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## Value on the Agenda for Radiology Leaders in Bologna



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Current and aspiring radiology managers and leaders meet in Bologna for Management in Radiology's Annual Meeting from 2-3 October. Once again a dazzling array of speakers from Europe and the United States promises to enlighten, entertain and provoke.

Highlights include sessions on eHealth and teleradiology, communication and reporting, social media and marketing, quality aspects, impact of globalisation on radiology, as well as personalised medicine and imaging biobanks. The full programme is available on the [MIR website](#).

The MIR subcommittee includes radiologists from around Europe. We profile two of its members below.

### **Zoom On: Prof. Sergey Morozov, Management in Radiology**

□ Professor Sergey Morozov is Head of Radiology at the European Medical Center in Moscow, Russia and a professor at the I.M. Sechenov Moscow Medical Academy. He graduated from the I.M. Sechenov Moscow Medical Academy, and trained in radiology at the Academy and Moscow University of Medicine and Dentistry. He completed residencies in the United States, Norway and Italy. In 2006 he gained his Master's in Public Health, specialising in clinical effectiveness, from Harvard. He gained his PhD in 2004 with a thesis on functional MRI and completed a further thesis on radiodiagnostics in orthopaedics in 2010.

We asked Prof. Morozov more:

1. What are your key areas of interest and research?

My areas of interest are related to three major topics: multi-modality imaging in oncology, evidence-based radiology, healthcare IT, and quality improvement in radiology. Current research is primarily focused on prostate cancer imaging.

2. What are the major challenges in your field?

Major challenges are all related to building an effective multi-disciplinary practice. First, we need to get radiologists out of dark rooms and develop a culture of cooperation with clinicians. Second, we need to find a balance between useful informatisation and over-informatisation in order not to spend too much time on learning new tools and losing our primary focus on helping the patients. Third, it is important to balance growing needs for medical imaging with a limited number of resources.

3. What is your top management tip?

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Build a strong team of essentially different highly qualified specialists sharing similar values. Invest in talent development and workflow standardization. Listen carefully to your colleagues who know more than you in specific areas, who see the situation from a different point of view and most importantly who argue with you. Never stop learning.

4. What would you single out as a career highlight?

Leading a team of excellent professionals in partnership with highly professional and demanding colleagues.

5. If you had not chosen this career path you would have become a...?

An IT engineer and inventor.

6. What are your personal interests outside of work?

Sports (especially trying new ones), arts (museums, paintings, photo, contemporary art), any sort of a good music, singing, travel and adventure, my dear family and friends.

7. Your favourite quote?

"'tis better to do and repent than to forbear and repent." - Decameron, Boccaccio

"If I had asked people what they wanted, they would have said 'faster horses.'" - Henry Ford

### **Zoom On: Dr. Pablo Rodríguez, Management in Radiology**

The Management in Radiology (MIR) Subcommittee of the European Society of Radiology (ESR) makes great efforts to include junior radiologists in its activities. Not only does it run an Annual Postgraduate Course on Management - it also encourages radiologists starting out to join in the work of its committee.



Dr. Pablo Rodríguez, Consultant Radiologist in the Abdominal-Gastrointestinal section of the Radiology Department of La Princesa University Hospital, Madrid, Spain, has recently joined the MIR Subcommittee as junior advisor, and says: "It is very stimulating to work side by side with the members of this fantastic group headed by Prof Mildemberger. I try to bring the trainees' and young radiologists' point of view. I think it is a great idea that MIR is open to the junior's voice." Dr. Rodríguez will be presenting at the MIR Annual Meeting in Bologna on social media on tips and tricks to give hints and basically manage Social Media as imaging professionals.

We put our 7 questions to Dr. Rodríguez:

1. What are your key areas of interest and research?

Abdominal, gastrointestinal and genitourinary imaging.

2. What are the major challenges in your field?

Radiology is now experiencing a sweet moment, but the question is if we will be able to maintain our key role in patient management and treatment, and remain as respected medical professionals. The future might be uncertain but it could be in our hands: as long as we are able to provide high quality medical services, if we hold pivotal positions in our multidisciplinary medical teams keeping our active role as problem-solvers, and of course if we enhance our visibility both towards our medical colleagues and our patients.

3. What is your top management tip?

Enjoy your work! Give the best of yourself, cooperate with your colleagues and always be open to dialogue and discussion with your partners, you can learn from everyone.

4. What would you single out as a career highlight?

Whatever your ideal job is and wherever you end up working, I would build a medical career based in four main pillars: Clinical work, research, teaching and management. Then everyone could hypertrophy the side in which he/she is more interested in, keeping a global vision though.

5. If you had not chosen this career path you would have become a...?

Difficult question.....Besides medicine I like natural sciences (biology, chemistry, physics...), I love history, geography and anthropology, and also art and architecture! I like too many things!

6. What are your personal interests outside of work?

Travelling, art, cinema, literature, hiking, cycling, snowboarding, languages, music.....

7. Your favourite quote?

I do not have a favourite one, but I will pick up these two:

“Inspiration exists, but it has to find you at work.” - Pablo Picasso

“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela

Dr. Rodríguez graduated in medicine from the Complutense University of Madrid. He spent a year at the Medical School of the University of Helsinki in Finland during his medical degree, and completed his radiology training at the Clínico San Carlos University Hospital in Madrid. He was a physician aid worker in the Sahrawi refugee camps in Africa in May and November 2009.

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