

AbstractID: 9891 Title: Professional Comportment: Professional Is as Professional Does

Medical Physicsis a nodd s pecialtyinthe eco nstellationofhe althcarep rovidersandallie d healthp rofessionals.Weh oldth edistin ctionfb eingth e onlyex clusivelynon -physician specialtyt hat i s ce rtified by a M edical Sp ecialty Board in th e US , co nsistent w ith o ur unique roleasindep endentthin kers int he clinical decision-makingan dprovi sion ofc are. At t he same time, the re h as been mor e of an i ngathering th an a p athway for tho se enteringthefi eld,an do ure ducationa ndtra iningh asb een,to be k ind,systematica lly *ad hoc*. Manyi fnotmostofus s pend oure ducation andtr ainingye arsc ommuningclose ly with ma chinery into the we e h ours an d s pend p recious li ttle bu siness-hour ti me in a clinic learningund erthe wi ngo fprofession alrolem odelsho w to act,a ndhowtoi nteract in the healthcare wo rkplace. We la rgely en ter pr actice with n owhere near adequa te preparationor “peop leesk ills”tota keonthele adershiproleth ato urwo rk demands.

Sometimesw e actbad ly.

In this sessi on we wi ll e xplore several aspects of wh at i t mea ns to comp ort on eself professionally. Certainly it means to do on e's te chnical work in dependently with a degree of craft smanship an d sk ill, cognizan t of th e impa ct that ea ch dec ision ha s on patientswhorelyonou rser vices. Itme ans treating ourco lleagues andco -workersw ith respect,nodoubt. Bu t beyondthat, th ep erceptionofan in dividualasaprofessi onal – andby e xtension, o f M edical Phy sics a s a p rofession ratherth an a trade -hinges on those nebulous-seeming skills of lea dership a nd sagac ity th at s eem to be the ver y antithesisof theana lyticsk illswlear nedinsc hool.

Respectint he w orkplace a s a profes sional is n ot a n objecttha tcomes wrapped in a diploma or certifi cate, nor i s it the le ast b it d etermined b y M edicare reimbursement policy. Professionals tature issomethingth at wee ach build orfail to buildfor ourselves every da y by the way we a ct towar d other people. Profes sionalism is pol itical, not analytical.

We've assembled a distin guished panel to s peak to th e to pic o f professional comportment from a var iety of pers pectives an d will b e pr oviding ample time for questionsandcomme ntsfro mthe aud ience.

JamesPurdy,PhDi sProfe ssor andVic eChairinthe De partmentofRa diationOncology at th e U niversity of C alifornia, D avis Me dical Ce nter, wh ere h e h as been since 20 04. Prior to that espe nt31 year satWas hingtonUniver sityS chool ofMe dicinei n St.Louis where h e rose to the r ank of P rofessor ands erved as bo th Dire ctor of th e Radiat ion Physics Divis ion a nd A ssociate Dir ector of the Mall inckrodt Ins titute o f Radio logy's RadiationOncologyC enter. Dr.Purd yisa Fello woftheAA PM,A CMP, and ACR, a nd wasoneoft heinaugura lgr oupselec tedto become anAS TRO Fellowin 2006. He wa s recipientofthe19 96ACM PMa rvinM.D.WilliamsP rofessional AchievementAwar dan d the 1 997AAPMW illiam D .C oolidgeA ward. He wa sawar ded the 2000AST ROG old Medal and the 2002 ACR Gol d Me dal. He will s hare with u s s ome about his lo ng professional experi ence wor king effec tively a s a Medical Phys icist within the med ical establishment.

PeggyLandrum ,PhD ,RN isAs sociateClinical Profes sorin Coll egeofNurs ing atTe xas Woman's Uni versitywhe re shepa rticipates in the tra iningofhe althcarepro fessionals. She is, among ot her distinctions, a tra iner in a te chnique c alled "Motivat ional Interviewing" (MI) whic h is a formal a pproach to wo rking with pe ople to resolve their

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ambivalence about making behavioral changes that they know are good for them but they resist nonetheless. MI is a useful technique for providers in many healthcare settings such as psychotherapy, substance abuse therapy, medical management compliance, etc. and can also have a role in workplace change.

Sam Keen, PhD, ThM is a free lance thinker, lecturer, seminar leader, consultant, and author. His career has included decades in academic medicine, philosophy and religion, as well as 20 years as a contributing editor of *Psychology Today*. He is distinguished by having been a sage of the "Men's Movement" who brought a great deal of value to that moment's zeitgeist without making it a career. His work is about asking the questions, and he is pleased to note that he has been a namesake at everything he has done professionally. He has taken some interest over time in the question of what it means to be "professional," particularly in healthcare. That in addition to the constant questioning of what it means to be a human being.

George W. Sheroose, PhD, is President and Chief Medical Physicist of Sherouse Systems, Inc., a NorthCarolina-based unique medical physics company. He is a popular lecturer and contributor to the public discourse, speaking frequently on the important distinction between "gadfly" and "curmudgeon." He strives to comport himself professionally and has learned much from many failures.