

Building Better Radiology Marketing Programs '08

April 3–4, 2008

Partner W. Kenneth Davis Jr. will speak in the session “The Laws Keep Changing: Ask the Speaker How to Market in a Compliant Fashion,” on Friday April 4 from 1:00–2:30 p.m. and from 3:00–4:30 p.m. This session will review common marketing tools used by radiology businesses and the key laws that are potentially implicated and practical guidelines for structuring your marketing and related compliance efforts. Participants can ask about real world situations they have faced, and then obtain guidance on the legal issues.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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