

SROA ANNUAL MEETING



DAILY

November 2, 2010

An Emphasis on Safety...



For the second morning in a row, the EMR roundtable discussion drew administrators; while at left, Varian sponsored a Quality Luncheon that ended in laughter with Brad Nieder, M.D., *The Healthy Humoist*.

Daily Agenda

As the 27th SROA Annual Meeting wraps up today, it is time to determine how to attend next year's meeting in Florida next October. For today, the morning is chockfull of workshops that tap coding, project management, new technology, whistleblowers and relationships.

Wednesday, Nov. 3, 2010

7 a.m. to Noon Registration Desk

7:30 to 8:30 a.m. Breakfast

7:30 a.m. to Noon Exhibits

8:30 to 9:45 a.m. Concurrent Workshops

No. 27: (Manchester DEF) Deborah Churchill, *Coding 101*

No. 28: (Manchester G) Kelly Kassab, MHA, and Nina Thomas, M.S., *Light Their Fire -- Evidence-based Performance Evaluations*

No. 29: (Manchester I) Lisa Haskins, MBA, *New Technology: Acquisition, Installation and Implementation...Oh My!*

No. 30: (Manchester H) James E. Hugh II, MHA, CHBME, ROCC, *Whistleblower*

9:30 to 9:45 a.m. Break/Exhibits

9:45 to 10:45 a.m. Concurrent Workshops

No. 31: (Manchester DEF) James E. Hugh III, MHA, CHBME, ROCC, *Coding updates*

No. 32: (Manchester H) Margaret Murphy, MBA, *The Role of Lean and Six Sigma in Healthcare*

No. 33: (Manchester G) Gail Lalli, B.A., *Raising the Bar: Continuous Quality Improvement at the Cleveland*

No. 34: (Manchester I) Kyle Schmanke, M.S., and Kevin Cassidy, MBA *A New Paradigm for Quality in Radiation Oncology — The Electronic Facility Record*

10:45 to 11:15 a.m. Break/Exhibits

No. 35 GENERAL SESSION: RAY MADAGHIELE, *ABCs of Remarkable Relationships for Service Successes*

12:15 p.m. Meeting Adjourned

Noon to 3 p.m. Exhibits Breakdown

12:30 to 3 p.m. Board of Directors Meeting (*Board of Directors and Invited Guests*)

In General:

From being a patient with basal cell carcinoma to a speaker who talks about the "ABC's of Remarkable Relationships for Service Success," Ray Madaghiele is willing to share his experience in "the system."

Two years after Ray underwent two MOHS surgeries, with the residual pain and scarring, several more cancerous lesions developed on "very visible, sensitive and awkward areas on his face."

At this point, Ray sought an alternative to the original treatment, and found Xofigo radiation therapy.

Ray says the radiation therapy enabled him to retain "his beautiful face. But more miraculous than that was how he was treated by the doctors, administrators and staff of Cancer Treatment Services of Arizona."



Ray Madaghiele

Today's Courses: The Wrap-up

The final day of the SROA Annual Meeting brings to a close a successful run of courses and general sessions that even brought a radiation oncology manager from South Africa to San Diego.

The pull for radiation oncology administrators is in the "Light Their Fire" about evidence-based performance evaluations this morning workshop this morning. "This best practice is intended to reduce employee relation's issues and overall department turnover."

It's also apparent in talks on acquiring and implementing new technology and whistleblowing, "to identify the trends that lead to a whistleblower lawsuit before it happens."

The second set of workshops continue that trend by providing an assessment of the 2011 coding updates and the role of Six Sigma in health-care. "The birth of total quality in the United States came as a direct response to the quality revolution in Japan following."

Finally, the emphasis on the emerging medical records' environment is connected with a need to implement and maintain the record's properly for safety's sake.

With all the talk about EMRs

I attend the SROA Annual Meeting or go online at www.sroa.org



An estimated 200 SROA members and associates attended the Elekta-sponsored "President's Party" on Tuesday night.