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Dr. Strickland is a consultant at Imperial College Healthcare NHS Trust in London, UK, and is an esteemed member of HealthManagement's Editorial Board.

1. What are your key areas of interest and research?

Imaging information technology; chest and oncology imaging.

2. What are the major challenges in your field?

- Lack of interoperability of digital systems in imaging IT. Unwillingness of vendors to introduce proven technology and standards which would enable seamless interoperability between digital imaging systems in healthcare, which is very detrimental to patient care.

- Lack of scientific understanding of the pathogenesis of fibrosing lung diseases.

- Lack of easy imaging-based measurement of the bulk of oncological

disease, and its current 'sledge-hammer treatment'.

3. What is your top management tip?

- Don't be afraid to tell the truth and to advocate what is best ultimately for the healthcare of the patient.

- Limit unnecessary bureaucracy, "management speak" and pointless administration.

4. What would you single out as a career highlight?

Being the first person to appreciate the need for, and design "DDPs" default display protocols (hanging protocols): software for the automatic display of current with relevant historical imaging studies on PACS, and seeing this now available in every PAC system worldwide.

5. If you had not chosen this career path you would have become a...?

graphic art designer, or a wildlife conservation worker.

6. What are your personal interests outside of work?

Nature and wildlife, mountain hiking, water sports.

7. Your favourite quote?

"The truth is rarely pure and never simple." uttered by the character Lady Bracknell in Oscar Wilde's play, The Importance of Being Earnest.

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