

Radiology Business Management Association

2006 Radiology Summit

June 4–7, 2006

Partner W. Kenneth Davis Jr. will deliver two presentations. The first is on Tuesday, June 6, from 10:15–11:15 a.m., "Relationships and Marketing with Referring Physicians - Legal Aspects." 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.

The second presentation follows immediately after at 11:30 and is "Unwinding or Restructuring Medical Imaging Joint Ventures," and is co-presented with Bill Sanders, Chief Executive Officer, Radiology Alliance, P.C. Regulatory and reimbursement changes are impacting the way in which hospitals, physicians and entrepreneurs can joint venture medical imaging operations. This session will review the most common joint venture models, how changes in regulations and reimbursement will impact these models and offer approaches to unwinding or restructuring these models, using some actual case examples.

CONTACTS

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