



Radiology Business Practice: How to Succeed

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Radiology Business Practice: How to Succeed

D.M. Yousem and N.J. Beauchamp Jr., eds. Philadelphia: Saunders; 2008, 544 pages, 250 illustrations, \$75.99.

Few radiologists these days can escape the necessity for understanding the basic concepts of business management as applied to radiology. The ever-increasing governmental regulations, the reigning in of payments by federal and state authorities, the insinuation of teleradiology into most practices, and the burgeoning information systems are just a few issues that immediately come to mind. There are, however, a host of other critical items that affect the structure and future of virtually all departments. To set out in a systematic manner, Drs. Yousem and Beauchamp have edited and, in large part, written a 544-page, soft-covered, reader-friendly book that, to this reviewer's eye, covers the important aspects of administering a department. There are 28 contributors to the book, and they include radiologists, administrators, financial advisors, society directors, and information technology and marketing people.

The book is divided into 4 sections: Leadership, Accounting Basics and Financial Principles (all radiologists I know need to read this chapter), Building and Managing a Practice, and Legal/Legislative Concerns. Although this sounds a bit dry, the information contained in the chapters of each part is engaging. Imagine finding Accounting Basics "interesting"—

isn't that why we stayed as far away from business and went into medicine?—but these chapters are interesting. There are many useful chapters and ones that can be used immediately such as voice recognition; the background, development, and usefulness of relative value units; information systems including, but not limited to, PACS and radiology information system, workstations, project teams for PACS, and a glossary of DKAs (Doctor Killing Abbreviations) as used in business. Here are just a few examples: ADT, ATM (no, not the usual ATM), HIE, HIT, LZW, SCS, VID. How many of these do you know? You will have to purchase the book to get the definitions of these abbreviations, along with the rest of the 66 listed.

Other chapters include tips on devising an incentive system for radiologists, contractual considerations, legal issues (such as trying to stay current with the shifting sands of the Stark laws), credentialing, and many more concepts. I suspect that those who purchase this book will not read it cover to cover; rather, they will choose the chapters that interest them or will more likely read a chapter in an area that is the de jour troublesome or confounding area.

I personally will keep this book on my bookshelf for a quick consultation whenever some administrative issue arises. It also is going to serve to deflect any slight inclination I might have had to attend one of those 1- or 2-week courses for medical school clinical chiefs. The book is a recommended purchase for a departmental library (or maybe to give to your chairperson as a holiday gift).

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