

Operations Management in Medical Imaging, 2nd Edition Learning Objectives

Section I. The Operational Foundation

Chapter 1. Develop the Scope of Service

1. Define and develop an imaging department scope of service.
2. Assess market, financial, and operational factors affecting services.
3. Evaluate regulatory and accreditation requirements.
4. Align services with organizational capacity and community need.
5. Apply resource-management principles to service delivery.
6. Develop and maintain imaging technique standards.
7. Integrate quality and safety into service planning.
8. Adapt scope of service to changing healthcare environments.

Chapter 2. Build Alliances

1. Explain the purpose of alliances in medical imaging.
2. Evaluate alliance opportunities and structures.
3. Perform cost-benefit evaluations.
4. Assess alliance partner suitability.
5. Navigate legal and compliance considerations.
6. Develop governance and communication structures.
7. Build trust-based partnerships.
8. Monitor alliance performance and outcomes.

Chapter 3. Document Processes to Ensure Service Delivery

1. Differentiate policies, procedures, and protocols.
2. Develop operational documentation.
3. Create clear, actionable procedure documents.
4. Ensure legal and regulatory compliance.
5. Standardize departmental processes.
6. Train staff on documented procedures.
7. Establish document review cycles.
8. Support service consistency through documentation.

Chapter 4. Develop Examination Protocols and Evaluate Results

1. Develop evidence-based imaging protocols.
2. Standardize imaging workflows across modalities.
3. Improve consistency and image quality.
4. Enhance patient safety through protocolization.
5. Implement contrast and radiation safety procedures.
6. Apply peer-review processes.
7. Improve clinical communication and handoffs.
8. Measure and improve protocol performance.

Section II. Marketing Imaging Services

Chapter 5. Review Basic Marketing Principles

1. Explain marketing principles in healthcare.
2. Apply the 7 Ps to imaging services.
3. Conduct basic marketing analysis.
4. Develop customer-focused strategies.
5. Create marketing goals and objectives.
6. Use SWOT analysis in planning.
7. Build long-term customer loyalty.
8. Develop marketing implementation plans.

Chapter 6. Define and Understand Markets

1. Define imaging service markets.
2. Segment and profile target populations.
3. Conduct market research.
4. Analyze market demand.
5. Evaluate competitors.
6. Forecast utilization trends.
7. Develop market studies.
8. Select strategic target markets.

Chapter 7. Develop a Marketing Program

1. Develop a positioning strategy.
2. Create and manage an imaging brand.
3. Design communication objectives.
4. Evaluate promotional options.
5. Build marketing budgets and resource plans.
6. Implement digital and traditional campaigns.
7. Conduct community outreach initiatives.
8. Integrate marketing activities into operations.

Chapter 8. Evaluate the Marketing Program

1. Measure marketing effectiveness.
2. Analyze process, outcome, and impact metrics.
3. Evaluate referral patterns and growth.
4. Apply marketing analytics tools.
5. Assess ROI of campaigns.
6. Interpret dashboard data.
7. Adjust marketing strategies based on results.
8. Support organizational planning through marketing data.

Section III. Customer Management and Satisfaction

Chapter 9. Identify and Meet Customer Needs

1. Identify patient and physician needs.
2. Apply motivational concepts to service delivery.
3. Manage diverse customer populations.
4. Improve access and responsiveness.
5. Strengthen physician relationships.
6. Support patient-centered care models.
7. Improve service recovery processes.
8. Create customer-focused organizational cultures.

Chapter 10. Commit to Measuring Satisfaction

1. Explain why satisfaction should be measured.
2. Evaluate patient satisfaction drivers.
3. Measure referring physician satisfaction.
4. Assess employee engagement impacts.
5. Integrate satisfaction into strategy.
6. Connect satisfaction to operational outcomes.
7. Develop satisfaction programs.
8. Use satisfaction data for decision making.

Chapter 11. Measure Satisfaction: Qualitative and Quantitative Tools

1. Compare qualitative and quantitative measurement methods.
2. Design satisfaction measurement approaches.
3. Evaluate survey quality.
4. Recognize measurement bias.
5. Conduct focus groups and interviews.
6. Use satisfaction surveys effectively.
7. Select appropriate sampling methods.
8. Collect reliable customer data.

Chapter 12. Analyze and Apply Data

1. Analyze satisfaction data.
2. Use basic quality-analysis tools.
3. Identify root causes of performance gaps.
4. Prioritize improvement opportunities.
5. Develop improvement goals.
6. Report data effectively.
7. Monitor implementation outcomes.
8. Convert data into operational improvements.

Section IV. Manage Performance Quality

Chapter 13. Evaluate Continuous Quality Improvement Models

1. Explain CQI principles.
2. Differentiate major quality models.
3. Select appropriate improvement methodologies.
4. Apply Lean and Six Sigma concepts.
5. Use quality analysis tools.
6. Evaluate organizational performance.
7. Create quality-focused cultures.
8. Support continuous improvement efforts.

Chapter 14. Develop a Quality Improvement Program

1. Design a department-wide CQI program.
2. Build effective quality teams.
3. Prioritize improvement projects.
4. Integrate quality initiatives with strategy.
5. Apply A3 problem-solving techniques.
6. Improve access, experience, and reporting performance.
7. Sustain quality improvements over time.
8. Create a culture of continuous improvement.