

# Facing the DRA together.

## Fresh insight on the Deficit Reduction Act.

Building off its 2006 "Blueprint for Success" program, GE Healthcare once again brings you insight relative to the impact of the Deficit Reduction Act on medical imaging practitioners. This two-part webcast acknowledges that, despite valiant efforts by imaging organizations and grassroots efforts, the DRA is now in place and imaging center owners/operators must now understand how to thrive and survive in its wake.

Moreover, AMIC is working diligently on Capitol Hill to convince legislators and CMS of the incredible value of medical imaging. They continue to represent our industry with "one voice" to avoid further cuts. Learn what AMIC is doing and how you can be a critical part of the effort.

February 5th, 11:00AM Eastern

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### **DRA Update Part 1**

*Insights from Industry Association Leaders:  
Taking Action in 2007*

The first webcast features leadership from the American College of Radiology (ACR) and the AMIC. Cindy Moran, Assistant Executive Director of Government Relations with ACR, and Tim Trysla, Executive Director of AMIC, will recap the industry's efforts in 2006 to fend off DRA. They will also update webcast attendees on current and future efforts by these leading imaging organizations. Each presenter will speak for about 20 minutes, followed by a 20-minute open Q&A session.

February 8th, 4:00PM Eastern

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### **DRA Update Part 2**

*Insights from Expert Panelists: Top 5 Things You Can Do*

The second webcast features imaging industry experts who represent finance, marketing, law and reimbursement. Each panelist will provide an overview of the Top 5 actions to take post-DRA. Attendees will benefit from these speakers' personal experience in the field, gleaning best practices from imaging centers around the country, coupled with their own vast industry experience. After the panel presentations, the webcast will be opened to Q&A

**> [Click here to register](#)**

<http://www.gehealthcare.com/registration>



# About the speakers

## DRA Update Part 1



**Timothy P. Trysla, Healthcare Care Group, Alston & Bird, LLP**

Timothy P. Trysla is counsel in the Healthcare Care Group of Alston & Bird LLP. Mr. Trysla has over 16 years of health care policy experience in the private sector, executive and legislative branches of government. He currently advises Medicaid D plans, hospitals, nursing homes, pharmaceutical and device manufacturers

and pharmacies on Medicare regulatory and legislative policy. Mr. Trysla also currently serves as Executive Director of the Access to Medical Imaging Coalition, which represents more than 75,000 people who develop medical imaging technologies, those who apply it, and those who benefit from it.



**Cynthia R. Moran, Assistant Executive Director of Government Relations of the American College of Radiology**

Cindy Moran joined the American College of Radiology 3 years ago and runs all the governmental relations/advocacy efforts for the Reston, Virginia based College. Her portfolio includes the ACR's Washington DC federal and state lobbying office which also

houses the College's million dollar political action committee (RADPAC) and an extensive grassroots organization for the 33,000 members of the College in addition to the Washington based advocacy activities, Cindy heads the ACR Economic and Health Policy department which houses the extensive coding and reimbursement efforts of the College. As an Assistant Executive Director, Cindy sits on the Management Committee for the 300+ staff of the ACR.

Don't miss this opportunity to hear from organizations that have been and continue to represent your best interests as well as the best practices of your peers. Register today. There is no cost to attend, but space is limited.

For questions regarding reimbursement, visit [www.gehealthcare.com/reimbursement](http://www.gehealthcare.com/reimbursement) or contact Mike Becker at 262 548 2088

For Outpatient Imaging Center related questions or feedback, contact Rob Kulis at 262 312 7664



## DRA Update Part 2



**Thomas E. Bartrum, Partner, Waller Lansden Dortch & Davis, LLP**

Thomas is a partner at Waller Lansden Dortch & Davis, LLP, practicing exclusively in the healthcare regulatory and transactional areas. He speaks nationally on healthcare regulatory and reimbursement matters, including imaging center development, and is the author of the American Health Lawyers Associations'

Expert Series monograph titled "Diagnostic Imaging Centers: Legal and Regulatory Issues."



**Ed Eichhorn, President and founder of The Medilink Consulting Group**

Prior to forming Medilink, Mr. Eichhorn was an Officer and Senior Vice President of Medical Resources, Inc. Medical Resources is a radiology service company that operates 55 imaging centers in nine states. His duties included the management of all administrative functions including marketing services, sales training, IT, managed care contracting, the corporate bonus plan and the corporate compliance program. In addition to his experience at Medical Resources, Mr. Eichhorn has spent more than 25 years in the management of medical companies in the areas of nephrology, medical devices, and medical services.

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**Robert M. Kulis, General Manager, GE Healthcare's Outpatient Imaging Center Segment**

Rob began his career as a US Army officer. Immediately following his departure from the service, Rob served 3 years as a Director of Facility Services with Riverside Health System (RHS), in Newport News, VA. In that capacity, he maintained responsibility for all biomedical and facility services operations. In 1998,

Rob assumed the role of Chief Operating Officer with RHS, leading all clinical and support services of a 296-bed acute care hospital. In 2000, Rob joined the Advisory Board Company as a consulting leader for hospital operations engagements. In 2003, Rob assumed the role of Performance Solutions' National Consulting Delivery Principal, and in 2005 he assumed his current role as the General Manager of GE's new Outpatient Imaging initiative.



**Kenneth J. Lafferty, President, NMD, Inc. Healthcare Consulting**

Kenneth Lafferty is a nationally recognized expert, speaker, and author in the field of medical imaging economics. He has lectured on the topics of coding, coverage, and reimbursement policies throughout the United States and Europe. In addition, Mr. Lafferty is routinely invited by medical specialty societies to

act in an advisory role in the development of their private-payer coverage strategies. He is currently president of NMD, Inc. Healthcare Consulting located in Princeton, NJ.



**Douglas R. Lynch, Senior Vice President and US Chief Risk Officer, Healthcare Financial Services-Equipment Finance, GE Commercial Finance**

Douglas joined GE Healthcare Financial Services in 2002 and was appointed US Chief Risk Officer for the Equipment Finance business in 2003. Prior to joining GE, he spent most of his career with Copelco Financial Services Group, a commercial equipment

leasing and finance company, as cofounder of the Ambulatory Care division, which specialized in the financing of start-up diagnostic imaging, surgery, and oncology outpatient projects.