

RADIOLOGY

TIMES

April/May 2004

Dr. Robert H. Ackerman receives the 2004 C. Miller Fisher, MD Award

JAMES H. THRALL, M.D. • CHAIR, DEPARTMENT OF RADIOLOGY

Dr. Robert H. Ackerman of the MGH has received the 2004 C. Miller Fisher, MD, Award for excellence in the field of stroke. The award is given each year by the American Stroke Association. Please join me in congratulating Dr. Ackerman for this outstanding career achievement and recognition. The following profile has been submitted to the American Stroke Association for use in its press announcement of Dr. Ackerman's Award.

Dr. Robert H. Ackerman is a clinical neuroscientist at the Massachusetts General Hospital (MGH) and Harvard Medical School, where he is associate professor of Radiology. As both a neurologist and neuroradiologist at MGH he has been one of the pioneers in the field of non-invasive neurovascular diagnosis and in the measurement of brain circulation in stroke prone and acute stroke patients. He was the founder – and for over 20 years has been the Chair – of the Boston Stroke Society, which three times yearly brings together greater-Boston neurologists, neuroradiologists and neurosurgeons for an interdisciplinary colloquium.

Beginning with an MGH Dalton Scholarship that in 1970-71 permitted him to do a fellowship at the Queen Square Neurological Hospital, London, England, to learn newly evolving techniques for measuring cerebral blood flow, Dr. Ackerman has helped develop new paradigms for characterizing treatable lesions (abnormalities) of the brain and its vessels that are associated with stroke risk or severity. His first of approximately 100 scientific papers, published in the journal *Neurology*, in 1973, reported the results of his original investigations into the reactivity of the brain vessels. This work became the basis for his stroke studies of cerebral blood flow and metabolism using positron emission tomography and later of flow reserve using transcranial Doppler techniques. In the mid-1970s, at the MGH, he founded the first consultative non-invasive



Photo courtesy REMS

DR. ROBERT H. ACKERMAN was a journalist for several years before starting medical school at the University of Rochester (MD, 1964). After completing his Neurology residency at the Massachusetts General Hospital in 1970 and his blood flow fellowship in London in 1971, he earned a Master of Public Health degree at the Harvard School of

laboratory in the United States for diagnosis of carotid artery atherosclerosis.

Dr. Ackerman received his BA degree from Brown University in 1957. He was a journal-ist for several years before starting medical school at the University of Rochester (MD, 1964). After completing his Neurology residency at the Massachusetts General Hospital in 1970 and his blood flow fellowship in London in 1971, he earned a Master of Public Health degree at the Harvard School of Public Health and at MGH did his training in Radiology and Neuroradiology, where lay the tools for studying the physiology of the brain. Dr. Ackerman is boarded in both Neurology and Radiology and has remained active as both a neurologist and neuroradiologist, holding senior positions in each field at the MGH. Dr. Ackerman was recognized by the American College of Radiology in 1990-91 by his appointment, for a sabbatical year, as Distinguished Scientist in the Radiological Pathology Department of the Armed Forces Institute of Pathology, Washington, D.C. With Dr. Nicholas Zervas, the first recipient (1998) of the C. Miller Fisher, MD, Award, he was co-director – and subsequently director – of the MGH Interdepartmental Stroke Center. Dr. Ackerman has trained numerous heads of stroke services around the U.S. and abroad. For over 20 years he has been on the editorial boards both of *Stroke* and the *American Journal of Neuroradiology*. •

Rewards and Recognition Program Status 2003

FRED WHITE OPERATIONS MANAGER • CLINICAL SUPPORT SERVICES
CHAIR OF THE REWARDS AND RECOGNITION PROGRAM

I would like to take this opportunity to brief you on the current status of the Rewards and Recognition Program. The program has reached a new milestone by entering into its second year of existence.

Listed below are the specifics on the awards that were earned by staff for their outstanding performance in patient focused customer service during 2003.

- A total of 137 Level I Awards were earned by 122 employees
- A total of 20 Level II Awards were handed out to 20 employees
- The Radiology Service Excellence Award presented in the memory of Lillian Regan was received by Ms. Sandra Wright at the Annual

Department of Radiology Administrative and Clerical Luncheon that was held on Friday May 9th, 2003.

- The Radiology Clinical Excellence Award presented in the memory of Mark Lyons was received by Ms. Joanne Stella on November 5th, 2003 during the Radiological Technology Week Celebration.

To see the names of the individual Level I and Level II recipients, you may view them in the awards file located in the Customer Service Sub Folder in the RADMGH folder on the L: drive.

Thank you to all of the managers and staff who have made the program

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New Faces in Radiology

LYNDA BANZI • DIRECTOR OF MGH
RADIOLOGY EDUCATIONAL MEDIA SERVICES



Please join me in welcoming **Jessica John** to the staff of Radiology Educational Media Services as our new Production Assistant.

Jessica has a background in photography, graphic design, and video production. Jessica received her BFA from the Cooper Union in New York City. She has previously worked as an Instructional Media Technician at Harvard University and is familiar with a variety of audio visual equipment. Jessica has also been a freelance videographer and most recently has applied her audio visual and organizational skills as a facility assistant at Springstep Multicultural Art Center. We are glad that she has joined our team!

KAREN LYALL • OFFICE MANAGER
VASCULAR-INTERVENTIONAL RADIOLOGY

After assisting the Vascular Radiology section for several months as a Bullfinch temp, **Amy Isa** was hired to permanent status in the division as a Staff Assistant. Amy moved to Boston from Hawaii this past year with her husband, who is currently a resident in Anesthesia here at Mass. General Hospital. Prior to MGH, Amy worked for the State of Hawaii Department of Public Safety, Corrections division as a social worker where she worked with female offenders at the Women's Community Correctional Center in Kailua, on the island of Oahu. Amy brings great experience, professionalism and wonderful energy to the section. Congratulations Amy . . . you are a wonderful asset to our area!

SHARON R. GIBSON, B.S., RT(R)
UNIT OPERATIONS MANAGER
ACC RADIOLOGY

We would like to welcome **Ruth Matthews**, the newest member of the ACC Team. She comes to us with 9 years of experience as a Radiographer and spent a year in ACC as a traveler in 2002. Ruth has returned to us and has accepted a permanent position in ACC Radiology. We are pleased to have her back! •

Family and Friends



Brian Murphy and his wife **Michelle** were blessed with twins, **Andrew** and **Braden Murphy** on February 5th, 2004. They were delivered at Beth Israel Deaconess Medical Center. Andrew was 5 lbs., 3 oz. and Braden was 4 lbs., 14 oz. and both were 17 3/4 inches long. The Murphy family is doing well . . . busy . . . but well.



Beth Bohn who works as an RSR in the Radiology Service Center was married on January 3rd. Her husband **Bob** recently became employed by Partners Transportation. Congratulations to you both.

Photos we missed in earlier issues . . .



Jaala Myers was born to **Ms. Kimya Meyer**, who works as an RSR at the Radiology Service Center. Jaala was born in July of last year.



Also, **Patty Marotta Giorgio**, Clinical Director of Radiology had a baby boy in October of 2003. Here is a photo of **John Paul**, who is now six months old!

2004 CME Courses

American College of Radiology (ACR)
May 8-13

Washington D.C.
www.acr.org

Leading Edge in Diagnostic Ultrasound
May 10-14

Atlantic City
www.tju.edu/jurei/conference

International Society for Magnetic Resonance Imaging (ISMRM)

May 15 - 21
Kyoto, Japan
www.ismrm.org

Society for Computer Applications in Radiology (SCAR)

May 20 - 23
Vancouver
www.scarnet.org

Clinical Cardiac Imaging:CT and MR

Westin Copley Place
September 19 - 20, 2004
www.cme.med.harvard.edu

Neuroradiology:Head and Neck

Royal Sonesta Hotel
September 27 - Oct 1
www.cme.med.harvard.edu

Radiology into the 21st Century

Marriott Long Wharf Hotel
September 27 - Sept 30
www.cme.med.harvard.edu

Orthopedic Radiology

Westin Hotel Copley Place
October 11 - 13
www.cme.med.harvard.edu

The Team Approach to Breast Imaging

Burlington Marriott
October 22 - 24, 2004
www.cme.med.harvard.edu

Chest Imaging

The Ritz-Carlton Boston
November 14 - 16
www.cme.med.harvard.edu

Third Annual Administrative and Clerical Luncheon

Service Excellence Award In Honor of Ms. Lillian Regan

FRED WHITE • OPERATIONS MANAGER, RADIOLOGY SERVICE CENTER
 CHAIR, REWARDS AND RECOGNITION COMMITTEE

Photo courtesy REMS



LILLIE TABB

The third annual Department of Radiology Administrative and Clerical Luncheon organized by the Radiology Customer Service Council (RCSC) was held this year on Thursday April 29th. It was extremely well attended and a good time was had by all. On behalf of Dr. Thrall, M.D. Radiologist-In-Chief, Denise Palumbo, Administrative Director, Department of Radiology and all leadership staff, I again express a very grateful and profound thank you to everyone for a job well done.

Once again the Radiology Customer Service Council took this opportunity to present the second annual award for service excellence by an employee in a clinical support role. This year's recipient of the Department of Radiology Service Excellence Award In Honor of Ms. Lillian Regan was Ms. Lillie Tabb. Lillie received this award for her long-standing dedication to patient-focused customer service excellence. Lillie informed the crowd that her key to success was treating everyone she had contact with as if they were her parents. She also added don't forget to smile. Lillie was nominated by her supervisor Janice Wright and unanimously selected by the RCSC core council as part of the official nomination process. Lillian Regan's family was in

attendance as the award ceremony took place and once again was touched by the recognition bestowed on Lillian. They expressed their gratitude and asked that it be passed on to everyone in the department.

Lillie and Lillian had the opportunity to work together on White 2 and then again at the Radiology Service Center. It was fitting that these two dedicated and devoted patient care advocates had the opportunity to share a moment in time once again.

Thank you, Fred

Please visit the Rewards and Recognition page located on the Radiology Customer Service Council web page at <http://www.massgeneralimaging.org/> •



Photo courtesy REMS

Safety Corner

SPONSORED BY THE RADIOLOGY SAFETY COMMITTEE

The MGH Vascular Center organized its first Radiology Safety course April 8 in the Trustees Room. Developed and coordinated by the Vascular Center's Education Committee, this course is designed to give all employees of the Vascular Center involved with radiation-related interventions practical training in radiobiology, radiation protection of both patients and clinicians and radiation monitoring. "Radiologists have extensive training in this field during residency, but other services that now use fluoroscopy-guided procedures do not have organized radiation education," says James Rabinov, MD, of MGH Radiology and a member of the Education Committee. •

Photo courtesy REMS



PATTY MAROTTA, FRED WHITE, BARBARA HUBLEY, DENISE PALUMBO, LILLIE TABB, DR. THRALL AND JANICE WRIGHT

Kathy Tabor McEwan receives the 2004 Oliver E. Merrill Award

DENISE S. PALUMBO, RN, MSN • ADMINISTRATIVE DIRECTOR
DEPARTMENT OF RADIOLOGY

Please join me in congratulating **Kathy Tabor McEwan, RT(R)**, Clinical Director as the 2004 recipient of the Oliver E. Merrill Award from the Massachusetts Society of Radiologic Technologists (MSRT). Kathy was presented this award at the annual MSRT conference held in Sturbridge, Massachusetts in April.

It is truly an honor for Kathy to be recognized for her professional and educational contributions to her profession. It is fitting that she follows in the footsteps of Oliver E. Merrill whose vision of training and education began at MGH. Kathy has had a profound impact on her profession both at the state and national level and this recognition is well deserved.

Please join me in congratulating Kathy on this most prestigious honor.

Maureen Seluta's introduction to the Oliver E. Merrill award at this year's annual MSRT meeting in Sturbridge, MA:

Now is the time for the MSRT to present its most prestigious award of the year, The Oliver E. Merrill Award. This award exemplifies the leadership qualities of Oliver E. Merrill, who helped create an educational and professional environment for technologists. Mr. Merrill was instrumental in setting up the first training program for technologists at the Massachusetts General Hospital (MGH), in Boston and was President of the Massachusetts Society of Radiologic Technologists (MSRT) in 1934, 1935 and 1947. This first recipient of this award, in 1964, was Dr. Lawrence Robbins of Massachusetts General Hospital in Boston.

It is so fitting that this year's recipient of the 36th Oliver E. Merrill Award be a veteran of Mass General Hospital and Past President of our Society.

It is an honor for me to present this award to Kathy Tabor McEwan, who I know professionally within the MSRT, as a working colleague and personally as a friend.

There is no one that I know, who has done more to raise the bar to make tech-



Photo courtesy REMS

KATHY TABOR MCEWAN, RT(R)

nologists be, and most importantly, feel professional. Kathy does this by her involvement within the leadership of the MSRT and her faith that technologists can accomplish anything that they set their mind too.

Kathy has been an advocate for participation in the MSRT and as a Director of Clinical Operations at Mass General she encourages her staff, to be more than members, but to involve themselves in things that they feel passionately about.

In the essence of time I am going to give you my top 5 reasons why Kathy is so deserving of this award:

- 1. Kathy's ability to speak in public on any subject.** The first time I heard Kathy speak in public was when she was President of the Boston District and she gave a lecture and the 2nd lecturer was late. Kathy spoke for 20 minutes with poise and grace and held everyone's attention until the next speaker arrived.
- 2. Kathy's mentoring skills.** I am here and in at my position at work because Kathy gave me guidance and had faith in me that I would succeed. People seek out Kathy for her advice both professionally and personally. I look out in the audience

and see numerous people who's career and lives have been affected by their interactions with Kathy. They are past presidents of the MSRT, PAC's Administrators, Managers, Clinical Instructors and technologists who don't know yet how they will be affected by knowing Kathy. Kathy is a coach not a judge.

3. Kathy's Courage: Kathy has the courage to speak her mind even in times when this is difficult. People, who know Kathy, know she is true in her beliefs and she will fight to the end when she knows a right has been wronged. When Kathy is your ally, you have an army on your side.

4. Kathy's Professionalism: Kathy continually displays professional growth through participation in professional societies, she maintains high standards of ethics and strives for excellence. Kathy is often quoted in professional publications because people respect her opinion. Kathy always conveys a respect and loyalty to the MSRT.

5. The Balancing Act. Professionally, Kathy is a Director of Clinical Operations. Personally, Kathy is mother to Quin, wife to Bill and a great friend. She makes the effort to balance her personal and professional life.

Let me introduce to you, the 2004 Oliver E. Merrill recipient, Kathy Tabor McEwan. •

Rewards and Recognition

• CONTINUED FROM PAGE 1

successful to date. Please remember to update the awards file located on the L: whenever you present your staff with one of these awards.

Lets work together on recognizing the tremendous efforts made by the department staff and make this program a continued success.

If you have any questions about this program and would like to meet about specifics please call me at ext. 6-3066. •

Staff Announcements

PEGGY MEEHAN • DIRECTOR OF FINANCE
AND QUALITY MANAGEMENT & EDUCATION
DEPARTMENT OF RADIOLOGY

Please join me in welcoming **Tim Rinner** as the Research Finance Manager for Radiology. Tim's major responsibilities include post grant administration and salary management. Tim has held numerous positions, the most recent of which was Fiscal Officer for the University of Missouri. Tim holds a Masters degree in History from the University of Missouri. Congratulations and welcome aboard.

SHARON R. GIBSON, B.S., RT(R)
UNIT OPERATIONS MANAGER
ACC RADIOLOGY

I am pleased to announce that **Kevin D. Conner** was hired as the Technical Assistant for ACC 5. Kevin comes to us with a great deal of experience he acquired during his time in the Image Service Center. He is leaving the ISC as the Image Service Representative II/Lead Training Specialist. It was there that Kevin sharpened his leadership and organizational skills as he coordinated educational activities, assisted in the creation and management of databases to track FTE deployment and the efficiency of the work processes, managed weekly exam status reports to track the unread cases, and conducted in-service trainings, independently, to enrich the staff's computer skills in various applications. Kevin has also attended classes at Bunker Hill Community College to enhance his experience in the Radiology Department. Congratulations to Kevin and best of luck in this new role.

It is with great pleasure (and sadness) to announce that **Joanne Stella RT (R)** and **Betsey Sicard RT(R)** have officially accepted positions in the CT department. They will be missed immensely by all in the ACC family, but it is a tremendous opportunity for them both. They are going to CT with a great deal of experience as Level II Radiologic Technologists, and will be assets to the CT department. They are looking forward to the challenges that lie ahead. Please join me in congratulating them both.

We are pleased to announce that **Bob Burnett** has accepted the position of Technical Manager for ACC Radiology. Bob came to MGH almost two years ago

The RACE Team

SHARON R. GIBSON, B.S., RT(R) • OPERATIONS MANAGER, ACC RADIOLOGY

The R.A.C.E. Team (Radiology Achievement & Career Enhancement) is a multi-disciplinary group that focuses on empowering the Radiology staff by providing resources and opportunities for career enrichment and personal growth and development.

TEAM GUIDING PRINCIPLES

TRAINING - Opening the door to resources for training and development.

RETENTION - Offering continuing support and increased access to growth opportunities to our valued staff.

ADVANCEMENT - Providing the information for career enhancement.

CONTINUING DEVELOPMENT - Empowering the staff with the tools for on-going improvement.

KNOWLEDGE TRANSFER - Facilitate knowledge transfer throughout our multi-disciplinary radiology community.

SYNERGY - Encouraging collaboration and teamwork throughout the department.

The RACE Team has sponsored various lectures available to the Radiology department staff. Topics have included CT Colonography and Digital Tomosynthesis.

The next RACE lecture will be held on Monday May 17th where **Dr. Bill Palmer** and **Marion Grownney, C.N.P.** will be covering "Pain Management" in the Robbins Room A from 2:00 - 3:00 and again on Thursday, May 20th.

These presentations are approved for 1 CEU for technologists, although everyone is invited to attend. •



Photo courtesy REMS

and it was immediately apparent that he was a natural leader. He soon became involved in the Data Integrity (DIP) Program and subsequently took over the DIP Liaison position as soon as it became available. Bob has worked in the ACC Diagnostic area as well as in Bone Intervention. He is a member of the Radiology Rounds Committee and is a Mentor for Radiology Students. He has 10 years of experience as a technologist as well as four years experience as a full time educator and trainer in the role of Clinical Educator at Beverly Hospital. Congratulations Bob!



Lynda Banzi, Director of Radiology Educational Media Services had a photograph included in the 10th Annual Juried Exhibition at the Griffin Museum of Photography in

Winchester, MA. The show ran from January through February 2004. •

The Department of Radiology is invited to submit any ideas for articles, features or suggestions to improve the *Radiology Times*. E mail your ideas to any member of the Radiology Times Committee.

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What is PACE?

DIANNE WHELTON • DIRECTOR OF PHYSICIAN OPERATIONS,
PACE CLINICAL SUPPORT SERVICES ADVISORY GROUP MEMBER

By now, you may have heard about PACE (*Patient Administrative Cycle Enhancements*), a joint MGH-MGPO project designed to improve patient satisfaction and service through proactive management of patient administrative data. One of the main goals of the project is to increase patient satisfaction by making our main administrative interactions with patients more consistent and customer friendly. Another goal of PACE is to simplify the complicated patient information systems of the Hospital and the MGPO.

PACE promises improved fiscal performance for the hospital and the MGPO, a major driving force behind the substantial organizational commitment to the project. The hospital is investing \$22 million over three years to establish the Registration and Referral Center (RRC), a centralized unit of employees located in Medford that focuses on proactively managing patient registration, referrals and financial data. These efforts will significantly decrease the number of rejected claims the hospital and the MGPO receives for registration and referral related reasons. These two rejection categories for Radiology alone represent approximately \$4 million in net collections per year according to hospital and professional billing sources.

Although technology limitations will prevent Radiology from fully integrating with the RRC, the Radiology Service Center will continue to perform registration updates, insurance

verification and referral processing tasks. Quality assurance, training programs and service standards will be developed in conjunction with the PACE team to ensure that Radiology is adhering to the same business standards and service levels as the RRC.

One of the big changes PACE will bring to Radiology is that beginning on October 1, 2004, patients will be assigned an account number which is a unique 9-digit identifier that associates related services on a specific date of service. Account numbers will be generated in PACTCOM via a short registration or account activation or will be communicated through labels adhered to the requisitions by practices.

Account numbers will be assigned at the time of the patient's arrival to the Radiology Department so those responsible for checking in patients will require training so that the appropriate account number can be identified, activated, or generated in PATCOM. The work flow of the check in process will be re-engineered to incorporate account numbers.

Fred White, Operations Manager, will be working in close consultation with the PACE Project Coordinators to implement the PACE model and account numbers in Radiology.

For more information about the PACE project, visit the website at <http://intranet.partners.org/mghidx/pace> or send an e-mail to PACEProject@partners.org.

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