loser contest.

When asked for their secrets to weight loss success Reginald, EUH Technologist, discovered a love for running and with each pound that came off he had a little more energy at the end of his day. Monica, Communications Manager, used a website to log her food and exercise, which helped her to portion food properly and set a track to a healthy lifestyle. While both winners are happy with their success, both intend to keep developing a healthier, leaner lifestyle.

This contest was a great opportunity for employee engagement that encouraged health. If you have an idea for employee engagement, please submit that suggestion to your manager.

Introducing the Service Excellence Committee

Emory Healthcare Radiology Services impacts customer service scores more than any other entity in the healthcare system. Did you know that 64% of the outpatient customer service scores belong to Radiology? It is for that reason that the Radiology Department has come together to form a Service Excellence Committee. The committee is made up of employees from across the system, EUH, EUHM, TEC, EUOSH, and Wesley Woods, who are on a mission to create a "buzz" around customer service.

Customer service is defined as our ability to meet our customer's wants and needs, but excellent customer service is our ability to consistently anticipate and exceed the customer's expectations.

The goal of Emory Healthcare is to be in the 50th percentile ranking for customer service by August 2009 and in the 90th percentile by the year 2012, nationally. Because this is a huge undertaking, we have solicited some of our brightest stars from all across Imaging Services to champion this endeavor.



- Linda Gunsby
Radiology Manager, EUH

In line with our customer service initiatives, we will also be focusing on employee engagement, which we know will be critical to our success. We know that an engaged employee is the key to ensuring that our customers have a positive experience while in our care. One of the committee's first acts was to deliver Easter baskets to the staff. The Easter baskets were a big surprise to everyone and the comments received were very positive.

Improving customer service requires a commitment from all of us to seek to understand what our customer's expectations are and strive to meet those expectations. Excellent customer service will

become one of the many ways that we, in Radiology, will distinguish ourselves from our competition.

Visit www.radiology.emory.edu/events-and-lectures for up-to-date event information.

Radiology Calendar

Week of May 11, 2009

Wed., May 13 –
No Grand Rounds -
AUR

Thurs., May 14 –
Research Conference -
Andrew Taylor, MD
*Initial results comparing Tc-99m
NTA to I-131 OIH in normal volunteers*

Week of May 18, 2009

Wed., May 20 –
Grand Rounds -
Sanjeev Bhala, MD
Acute Aorta

Thurs., May 21 –
Research Conference -
Diego Martin, MD, PhD
TBA

Week of May 25, 2009

Wed., May 27 –
Grand Rounds - **Distinguished Scholar**
Satoshi Minoshima, MD, PhD
TBA

Thurs., May 28 –
Research Conference -
CANCELLED

Week of June 1, 2009

Wed., June 3 –
No Grand Rounds -
Summer Break Begins

Thurs., June 4 –
Research Conference -
Nivedita Candade, MS
*Determination of the confidence
interval for Glomerular Filtration
Rate in MR Nephrourography*

**For times & locations visit the website:
www.radiology.emory.edu**

GET INVOLVED

Radiology Rebels

This year, Emory's 2009 Coed Summer Softball League has some competition as the Radiology Rebels join the tournament. The Co-Coaches, Africa Green and Tyrone Fennie, are excited to lead a wonderful group of individuals to victory. The team is comprised of mostly Radiology Schedulers from Clinic C, some MRI Technologists and a few Radiology night janitorial crew. All games are played on Sundays at True Love Park near Panthersville

Road off of Oakvale Road at varying times in the afternoon. There are a total of 14 teams in this year's Emory Coed Summer Softball League. As dedicated members of the Radiology Rebels, they try to practice regularly on Friday and Saturday nights to prepare for their Sunday showdowns. The members of the Radiology Rebels invite the Radiology Department to attend the games and show their support with a large cheering

section. The team has focused on having a positive attitude, playing for fun and a healthier lifestyle through the softball experience, and will celebrate the end of the season regardless of whether they are in the championship. For more details about game times or team information, contact Africa Green at 404-686-1850.



The Players include: Wanda Hogan Fennie, Shakela Malcom, Shaquita Malcom, Takeya Martin, Jerry Catchings, Mario Balang, Alejandra Akins, Julio Jaramillo, Eddie Sanders, Edward Marria, Noble Dukes, Russ McCurdy, David Patrick, David Stewart and Lakesha Reese. Radiology Scheduling Supervisor, Teshawna Derrico, is volunteering her time as the team's score keeper

- Alaina Shapiro
Communications Coordinator

EMORY Radiology

Symphony Night

Join fellow radiology colleagues to enjoy an evening of dance and song as the Atlanta Symphony Orchestra partners with the Rosa Collantes and Company.

Thursday, June 4th
Atlanta Symphony Hall
• 1280 Peachtree St NE • Atlanta, GA 30309

7:00 - 7:30 p.m. ~ Pre-concert lecture by ASO Insider and Program Annotator, Kenneth Meltzer
7:30 - 8:00 p.m. ~ Radiology Mix and Mingle outside the Alliance Theater
8:00 p.m. ~ Performance

<p>Featuring ~</p> <p>Miguel Harth - <i>Bedoya, Conductor</i></p> <p>Luciana Souza - <i>Mezzo-Soprano</i></p>	<p>Performing ~</p> <p>Blas Galindo: Sonos de Mariachi Astor Piazzolla: Guga y Misterio Enrique Soro: Danza Fantastica Santos Cifuentes: Scherzo sobre aires tropicales Silvestre Revueltas: Sensemaya Angel Villoldo: El Choclo Gerado Matos Rodriguez: La Cumparsita Alberto Ginastera: Dances from Estancia</p>
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Join celebrated Tango dancer Rosa Collantes and her ensemble along with songstress Luciana Souza (celebrated for her part in the Golijov Pasion) for an evening of dance and song. From the Tangos of Argentina, the Bambucas of Columbia, the Marineras Trujillanas of Peru to the Sambas of Brasil, Tango, Fados and Dance! will transport us to the steamy nights of Buenos Aires, Bogota, Lima and Rio de Janeiro!

Seat location options and ticket prices including Emory Radiology discount, tax and handling:

\$25 Main Orchestra
\$18 Rear Orchestra

Please contact **Shelby Moody** at (404) 733-4848 or Shelby.Moody@woodruffcenter.org to purchase tickets and for information about the Fanfare Musical Feast. Mention **Emory Radiology Night** to receive the discount.

You may also contact Laura Padgett, Event Coordinator at (404) 712-5422 or LLPadge@emory.edu with questions.

Offer not valid at box office.

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