

PRESIDENT'S MESSAGE
Richard N. Taxin, MD, FACR
Southeast Radiology Ltd.
Chester-Crozer Medical Center, Upland

I've recently been thinking about the following quote from Ian McEwan's novel, *Saturday*, "On a recent Sunday evening Theo came up with an aphorism: The bigger you think, the crappier it looks. Asked to explain he said 'When we go on about the big things, the political situation, global warming, world poverty, it all really looks terrible, with nothing getting better, nothing to look forward to. But when I think small, closer in ... then it looks great. So this is going to be my motto – think small.'"

When we in medicine in general and radiology in particular look at the "big things" – the political situation, the increasing power of insurance companies, pharmaceutical companies, and hospitals at the expense of physicians, the radiologist shortage, the increased role for RBMs, the failure of tort reform in Pennsylvania, etc., one can easily become discouraged. However, when we "think small" and look at the exciting things many of us are doing in our individual practices, be it diagnostic imaging or radiation oncology, or be it private practice or academics, "things" look much better. The problem is one of a sense of control, or rather a lack of control. However, there is much that we radiologists have in our control that we as individuals (including me) can do much better – and improve the situation for radiologists as individuals and for radiology in general.

Diagnostic radiology has always been a high-tech/ low-touch specialty, but with the advent of the explosion of digital imaging, PACS, voice recognition, etc., our specialty has both for the good and the bad become an even higher tech and lower touch profession. There are fears of the increased commoditization of medical imaging. But there is one thing we certainly can do about it – start paying better attention to "customer care." Sometimes we may be uncertain as to who our "customers" are. In fact, we have many different types of customers – the patients, the referring physicians, the administrators, the members of the board of directors, our partners. We have different customers at different times and must strive to serve all of them equally well.

As president of the PRS all of you (at least for this year) are my customers, and in trying to serve you I've been working on the fall meeting to be held on Saturday, November 15th at the Ritz Carlton in Philadelphia. This meeting will be held in conjunction with the Philadelphia Roentgen Ray Society, whose president, Rick Feld, has been helping Bob Pyatt and me in the planning of this event. As Bob Pyatt will be discussing elsewhere in this issue we have a dynamite group of nationally recognized speakers for the sessions, morning, afternoon and evening. These speakers will be talking about the "big things" and the "small" facing radiologists and radiology today. We believe that the talks will be stimulating, informative, and well worth your Saturday. I look forward to joining you then.