

# AUDIO TAPES AUDIO CDS

**AUDIOTAPES AVAILABLE  
FOR ON-SITE DELIVERY**



**RECORDED LIVE**

**RADIOLOGY  
BUSINESS MANAGEMENT  
ASSOCIATION**

**RBMA 2003  
RADIOLOGY SUMMIT**  
May 18-21 • San Antonio

## Learn from the experts...dual formats – Audio Cassettes and Audio CDs!

The 2003 Radiology Summit is here—and you now have the unique opportunity to learn from the expert presenters. As a special service to RBMA Meeting attendees, recordings of the conference sessions are available for purchase in audiocassette and audio CD formats. Audiocassettes can be purchased on-site or ordered for post-meeting delivery. Audio CDs may be purchased for post-meeting delivery only. Whatever your choice of format, you and your fellow staff members can experience the RBMA 2003 Radiology Summit long after the meeting is over. **Check the listing below and order your selections today.**

### **AUDIO CASSETTE TAPES**

- available for at-conference delivery
- may be purchased individually (see pricing below)
- **specially priced complete set = \$187.00 SAVE OVER 25%**

### • **AUDIO CDS** - playable in car and computer

- available for post-conference delivery
- **free shipping to \$10 if ordered at the conference**
- may be purchased individually (see pricing below)
- **specially priced complete set = \$224 SAVE OVER 30%**

**ORDER AUDIO CDS  
ON-SITE AND  
RECEIVE UP TO \$10  
CD SHIPPING  
CREDIT**

### **MONDAY, MAY 19, 2003**

- |     |   |  |
|-----|---|--|
| 010 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Keynote Address: Healthcare Trends in the Future: Diagnostic Imaging and Teleradiology— <i>Russell C. Coile, Jr., MBA</i>        |
| 020 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | CT Screening Facts and Fancy— <i>Michael Brant-Zawadzki, MD</i>  |
| 030 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Coding and Reimbursement Update— <i>Walter C. Blackham, MS, RT (R)</i>   |
| 040 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Contracting: The Good, The Back, The Ugly— <i>Fred Gaschen, MBA, CHE</i>   |
| 050 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | How to Deal with Your Carrier— <i>Thomas W. Greeson, Esq.</i>  |
| 060 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | The Vision and the Reality of a Unified RIS/PACS— <i>Derek Schoonover</i>  |
| 070 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Basics for New Managers— <i>Joy Pratt</i>  |
| 080 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | The Four P's of Relations—Physician, Payor, Patient and Public— <i>Bobbie De Los Santos, ARRT, RT (R) (M) CNMT, Peggy Wagner</i> |
| 090 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Economics of PET Imaging— <i>Michael A. Bohl, MHA</i>  |

### **TUESDAY, MAY 20, 2003**

- |       |   |  |
|-------|---|--|
| 100   | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12       | Strategic Planning: Radiology of the Future Looks Bright— <i>Fred Gaschen, MBA, CHE</i>  |
| 110   | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12       | ACR Update— <i>Pam Kassing, RCC</i>  |
| 120   | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12       | Radiological Terrorism— <i>Arl Van Moore, Jr., MD, FACR</i>  |
| 130AB | <input type="checkbox"/> 2 Tapes \$20 <input type="checkbox"/> 2 CDs \$24 | Outpatient Imaging Center Joint Ventures—Opportunity or Fools of Pursuit— <i>Thomas W. Greeson, Esq., Douglas G. Smith</i>   |
| 140AB | <input type="checkbox"/> 2 Tapes \$20 <input type="checkbox"/> 2 CDs \$24 | Human Resources Track: Delivering Service Excellence— <i>Leslie Spencer</i>  |
| 150AB | <input type="checkbox"/> 2 Tapes \$20 <input type="checkbox"/> 2 CDs \$24 | Reimbursement Issues in Radiation Oncology—A Continuing Saga— <i>Carl R. Bogardus, Jr., MD</i>   |
| 160AB | <input type="checkbox"/> 2 Tapes \$20 <input type="checkbox"/> 2 CDs \$24 | Operations Track: Billing Productivity— <i>Joyce Billingsley, Loretta McIsaac, RT, Nicole Palmer, CPA, Barbara Rubel, MBA</i>  |
| 170AB | <input type="checkbox"/> 2 Tapes \$20 <input type="checkbox"/> 2 CDs \$24 | Clinical Services in Interventional Radiology: How to Develop a Practice with Physician Extenders, Outpatient Clinics, and Admitting Services (And Get Paid for It)— <i>Michael Arata, MD, Richard Duszak, Jr., MD, Claudia A. Murray, James L. Swischuk, MD</i> |

### **WEDNESDAY, MAY 21, 2003**

- |     |   |  |
|-----|---|--|
| 180 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Recent Legal Developments— <i>James B. Wieland, JD</i>   |
| 190 | <input type="checkbox"/> Tape \$10 <input type="checkbox"/> CD \$12 | Improving Your Radiology Practice Through Six Sigma Rigor— <i>Ed Field, MS and David E. Wojczynski</i> |

**ORDER (& PICK UP ON-SITE OR):**



**BY PHONE:** With your credit card, please call:  
**(800) 747-8069; (818) 957-0874 - 8:30-4:00 PST, Mon – Fri.**

**BY MAIL:** Complete this form, with payment to:  
**Content Management Corp., 3043 Foothill Blvd., Suite #2,  
 La Crescenta, CA 91214**

**When ordering, please identify program by #230520**



**BY FAX:** FAX your order form with credit card information to:  
**(818) 957-0876 24 hours/day; 7 days/week**



**ON-LINE:** visit our secure order site at:  
<http://www.softconference.com/230520>

**BY EMAIL:** Submit your order with credit card information to:  
**craigm@cmcgc.com**

**MAIL ORDER FORM –RBMA 2003 RADIOLOGY SUMMIT**

All tapes are covered by a lifetime guarantee - Defective tapes will be replaced free-of-charge \* **FREE CASSETTE STORAGE ALBUM WITH EACH 6 TAPE PURCHASE** \* ALL SALES FINAL AFTER 30 DAYS - All returned tapes within 30 days subject to 25% restocking fee \* We accept VISA, MC, AmExpress, & personal/company checks payable to **CONTENT MANAGEMENT CORP.**

- \_\_\_\_\_ Total Audio Tape Selections at \$10.00 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Total "AB" Audio Tape Selections at \$20.00 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Special Audio Tape Set Packages at \$187.00 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Total Audio CD Selections at \$12.00.....\$ \_\_\_\_\_
- \_\_\_\_\_ Total "AB" Audio CD Selections at \$24.00 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Special Audio CD Set Packages at \$224.00 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Additional 6 tape storage albums at \$4.00 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Additional 12 tape storage albums at \$6.00 each .....\$ \_\_\_\_\_
- Mailing & Handling \$1 per tape/CD to a \$10 maximum** .....\$ \_\_\_\_\_
- \*\*\*\*\* Foreign Mail/Hand. - ADD \$2/tape/CD to \$75 max** .....\$ \_\_\_\_\_
- TOTAL AMOUNT .... ALL PRICES ARE IN U.S. FUNDS** .....\$ \_\_\_\_\_



Check  VISA  MC  AmEx Exp. Date \_\_\_\_\_

Credit Card Acct Number \_\_\_\_\_

Signature \_\_\_\_\_

Ship to: Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_

email address \_\_\_\_\_