

AbstractID: 1237 Title: Management and leadership basics for the Medical Physicist

Medical physicists work in a variety of environments where they implicitly or explicitly face challenges of management of technology, personnel and processes. This work briefly discusses issues related to each of these in an attempt to provide the medical physicist with concepts, terminology and information to better face these challenges. Concepts in technology management, including markets, segments and new product diffusion are presented, with relevant examples. Topics such as basic personality types, organizational design, leadership theories, time management, negotiations, etc., are discussed to enhance the medical physicists' management skills. Topics in general process management such as control charts, TQM, six-sigma, and their specific application to radiation therapy processes are discussed, with references to commercially available products.