

NMTCB REPORT

Jacqueline A. Bridges, CNMT
Chairperson

In Memoriam



Yogendra S. Goel, MD

The nuclear medicine community and the NMTCB were saddened to learn of the death of Yogendra S. Goel, MD, a member of the NMTCB board of directors, following a brief illness. Dr. Goel was born January 10, 1935 in India and he passed away Sunday, August 23, 1992 in Denver, Colorado. He was board certified in internal medicine and nuclear medicine and served as chief of nuclear medicine at the VA Medical Center, Shreveport, Louisiana. In addition to his contributions as a member of the NMTCB Advisory Council and as an NMTCB director, Dr. Goel was active in a number of medical societies.

Tragically, Dr. Goel's wife, Mary C. Goel, died a few days later on Wednesday, August 26, 1992 in Shreveport. Mrs. Goel was a registered nurse.

Dr. and Mrs. Goel are survived by a son, Ravindre H. Goel, MD; a daughter, Sarita Goel; and a daughter-in-law, Teresa Goel, all of Shreveport.

The nuclear medicine service at the VA Medical Center has established a memorial in honor and memory of Dr. Goel. Donations may be made to the Yogendra S. Goel, MD Memorial Scholarship, P.O. Box 522542, Shreveport, LA 71135-2542.

Using Creativity to Change

"Remember, the customer comes first". It is a catch phrase common to

most successful products and service-oriented industries and for good reason. If customers are not satisfied, the product won't sell. Customer satisfaction, however, is *not* unique to the world of business. To remain solvent in today's competitive health care industry, hospitals must follow the same business philosophy. Professionals in every department contribute to the community's perception of a hospital.

As nuclear medicine technologists, we want to give an outstanding service and become an integral part of the community. We call our patients customers because we offer them a service. A person who needs your help at 4 A.M. does not deserve any less attention than the patient who happens to have his problem at 9:30 A.M.

High technology equipment is an essential element in the patient care plan, but a "high touch" approach is equally important. The way a service is provided can and will impact patient satisfaction just as much as the technology and expertise provided. Patients want to be treated in a timely manner, with competitive costs, and with a high level of caring and respect. We each must offer quality care with competence as we perform our responsibilities.

You are the future success of technology and your workplace. The actions and the accomplishments of one serve to benefit and reflect all. Quality is smiles and helping hands. It is dedicated employees making a difference for patients and each other.

Though we can take great pride in our past successes, we must look at new ways to do things better, faster, and with fewer resources.

Management techniques to help accomplish these actions can be quickly outdated. Every five years, the amount of information we have doubles. With so much information available, organizations and managers need to determine what information is most

Examination Dates

The Nuclear Medicine Technology Certification Board

1993-1994

Year	Exam Date	Application Deadline
1993	June 26	April 17
1993	September 25	July 17
1994	June 25	April 16
1994	September 24	July 16

For more information or to request an application, contact:

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appropriate, practical, and applicable to help assure meaningful changes in how a hospital serves its customers and manages its resources.

In the past, it may have been common and acceptable for managers to take on the role of boss, cop, naysayer, autocrat, parent, and even dictator. Now, the expectation is that a manager be a leader, team builder, facilitator, coach, cheerleader, negotiator, and fixer. The new type of manager spends most of his or her time out of the office, walking around the hallways and laboratories and in the patient units. This style of management provides information and training that is timely, relevant, and presented in a quick and personal manner.

At a time in this nation's history when health care is undergoing so many changes, which demand proactive and innovative responses from health care providers, adaptation is necessary for survival.

Serving as chairman of the board of directors of the NMTCB is a treasure to me. I thank you for this opportunity and am grateful to many members of our organizations who helped me and really made goals a reality.