



## 2013 Radiology Business Update

*Mark F. Weiss*

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“Your fair share.” “Giving back.” Society is steadily shifting away from rugged individualism toward collective consciousness.

Nowhere is this more clear than in healthcare: Obamacare.

Your radiology practice is squarely in the crosshairs. Commoditization. Conformity. Crisis.

But for those group leaders who understand the change in society’s tide, understand how to ride that wave as opposed to being caught in its undertow, understand the need for strategy not merely tactics, and take action now, not tomorrow, there is tremendous opportunity.

This year’s Radiology Business Update explores 9 major themes related to developing and refining your group’s strategy in 2013. On the pages that follow:

You’ll learn about the shift in societal thinking and why it means that your group must adopt a new strategy. You’ll be briefed on the OIG’s analysis of the dangers of the so-called “company model” and “management fee” kickback schemes.

You’ll discover that how delivering an Experience Monopoly™ leads your group to break free of commodity status.

You’ll learn of a multi-stage strategic approach to exclusive contracting.

You’ll discover a common mistake concerning competition—does your group make it?

You’ll learn the ABCs of ACO economics.

You’ll find out why it’s essential for your group’s success to engage in “negative preparation.”

You’ll understand why the Super Bowl is really all about radiology group success.

And, last but by no means least, you’ll learn that hospital employment is not the panacea many believe it to be.

As “it takes a village thinking” sweeps society, as the government seeks to take advantage of it to capture your industry and balance the healthcare budget on physicians’ heads, and as hospitals plan on assuming the role of divvying up all healthcare dollars, you must either strategize for your own future and implement the necessary tactics to achieve your goals, or accept the fact that you will be relegated to a minor role in someone else’s healthcare factory.

It’s not too late . . . yet. The optimal time to get started was years ago—the second best time to get started is now.

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