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FOR IMMEDIATE RELEASE

vRad Announces RBMA Educational Scholarship Recipients

LAS VEGAS, October 19, 2011—Virtual Radiologic (vRad), a technology-enabled national radiology practice, announced the first three recipients of its [RBMA](#) (Radiology Business Management Association) Educational Scholarship:

- Steve Hadorn, Marble Falls Imaging, Austin, Texas
- Mindy Smith, Management Data Systems, Inc., Lake Charles, La.
- Marsha Massino, University of Wisconsin School of Medicine and Public Health, Madison, Wis.

The scholarships covered registration fees and other costs the recipients incurred for attending the [2011 Fall Educational Conference](#), which was held this week at the Aria Resort & Casino in Las Vegas.

RBMA awards first-time attendees scholarships to encourage participation in RBMA events as part of its educational partnership with vRad. The RBMA application process includes an essay on the reasons and benefits of their participation. Recipients are chosen by the RBMA scholarship committee. The partnership with vRad is designed to provide RBMA members additional educational opportunities within the field of radiology.

“We are pleased to support the ongoing education and professional training provided at the RBMA conference,” said Rob Kill, President and Chief Executive Officer of vRad. “Radiology practices face many challenges in a rapidly changing healthcare system. We welcome the opportunity to partner with RBMA as their members share best practices and innovative solutions in today’s market.”

Michael Mabry, Executive Director of RBMA, said, “We appreciate vRad’s support of our members and the value it places on continuing education. This scholarship makes it possible for members to learn from their peers’ experience to make a difference in day-to-day operations as well as planning for the future.”

For more information on the educational partnership, please visit www.rbma.org or 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. 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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