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FOR IMMEDIATE RELEASE

vRad Announces Second Annual RBMA Educational Scholarship

First Recipient in 2012 Used Scholarship to Attend RBMA Conference on Building Better Radiology Marketing Programs

Call for Applications for Next Scholarship is Open Through April 20th

MINNEAPOLIS, March 27, 2012—[Virtual Radiologic](#) (vRad), a technology-enabled national radiology practice, announced today its 2012 scholarship program with the [Radiology Business Management Association](#) (RBMA). The educational scholarship, which has awarded over \$10,000 since 2011, provides RBMA members the opportunity to attend an RBMA conference. The scholarships cover registration fees and other costs recipients incur for attending RBMA conferences.

Willard Glover of Santa Fe Imaging in Santa Fe, NM, was named the first recipient of the scholarship this year. The scholarship enabled Glover to attend RBMA's [Better Building Radiology Marketing Programs](#) conference this month. "This was my first year attending the conference, thanks to vRad's support of local radiology practices," explained Glover. "It was exciting to take advantage of the opportunity to learn and share with my peers and bring back real-world strategies to strengthen my practice."

"We are proud to continue our scholarship program in partnership with RBMA," said Dr. Pat Basu, Chief Operating Officer and Chief Medical Officer of vRad. "This is part of our ongoing commitment to supporting education, collaboration and innovation on best practices within the field of radiology."

"vRad's scholarship gives RBMA members access to RBMA educational resources and networking opportunities," said Michael Mabry, Executive Director of RBMA. "We are pleased to have vRad's continued support as we work together to empower radiology business professionals and protect the practice of radiology."

For more information on the educational partnership, please visit www.rbma.org or www.vrad.com. To apply for the scholarship, visit http://rbma.org/Membership/Scholarships/vRad_Scholarship/vRad_Scholarship_Application_Form.aspx.

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 400 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. For real-time updates, follow us on [Twitter](#) (@vRad), or "like" us on [Facebook](#).

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 for more information.

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