



**Media Contact:**

Laura Mulhern  
(813) 775-6209  
laura.mulhern@hillandknowlton.com

**FOR IMMEDIATE RELEASE**

**VIRTUAL RADIOLOGIC ANNOUNCES EDUCATIONAL PARTNERSHIP  
WITH RADIOLOGY BUSINESS MANAGEMENT ASSOCIATION**

**EDEN PRAIRIE, Minn., June 6, 2011**—Virtual Radiologic (vRad), a technology-enabled national radiology practice, and Radiology Business Management Association (RBMA) are pleased to announce a new partnership that will provide RBMA members additional educational opportunities within the field of radiology.

As part of the educational program, vRad will develop several white papers educating members on best practices in topic areas, such as quality assurance procedures, radiology technology and workflow, and billing. Together, the two organizations will enhance and reinforce RBMA members' overall knowledge—with the ultimate goal of improving patient care.

"It is a privilege to partner with RBMA, a recognized leader in educating radiology business professionals on industry advances," said Rob Kill, President and Chief Executive Officer of vRad. "The partnership with RBMA will allow us to leverage our practice expertise for the benefit of the broader radiology community, while sharing proven "best practices" to expand access, improve quality and reduce costs."

Through the partnership, vRad will also provide six \$1,500 scholarships to RBMA members who have not attended an RBMA conference. The scholarships will cover registration fees and other costs qualified applicants incur for attending the meeting. The first scholarships will be awarded for attendance at the 2011 Fall Educational Conference.

"The partnership is a classic "win-win" for both organizations," said Michael Mabry, Executive Director of RBMA. "The white papers will showcase vRad's expertise and provide a valuable resource for RBMA members. vRad's generous support of scholarships makes available the content and learning to members who might not have had the opportunity to attend an RBMA conference."

For more information on the educational partnership, please visit [www.rbma.org](http://www.rbma.org) or [www.vrad.com](http://www.vrad.com).

**About vRad**

Virtual Radiologic (vRad) is a technology-enabled national radiology practice working in partnership with local radiologists and hospitals to optimize radiology's pivotal role in patient care. vRad's more than 350 radiologists serve 2,700+ facilities, reading 7 million studies annually. Delivering access to extensive subspecialty coverage, vRad contributes to improved quality of patient care. And with its next-generation technology, vRad enhances productivity, helping to lower the overall cost of care while expediting time to accurate diagnosis and treatment. For more information, visit [www.vrad.com](http://www.vrad.com). For real-time updates, follow us on [Twitter](#) (@vRad), or "like" us on [Facebook](#).

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## **About RBMA**

RBMA is a not-for-profit professional organization serving individuals whose primary business involves radiology. Established in 1968, RBMA serves as a community that connects members nationwide, provides valuable information and education, and develops and offers practice-related resources for nearly 2,400 members. Through the years, RBMA has continually assessed members' needs and formulated programs and resources to deal with changing industry trends; utilized technological advancements to deliver industry news and education in a timely manner; and strategized to become the voice of the profession. RBMA is the leading national organization for radiology business professionals, bringing together business solutions vendors with members who are key decision makers within their organizations and who can carry your messages, brand and voice. Visit [www.rbma.org](http://www.rbma.org) for more information.

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