

## RBMA 2007 Radiology Summit

May 6–9, 2007

Partner W. Kenneth Davis Jr. will lead two sessions at the the RBMA 2007 Radiology Summit. Kenneth will speak in the session “Hospital Exclusive Provider Agreements: Stories from the Trenches” on Tuesday, May 8. This session will review the state of the art in hospital exclusive provider agreements, with a focus on real world experiences and strategies radiology groups can use to obtain a fair and reasonable agreement.

### **Hospital Exclusive Provider Agreements: Stories from the Trenches**

1:45 p.m.–2:45 p.m.

It's become more the rule than the exception for radiology groups to have exclusive provider agreements with their hospitals. The quid pro quo underlying these agreements is that the group is granted the exclusive right to provide the professional interpretations in return for granting certain rights to the hospital. As these hospitals have come under increasing legal scrutiny, and as they look for ways to integrate services and improve quality, they have been demanding greater and greater “concessions” by radiology groups. Consequently, the agreements that radiology groups are seeing today are significantly more detailed and burdensome than in the past. And they sometimes contain provisions that seem innocuous on their face, but in reality can pose big risks for radiology groups (and the individual radiologists). This session will review the state of the art in hospital exclusive provider agreements, with a focus on real world experiences and strategies radiology groups can use to obtain a fair and reasonable agreement.

He will also speak in the session “The Legal Risks in Marketing Your Practice: Ask the Speaker” on Tuesday, May 8. This session will begin with a brief review of common marketing tools used by radiology businesses and the key laws they potentially implicate. It will then offer practical guidelines on what is permissible, what is impermissible, and what's in the “gray area” of legal compliance. Most of the session will then be devoted to an extended question and answer opportunity for the participants. Drawing from the formal part of the presentation and the questions from their colleagues, the intent is to develop a sense among the participants for certain basic legal principles and the scrutiny health care businesses have been given under these laws.

## The Legal Risks in Marketing Your Practice: Ask the Speaker

3:30 p.m.–4:30 p.m.

Everyone knows that marketing is usually a key to business success. But in health care, marketing can be downright treacherous if you don't have a solid understanding of what is legal and what may be illegal. This session will begin with a brief review of common marketing tools used by radiology businesses and the key laws they potentially implicate. It will next offer practical guidelines on what is permissible, what is impermissible, and what's in the “gray area” of legal compliance. Most of the session will then be devoted to an extended question and answer opportunity for the participants. Drawing from the formal part of the presentation and the questions from their colleagues, the intent is to develop a sense among the participants for certain basic legal principles and the scrutiny health care businesses have been given under these laws.

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### CONTACTS

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