

Building Better Radiology Marketing Programs '07

March 23–24, 2007

Partner W. Kenneth Davis Jr. will speak in the session “The Legal Risks in Marketing Your Practice: Ask the Speaker” on Saturday, March 24 from 10:30 a.m.-12:00 p.m. This session will begin with a brief review of common marketing tools used by radiology businesses, the key laws they potentially implicate, and the 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, enabling the participant to develop a sense for certain basic legal principles and the scrutiny healthcare businesses have been given under these laws.

CONTACTS

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



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