The organization and delivery of health care in the United States is haphazard at best. Costs for healthcare delivery in the US far out pace comparable industrialized nations yet health outcomes consistently fall well below peers. More recent efforts to curb costs and improve outcomes have focused on delivering greater value. While innovative, radiology is often seen as technology that increases costs but delivers questionable value. However, in an era of big data and trends toward greater consumerism in health care, radiology has an opportunity to better define its value and grows its influence in the greater health care landscape. My presentation will address how radiology, as a specialty, and radiologists, as a medical profession, can best position themselves to thrive in this new era.

LEARNING OBJECTIVES
At the conclusion of this activity, participants will be able to:
1. Appreciate the forces altering the landscape of US healthcare
2. Understand the impact of disintermediation in Radiology
3. Facilitate value creation in an era of value-based reimbursement