

UC San Diego Health

The Inaugural

William G. Bradley, Jr., MD, PhD, FACR

Memorial UC San Diego Radiology Lecture

Thursday, July 25, 2019	Sanford Consortium for Regenerative
5 PM: Reception	Medicine – Roth Auditorium
6 PM: Lecture	2880 Torrey Pines Scenic Drive
7 PM: Coffee and Dessert	La Jolla, CA

Re-engineering Health Care Delivery Through the Institute Model

Michael Nicholas Brant-Zawadzki, MD, FACR

The presentation will focus on the strategic and operational components to consider when developing or building a Neurosciences Institute. These will include the appropriate vision and mission statements, and understanding of at least local or regional community needs. Conceptualizing the appropriate facilities, necessary human resources, and providing, as well as locating, the requisite technology will be discussed. The role of an organizational structure with fundamental operational units, aggregated into discrete yet overlapping service lines, and a programmatic approach which incorporates strategy, as well as process and clinical outcome metrics will be discussed.

Dr. Brant-Zawadzki is the Senior Physician Executive at Hoag Hospital, facilitating business and strategic relationships with specialist clinicians, overseeing a platform for programmatic care that integrates specialized services with population health. He helps Hoag transform health care strategy, focusing it on specific health conditions using a program driven, physician led, multi-disciplinary team approach, measured by patient focused outcomes. He also oversees the Hoag Center for Research and Education.

He holds the Ron and Sandi Simon Endowed Chair as the Exec. Med. Director of the Pickup Family Neurosciences Institute at Hoag, having led the Institute from its inception. The institute coordinates Neurosurgery, Neurology, Psychiatry, Pain, Addiction, and Sleep Services.



The Bradley Memorial Lecture is named for William Guerin Bradley, Jr., the father of clinical magnetic resonance imaging (MRI), who served as Radiology Department Chair at UC San Diego from 2001—2015.