

### Building Better Radiology Marketing Programs 06

March 24–26, 2006

Partner W. Kenneth Davis, Jr. will present, **"If It's a Great Idea, It Must Not Be Legal"** on Saturday, March 25 from 1:30 - 2:30 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 review some of the common marketing strategies and tactics used by radiology businesses and examine the key laws they potentially implicate, practical guidelines on what is permissible, what is impermissible, and what's in the "gray area" of legal compliance.

To register for this conference, contact the [Radiology Business Management Association](#).

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#### CONTACTS

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



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