

# EMORY RadReport

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

March, 2010

## Radiology iTunes U

Our first "adopted" resident, Dr. Jay Patel, is now in his third year of residency and has launched the Radiology podcasting project he set out to accomplish. He has worked with a small team to get our Radiology presentations posted to Emory's iTunes U up and running, while laying the foundation to ensure its perpetual existence when he has finished his program.

The Adopt-A-Resident program has presented Dr. Patel the opportunity to be involved with administration throughout the department and exposed him to gratitude from all areas of the department for the contributions he has made.

To begin the process, Dr. Patel teamed up with resident, Dr. Zahir Momin, and Multimedia Director, Eric Jablonowski, to explore the options to capture the video and properly document presenters' consent. They began by securing the hardware, running test recordings for a year, establishing the needed software, and then spent a total of two years perfecting the size and formats of the video files. In the end, Dr.



Dr. Patel accesses the Radiology iTunes U to brush up and revisit presentations that have been given in the department.

Momin wrote a customized program to convert the podcasts into a high quality, small file size format. Now they have automated the software that records and converts the presentations, limiting the

Emory University has made great use of the free iTunes U resource offered by Apple. Through this site you can access Radiology presentations.

time that Dr. Patel spends uploading the podcasts to iTunes U to about two hours every two weeks. After meeting with the Emory legal team, they have created a standardized consent form and have several of our regular presenters on file, as well as our guest speakers. All lectures are password protected and require an approved BlackBoard log-in.

The maintenance of this educational experience is at a new zero cost to the department and priceless to our busy residents. Recording these lectures gives our residents the opportunity to visit lectures they may have missed, revisit lectures for detailed information and provides a formal documentation of our residency curriculum.

All this has been accomplished through our Adopt-A-Resident program. Dr. Patel reflects, "As the years progress, this program will cultivate motivated residents with new ideas and ways of learning. In turn, motivated residents will inspire the attendings, and through this collaboration of teaching and learning, innovation will radiate from residents to enhance the greater radiology community."

- Monica Salama, Communications Manager

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### Accessing Radiology iTunes U

Before you begin, download iTunes onto your desktop.

1. Go to: <http://itunes.emory.edu/>
2. Click on "Exclusively Emory (login to enter)"
3. Use your Office Outlook/Exchange login/password for Emory email system
4. iTunes should open up, scroll down and click on Emory Radiology icon.
5. "Double click" to watch lectures!
6. On ipod/iphone tabs you can click "get movie" or drag/drop into your iphone/touch/pod.

### Adopt-A-Resident

Personalize the giving experience when you fund a resident's scholarship. Your generosity may enable a resident to carry out a novel attend a national radiology conference and ultimately will shape the next generation of radiologists.

You can participate in the Adopt-A-Resident Program through a \$2,500 annual commitment over the span of four years. If you would like to explore this, or other giving opportunities that will benefit Emory Imaging, contact:

Brook Brown  
404.727.3989  
brook.brown@emory.edu

# LETTER FROM THE CHAIR

Dear Colleagues,

It has been a long time in coming, but our new PACS system is finally emerging from the shadows. Last week we reached a significant milestone in this long journey by achieving a successful technical go-live at the Executive Park, Wesley Woods, EUOSH, 1525 and Perimeter sites. These sites are now sending and archiving studies on the new GE Centricity System. Many thanks to the dedicated team that has worked so hard on the PACS implementation. The first professional go-live is scheduled for March 11. In the meantime, additional significant enhancements to our overall clinical workflow are now possible due to an upgrade to the Emory Healthcare Millennium EeMR. Rollouts of the following functions over the next ten days

will benefit our service to patients in both the Siemens PACS and the future GE PACS environments:

- 1) **Quick Claim** – improved teaching workflow with trainees able to “claim” cases with the click of a button
- 2) **Preliminary Reports** – improved results delivery with ordering physicians able to view unfinalized reports
- 3) **Case Assignment** – improved and flexible assignment of diagnostic and procedural cases to specific physicians
- 4) **Wet Read Function and Discrepancy**

**Reporting** – improved quality assurance and feedback to trainees, ED physicians, others

A training and support program is underway to ensure that we all are comfortable with the uses of these enhancements in the function of RadNET.

The cover story of this month’s *Rad Report* depicts the successful execution of one of our Adopt-A-Resident projects, the benefits of which have been widely felt. I am delighted to report that, in addition to the three currently “adopted” residents, I recently received pledges for support of two



additional awards. As you may know, a resident may be “adopted” to pursue an individualized career development program that will shape both his/her future and that of our field. We have been fortunate to have the strong support of generous colleagues and friends who have invested in this program and radiology’s future, either as individuals or as a group activity.

Best to all,

Carolyn C. Meltzer, MD, FACR  
Chair of Radiology

## AWARDS & RECOGNITION



### Arthur Stillman, MD

Director of Cardiothoracic Imaging

#### National Quality Forum’s (NQF) Imaging Efficiency Steering Committee

Dr. Stillman has been selected to serve on the NQF Imaging Efficiency Steering Committee. This committee sets national priorities and goals for performance improvement, endorses measuring and publicly reporting on performance and promotes the attainment of national goals through education and outreach program. Please take a moment to congratulate Dr. Stillman on his national appointment.

To read more about the NQF visit:  
<http://www.qualityforum.org/Home.aspx>

### American Registry of Radiologic Technologist (ARRT) Certification

The ARRT Examination in Magnetic Resonance Imaging assesses the knowledge and cognitive skills underlying the intelligent performance of the tasks typically required of staff technologists practicing in this specialized area.

#### MRI Certification



**Leon Noble, RT (MR)**  
Technologist - EUH

**Felix Harden, RT**  
Technologist - WCI



### Nachwa Jarkas, PhD

Assistant Professor-RT

#### NIH Career Development Award

The Mentored Research Scientist Development Award (K01) provides support for a sustained period for intensive research career development under the guidance of an experienced mentor, or sponsor, in the biomedical, behavioral or clinical sciences leading to research independence. This award will provide funding for Dr. Jarkas to explore *New PET Ligands for Brain Serotonin Transporter in Neuropsychiatry Disorders*. The expectation is that through this sustained period of research career development and training, awardees will launch independent research careers and become competitive for new research project grant (R01) funding.

### Editor’s Recognition Awards for Reviewing with Distinction



**Ioannis Sechopoulos, PhD**  
Assistant Professor of Radiology

Each year the publication *Radiology* recognizes reviewers who have exhibited a high quality of their prompt, detailed and scholarly reviews. The 2009 list of awardees acknowledges Drs. D’Orsi and Sechopoulos with Distinction for their contributions.

**Carl J. D’Orsi, MD, FACR**  
Emeritus Director  
Division of Breast Imaging



# ADVANCING INNOVATION

## New Resource for the Scientific Community

On April 8, an open house event will celebrate the collaborative opportunities the addition of the MR/PET brings to the Atlanta area. The event *Combined MR/PET Imaging: Exploring the Possibilities of an Emerging Technology* will reintroduce the Center for Systems Imaging (CSI) as a forum to bring together leaders, in this case those focused on exploring the limits and sharing technical challenges.



This event will begin at the Winship Cancer Institute (WCI) with presentations by:

**Michael Reitermann**  
President and CEO, Siemens Healthcare

**Carolyn C. Meltzer, MD**  
Associate Dean for Research, Emory University School of Medicine  
Director, Emory Center for Systems Imaging

**Featured Speaker**  
**Bernd Pichler, PhD**  
Preclinical Imaging and Imaging Technology,  
Werner Siemens-Foundation  
Department of Radiology, University of Tübingen

Following the morning's presentations, guests will be taken to CSI for a luncheon, tour and discussion groups. This formal beginning to the exploration of one of four MR/PET units in the world is sure to mark the beginning great discoveries.

Registration for this event will begin on March 9th. You may choose to attend either the morning, afternoon or the entire day. The link for registration will be available at [www.radiology.emory.edu](http://www.radiology.emory.edu).

## CHECK IT OUT

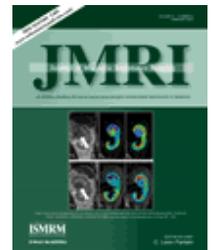


**Liang Z, Wu H, Xia J, Li Y, Zhang Y, Huang K, Wager N, Yoon Y, Cho H, Scala S, Shim H.** Involvement of miR-326 in chemotherapy resistance of breast cancer through modulating expression of multidrug resistance-associated protein 1. *Biochemical Pharmacology*. 2010. March 15; 79(6):817-24.

**Martin DR, Krishnamoorthy SK, Kalb B, Salman K, Sharma P, Carew J, Martin PA, Chapman AB, Ray GL, Larsen CP, Pearson TC.** Decreased incidence of NSF in patients on dialysis after changing gadolinium contrast-enhanced MRI protocols. *J Magnetic Resonance Imaging*. 2010 Jan 23; 31:2:440-446.

**Provenzale JM.** Imaging of traumatic brain injury: a review of the recent medical literature. *AJR Am J Roentgenol*. 2010 Jan; 194:16-19.

**Shah RK, Moncayo VM, Smitson RD, Pierre-Jerome C, Terk MR.** Recombinant human bone morphogenetic protein 2-induced heterotopic ossification of the retroperitoneum, psoas muscle, pelvis and abdominal wall following lumbar spinal fusion. *Skeletal Radiol*. 2010 Feb 18. [Epub ahead of print]



## SAVE THE DATE

Combined MR/PET Imaging:  
Exploring the Possibilities of an Emerging Technology

Thursday, April 8<sup>th</sup>, 2010

**Presentations & Panel Discussion: 8:30am – 12:00pm**  
*Winship Cancer Institute, Room C5012*

**Lunch, Open House, Roundtable Discussions: 12:30pm – 4:30pm**  
*Emory Center for Systems Imaging, Wesley Woods Health Center 2<sup>nd</sup> Floor*

### Event Description

The new MR/PET scanner at the Emory Center for Systems Imaging permits, for the first time ever, simultaneous MR and PET imaging in human subjects. The scanner is *one of four world-wide* and one of only two in the United States. The device offers great potential to aid research, across many fields of study, that involves either human neural or whole body small animal applications. Examples include: Alzheimer's, Parkinson's, addiction, functional mapping, and cancer studies. The purpose of this event is to bring together the leaders of the other 3 MR/PET programs, and the Siemens engineers who designed the device, with scientists in the Atlanta community to explore the limits of the technology.

### Event Details

This event is open to faculty and staff members of the Atlanta Clinical and Translational Science Institute (ACTSI) academic partner institutions: Emory University, Morehouse School of Medicine, and Georgia Institute of Technology. Registration is free. Look for additional details, including an agenda and a link to registration, coming in March.

**Please mark your calendar for this exciting event!**

## EXPANDED SERVICES

### The Addition of Emergency Radiology

We are happy to announce that the new Division of Emergency Radiology (ER) has been created. We anticipate that the division will have approximately five new faculty members by July 1, 2010. On February 1st, Dr. Ryan Christie became the first member of the ER division and began his first rotation.

The new ER Division's responsibilities will include coverage of evenings and nights for the following locations: Emory University Hospital, (EUH) Emory University Hospital Midtown (EUHM), Wesley Woods (WW), Emory University Orthopaedic and Spine Hospital (EUOSH) and Emory Johns Creek Hospital (EJCH). The responsibility of this Radiologist will be to focus on stat in-patients and emergency cross-

sectional studies (i.e., CT and US) from the above sites. When ER faculty are scheduled for nights, no studies should be sent to VRC. Cross-sectional studies from all ED's and any needed in-patient stat examinations will be covered by the ER division.

For the moment, the ER Division will be located at EUH for the night rotation since there is a reading room assistant and a Radiology resident located at this site. The duties of the on-call Radiology resident will not change.

We realize that this represents a change in workflow. We will make every effort to communicate during this transition; we will provide you with a monthly

schedule that details when the ER Division will be providing night coverage. Over time, we will phase out the use of VRC and rely completely on our in-house ER Division for Radiology night coverage.

The use of our new Radiology ER Division will result in all cases being read and finalized. Therefore, during the time the Radiology ER physicians reads, there should be no overnight ED/Stat in-patient cases to over-read the next morning.



Please join me in welcoming Dr. Christie in his new role. We are excited about this long awaited addition to Radiology.

- William Torres, MD  
Vice Chair of Clinical Affairs

### Updates from Imaging Application Services (IAS):

#### New GE PACS Update

GE PACS Technical Go-Live began at Executive Park on Feb. 9th with much success rolling out to other sites such as EUOSH, WWGH, TEC Perimeter and TEC 1525. The GE PACS Project Team and IAS Team would like to thank the managers and staff for a job well done. In early March, workflow enhancements for all radiology providers were implemented along with the Musculoskeletal Radiology Professional Go-Live at Executive Park.

#### Maintaining the Siemens PACS

The Merriam-Webster dictionary defines stewardship as the careful and responsible management of something entrusted to one's care. In our case, we must be aware of the stewardship of our Siemens PACS.

This message is to ask that each individual who may interact with Siemens PACS, please thoughtfully consider what you can personally do to be a better steward of Siemens PACS.

This is the system that manages and stores all the images of Emory Healthcare's patients. This system is expected to retrieve images using complex algorithms and on demand. And demand is high. There are many more patients with many larger studies now than when Siemens PACS was originally implemented. Siemens PACS is being replaced by the GE PACS system. However, in the duration, Siemens needs to stay alive and working.

Please be respectful during your interaction with the workstations. These are not just PCs, their parts are not interchangeable without special maintenance to bring them back on-line.

Here are a few ways you can help:

- Please do not turn the workstations off; this invokes a four-hour reinstall process.
- Please do not load or attempt to load software on these devices; these applications have not been tested together with the other software for compatibility, and the new software has not been evaluated against Emory Healthcare Standards.

When the altered workstation breaks, it is difficult to troubleshoot and repair. The new GE PACS workstations are locked down to keep the image pristine, which then allows a replacement to be deployed while repairs made.

- Please also remember all the query cautions from the past: No splat queries (\*); use the EMPI number for better specificity.
- If you need to query for research or study data, please contact me. The data warehouse is the safe way to mine data, not a production system.

It is only by applying the best stewardship of our resources that we will keep this system up until the GE PACS is fully implemented. Thanks for your help!

- Karen Boles  
Manager, Clinical Applications

# IN THE KNOW

## Quality Corner

### Quality from the Front Lines

In February, the Chief Operating Officer (COO) sent an e-mail explaining how all employees have the responsibility to not allow a compromise of patient safety and should speak out to protect patient safety. On Super Bowl Sunday, there was a Hyundai ad about how their cars were made with 3,300 quality engineers. Within Radiology we are all players in a process of the application of quality to provide care. But how do we take the often conflicting ideas of how best to take care of our patients and make it a compassionate, seamless, experience for our patients?

The introduction of the new Care Transformation Model can give us a starting point and a visual model to communicate and think about patient care. The nickname for this model is "the egg". This model has been developed to implement a standard language for quality implementation regarding patient care. We must work together to use this model to provide our care to patients and to maintain a productive conversation with all our care givers.

Confusion can set in when considering how the engineering and scientific model of process improvement translates into the completely unscientific

process of making patients feel safe, confident and secure. This confusion is often based in our need to identify processes that can be measured and standardized. However, on the front lines quality patient care can be something as simple as a hand held during a difficult procedure, as I have seen Bobbie Hollis do more than once. Another example may be a happy greeting of a patient by name by any one of the PPCA staff to one of our many patients.

Each member of Radiology contributes a unique perspective to the care of each patient. The imaging nurses view point positions them to point out details about patients that others may miss, the lab work and medications. They also provide continual conversations during the procedure about how to best care for our patients. The

knowledge and experience of the physicians in diagnosing disease is the final element that must be contributed to determine a plan of intervention and care. The transformation of the care model is a group effort that requires communication by all. These examples help to showcase many of the quality care attributes that are unplanned and untaught that we provide every day. So many of us see these activities as separate from a process, unmeasurable and unteachable.

By looking at the Care Transformation Model, we see all these activities mentioned, and how they interact to provide a seamless, compassionate, and safe environment for our patients. The tighter the yolk of teamwork the less fragile the egg of patient care.

- Mike Bowen, RT  
Nurse Practitioner & Manager of Mid-Levels



## HR Tip

### Time Off

All exempt (monthly paid) University employees should be using the exempt leave tracking system to request time off: <https://apps.hr.emory.edu/Leave/>. The University no longer uses paper forms for exempt employee time off. Supervisors may easily approve or disapprove time off requests with one simple click.

All department administrative assistants have been trained to assist you if you have questions, or you may call the HR office at 404-778-3792 for additional support.

- Cynthia J. Wood, SPHR, Human Resources Manager

# GETTING TO KNOW YOU

## Clinical Instructors

In addition to their numerous clinical responsibilities, Clinical Instructors (CIs) are a group of Radiology Technologists that volunteer their time to the Emory Medical Imaging Program (MIP) to assist in furthering the education of the MIP students. After becoming certified as a CI, they are tasked with teaching the students basic procedures and serving as a mentor for the program.

In order to become approved as a CI, certain requirements must be met. Qualifications include at least two years experience as a radiologic technologist; competence in supervision, evaluation and instructional methodologies; references; and provide a complete CV that is reviewed and processed with other paperwork before being sent to the Joint Review Committee on Education in Radiologic Technology for proper certification. There are over 45 CIs within our department at the various Emory sites, including Egleston Children's Hospital. Additionally, there are several more CIs at non-Emory locations.

Teaching basic procedures to the MIP students not only takes patience, but the CI must be capable of explaining and understanding each student's level of education and learning ability. The CI must be knowledgeable in his/her field and enjoy working with the students on an individual basis to assess the students. They are also responsible for providing informative lectures and submitting various evaluations of each student's affective, cognitive and psychomotor skills. In this position, the CIs play the role of liaison in helping transition what the students learn in the classroom



*Technologists throughout the department volunteer their time as Clinical Instructors to enhance the experience of our Medical Imaging Program students.*

and apply to practical use in the clinical setting of each radiology modality. Dedicated, hard-working and involved are a few adjectives that the Director of the MIP, Dawn Moore, used to describe these mentors. As a role model for the students, these staff volunteer their time to help shape the future of numerous radiologic technologists. The CIs must also stay involved in active communication with the MIP to provide feedback as the program changes.

The MIP shows its appreciation by coordinating two free seminars each year that enable the CIs to obtain required continuing education credits. Some clinical instructors even share their expertise by presenting informative lectures at these MIP conferences. Additionally, the MIP provides information on new technology benefits and serves as a valuable resource for these CIs.

Emory Radiology's vision to be a destination department is advanced by those individuals who take on the challenge of balancing two or three of the pillars of our clinical, education and research areas. The radiologic technologists who become CIs use their clinical experience and incorporate education to contribute to our destination department.

-Alaina Shapiro, Communications Coordinator

*The MIP faculty would like to personally thank those individuals who help contribute to their successful program, realizing it would not be possible without them.*

### Emory Healthcare and Children's Healthcare of Atlanta (CHOA) Clinical Instructors

#### CHOA at Egleston:

Renee Ahmed, Angie Bagwell, Corey Miller, Kelly Mostek, Quincy Roberts, Tiffany Seacrest, Mary Street, Carly Whitehead

#### Emory University Orthopaedic and Spine Hospital (EUOSH):

Justin Blaise, Robert Wells

#### Emory University Hospital (EUH):

Christian Elliott, Robert Glendenning, Jason Han, Michael Hill, Donald Langley, John Mathew, Janiece Scott, Bobbi Terek, Vicki White

#### Emory University Hospital Midtown (EUHM):

Sabine Alexis, Selena Banks, Randy Bethea, Michael Daise, Olivia Glass, Dustin Harris, Deon Moore, Monica Reese, Stacy Sexton, Christi Smith

#### The Emory Clinic (TEC)

#### - Winship Cancer Institute (WCI):

Mario Balanag, Donna Dalton, Eric Edmondson, Veena Rajeevan, Sheila Reynolds

#### TEC - 1525:

Felicia Brannon, Christine Lemon

#### TEC - Medical Office Tower (MOT):

Donald Character, Bertu Kadir, Betty McCarty

#### The Sports Medicine and Spine Center at Executive Park:

Bonnie Forsch, Michael Guerzon, Tonya Haney, Pat Kimbell, Kim Landmon, Tracy Ryan, Jason Smitherman

#### Wesley Woods Geriatric Hospital (WWGH):

Janiece Scott



EUH PPCA - HINI Compliance

## EUH COO Awards in Radiology

Robert Bachman, Chief Operating Officer (COO) for Emory University Hospital (EUH), visited the Radiology Department recently to distribute two different awards. He visited the Pre-Procedure Care Area (PPCA) to recognize staff for achieving compliance of HINI vaccination (on left). While distributing cookies and apples, Mr. Bachman expressed his thanks to the dedicated employees who ensure that we provide a safe environment for our patients. Mr. Bachman and Sam Sharter, Director of the Emergency Department, also presented an Emory Gold Coin to CT Technologist, Robert Glendenning for his outstanding communication with the ED during a code (on right).



EUH CT - Emory Gold Coin

## GET INVOLVED

### Biggest Loser

The Radiology Nurses in the PPCA have embraced Emory's atmosphere of healthy choices by organizing a "Who's the Biggest Loser" contest for the department. This employee engagement activity will allow interested faculty and staff the motivation to lose weight and begin a life of healthy living.

Each person must pay the \$25 registration fee to be eligible to participate in the competition. The money will be combined and awarded to the winners of the contest. There will be separate categories for the men and women to compete for losing, not just the most weight, but ultimately having the lowest body mass index (BMI). All participants must weigh-in during the week of March 8<sup>th</sup> and will have until the week of May 3<sup>rd</sup> to return to the scales for their final weight. Selma Smith, in the PPCA, will be conducting the weigh-ins located at EUH on the CT scale. For additional questions, contact Perlita Kitt at 404-831-5998.

Vicki White, Radiology Nurse Director, commented that this "wonderful opportunity coincides with the 'Step-Up Emory' campaign which will help our department become more aware of the fact that being healthy and taking care of yourself directly correlates with being able to provide better care for our patients."

-Alaina Shapiro, Communications Coordinator



Perlita Kitt (left), EUH Nurse Shift Manager for the PPCA, and Selma Smith (right), Nursing Unit Clerk, have organized a Biggest Loser contest to raise awareness of employee fitness and health.

### Continuing Education Credits



The Medical Imaging Program presents  
**An Instructor Workshop**  
 Saturday, March 27  
 8:00 a.m. - 1:00 p.m.  
 Emory University School of  
 Medicine, Room 130

The Instructor Workshop will offer four Category A Continuing Education Credits (pending AHRA approval). This opportunity is free for Emory University Medical Imaging Program Clinical Instructors and \$15 for all other technologists. With special guest speaker, Mr. Andrew Woodward, Clinical Coordinator at the University of North Carolina at Chapel Hill, this program is sure to be an educational experience you don't want to miss.

To register, e-mail [bpeck@emory.edu](mailto:bpeck@emory.edu) or call 404-712-7823. Please make checks payable to Emory University – Medical Imaging Program. The registration deadline is March 25, 2010. For more details on the schedule of this workshop, visit [www.radiology.emory.edu/medimag/index.html](http://www.radiology.emory.edu/medimag/index.html)

Remember: "A key to success in Clinical Instruction is knowledge of new and exciting technology."

## Radiology Calendar

### Week of March 8, 2010

Wed., March 10 –  
 Grand Rounds -  
 Oskar Skrinjar, PhD  
 Myocardial Strain from Cine MRI

Thurs., March 11 –  
 Research In Progress Series (RIPS) -  
 Xiangyang Tang, PhD  
 Motion-compensated 3D image reconstruction  
 and x-ray phase contrast tomography

### Week of March 15, 2010

Wed., March 17 –  
 Grand Rounds -  
 John Boone, PhD  
 Dedicated Breast CT (with PET) for Screening,  
 Diagnosis, and Breast Cancer Treatment  
 Thurs., March 18 –  
 RIPS - Andrew Brown  
 Kinase inhibition by novel curcumin analogs

### Week of March 22, 2010

Wed., March 24 –  
 No Grand Rounds – Week of AUR  
 Wed., March 24 –  
 Cancer Imaging Lecture Series -  
 David Schuster, MD  
 Anti-3-FACBC: Utility In Prostate Cancer  
 Thurs., March 25 –  
 RIPS - James Galt, PhD  
 Evaluation of New Technology for Cardiac SPECT

### Week of March 29, 2010

Wed., March 31 –  
 Grand Rounds -  
 Amit Saindane, MD  
 Advanced MR Imaging of Multiple Sclerosis  
 Thurs., April 1 –  
 RIPS - Ji Chen, PhD  
 A comprehensive approach to predicting  
 CRT response by nuclear imaging

### Week of April 5, 2010 -

Wed., April 7 –  
 Grand Rounds -  
 David Schulman, MD  
 The 80 hour work week and  
 the effect of fatigue on  
 resident performance  
 Thurs., April 8 –  
 Combined MR/PET  
 Imaging Event:  
 Exploring the Possibilities of  
 an Emerging Technology

For times & locations visit the website:  
[www.radiology.emory.edu](http://www.radiology.emory.edu)

## STRIVING FOR EXCELLENCE

### The Globalization of Science and Technology and the Changing Role of Universities in a Global Economy

We have all lived through the early stages of the new Information Age, and are becoming more and more accustomed to thinking of the U.S. economy as only part of a much larger global economy. As the world-wide web advanced from Web 1.0, with its static content and one-way information flow, to Web 2.0 in 2004, providing new applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the internet; we have learned to communicate globally through web-based communities, hosted services, wikis, blogs, web applications, social-networking sites, video sharing sites, mashups and folksonomies.

Science and technology, too, are becoming part of the expanding global communication, through Science 2.0, which employs many of the features of Web 2.0. Scientists and

engineers, laboratories and universities around the world share data, collaborate, post course work and non-peer reviewed preliminary results and publications on websites, such as OpenWetWare.com. Science 2.0 has the potential to shake the institutional foundations of science, from journal publications to patents to the structure of the university itself, as scientists pursue expanding new ways of collaborations.

The U.S. has long relied upon technological innovation to drive its economy. By injecting billions of dollars into basic R&D, biomedical research facilities and essential broadband infrastructure as part of the 2009 American Recovery and Reinvestment Act, the federal government is attempting to transform our economy with science, technology and innovation, so that we may continue

harnessing technology and innovation for sustainable, competitive development.

As universities shift roles from ivory tower to economic engine, their importance as regional hubs in technology-led economic development will grow. They will need to continuously redefine, discover and develop their competitive advantage in their markets and develop technology-based economic development strategies to address a dramatically different world from the one of Web 1.0. However, the fundamental challenge remains unchanged: how to bring together talent, technology and capital in ways that (i) promote sustainable innovation, (ii) translates science into technology into commercial products, and (iii) create value and jobs over the long-term.



- Orman Simpson, Senior Administrator

## NEW FACES & APPOINTMENTS



### Amit Sandaine, MD

Director of Neuroradiology MRI

Dr. Sandaine has been appointed to the position of Director of Neuroradiology MRI. His prior research interests at NYU and present proactive approach toward clinical and research Neuroradiology issues here make him a natural for the position. Neuroradiology MRI has started a bright new future building on the excellence established in Abdominal Imaging by Dr. Diego Martin.



### Patricia Hudgins, MD

Director of Head & Neck Imaging

Dr. Hudgins has been officially appointed to the position of Director of Head and Neck Imaging within the division of Neuroradiology. She is already recognized nationally and internationally as a leading authority in the fields. Under Dr. Hudgins direction Head and Neck Imaging has virtually exploded as more clinical services seek the expertise. The new position allows not only new research opportunities, but will also provides a vehicle for Dr. Hudgins' equally famous teaching skills.



### Edwin Arias, RT(R)

Radiologic Technologist II – EUH

Edwin has several years previous experience working in the field of medicine as a Radiology Technologists at various locations including Piedmont Hospital, Gwinnett Medical and Baptist Hospital in Miami, Florida. He is excited to join the Emory Radiology Staff with a focus on General Diagnostic Radiology.



### Lucas Timmins

Post-Doctoral Fellow - MR Research

Luke received his BS and PhD in Biomedical Engineering from Texas A&M University. In 2007, he received a Whitaker International Fellowship to conduct research in the Pathology Department at Barts and The London School of Medicine and Dentistry. Luke is a member of several societies including the ASME, BMES, and Alpha Eta Mu Beta.



### Victor Mensa-Shebra, RT(R)

Radiologic Technologist – EUH

Victor received his Associated Degree in Radiology from Bronx Community College in New York City. He has over three years experience at Montefiore Medical Center as a Radiology Technologist. Victor is interested in swimming and was a lifeguard. Prior to Radiology, he had a career in advertising and market design.

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