



# Stronger together

## Philips and RBMA are dedicated to **your success**

Philips and RBMA are partnering to help you optimize your radiology business. Philips is now the exclusive imaging equipment provider to the RBMA, and together we provide vital education and support for diagnostic imaging centers – such as product and market knowledge – so you remain competitive in the changing conditions of value-based care.

RBMA and Philips can help keep you at the forefront of what you need to know in this new era.

Our shared commitment includes information and services so you can be the best you can be, whether it's becoming more competitive in your local market by improving the patient experience, analyzing local trends, understanding radiology's latest technological developments, optimizing the workflow in your practice, or gaining insight about the characteristics health systems currently value in a radiology practice.

### About RBMA

The Radiology Business Management Association (RBMA) is an industry-leading organization of more than 2,400 professionals who focus on the business of radiology.

RBMA supports providers of diagnostic imaging, interventional radiology, and radiation oncology across practice settings, and connects members nationwide to valuable information, education, and practice-related resources while serving as an authoritative industry voice.

“To have Philips as our partner further validates our mission of providing exceptional education to radiology business professionals. Our members look to experts like Philips for the necessary guidance and knowledge to successfully operate their imaging centers.”

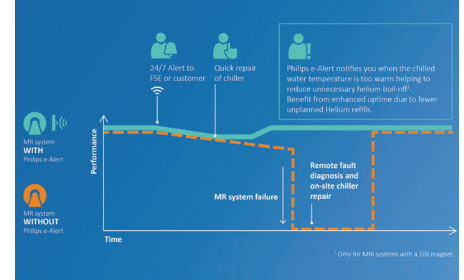
James Hamilton, MHA, CMM, FRBMA, RBMA Board of Directors President



# Supporting you day to day



**DoseWise Portal is a vendor-agnostic, web-based solution that collects, measures, analyzes, and reports patient and staff radiation exposure.**



**Philips e-Alert enhances uptime of your system.**

## Learn

RBMA educates thousands of radiology business professionals annually through programs and resources that address changing industry trends. Philips supports this by contributing content on relevant topics of interest to the membership.

## Analyze

RBMA and Philips believe access to data is key, providing members and their businesses with industry-leading financial and operational survey and benchmarking data. Imaging utilization data offers solutions to enhance quality control and patient satisfaction.

## Connect

Peer-to-peer networking opportunities allow RBMA members to deepen their understanding of industry trends and find solutions to their professional challenges. Philips encourages sharing success stories on how to grow and utilize unique imaging solutions to build referrals and new business for imaging centers.

## Advocacy

RBMA proactively interacts on behalf of its membership and the radiology industry with Congress, federal agencies, and state legislative and regulatory bodies, and educates members about regulatory and industry developments that may create challenges or opportunities for their businesses. Philips continually monitors and participates in committee standards meetings to help solutions remain compliant.

“Philips is excited to partner with the RBMA in our shared goal to improve care through education and purposeful innovation. RBMA activities align closely with Philips’ commitment to simplify the path to clinical decision-making for better patient outcomes at a lower cost. By focusing on the people behind the images – patients, staff, clinicians and administrators – we believe we can help imaging centers thrive in this era of value-based care.”

Cheryl Iodice, Senior Vice President, Marketing  
Philips North America

## Join RBMA today, save \$50

Philips has partnered with RBMA to bring you a discount for an annual membership.

<http://www.rbma.org/Membership/>

Use Code **PHILPSNEW17** at checkout and we will waive the \$50 enrollment fee.

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