



the association for medical  
imaging management

**For Immediate Release**

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## **Zeke Silva, MD to Serve as AHRA's 2016 Fall Conference Keynote**

*Dr. Silva's presentation will focus on how to enhance the patient and family experience by building synergy across all medical imaging stakeholders.*

August 17, 2016 — AHRA: The Association for Medical Imaging Management announced today that Ezequiel "Zeke" Silva, III, MD, FACR, RCC will serve as the keynote speaker for AHRA's Fall Virtual Conference presented October 14-28, 2016. The conference will be delivered 100% online, kicking off with Silva's live keynote presentation on October 14 at 2 pm.

With over 50 articles and book chapters, Dr. Silva is a recognized expert on payment policy and quality initiatives. Dr. Silva's keynote, *Patient Centered Care: The Right Thing To Do and Why Not Get Paid For It*, will offer participants the tools to enhance patient care, provide value, and how to generate a monetary return on investment.

"Delivering an exceptional patient and family experience is a team sport involving hospital leadership, physicians, staff, and volunteers," said Dr. Silva. "We all play an important role and no one individual can do it alone. Now more than ever, radiologists and staff need to align resources to keep every patient at the center of all we do."

Dr. Silva is the Chairman of the ACR Commission on Economics, a member of the AMA RVS Update Committee, the RUC, and recently appointed to the CMS MACRA Episode Care Groups and Resource Use Measures Clinical Committee.

"We are thrilled to have Dr. Silva kick off our Fall Virtual Conference with this timely discussion about how important it is for providers to work collaboratively to enhance patient care and satisfaction," said Jory Vidulich-Savino, Fall Conference Design Team Chair. "His perspective from the radiologist side of the equation will be extremely valuable for our members and other virtual conference attendees."

AHRA's Fall Virtual Conference is presented in an innovative, cloud based educational format, designed to deliver a live conference experience to medical imaging professionals without the added expense and hassle of travel. Participants will have direct access to industry experts, a virtual exhibit hall, opportunities for peer to peer connections, and earn CE credit.

Conference details along with individual and group registration are available online at [www.ahraonline.org/FallConference](http://www.ahraonline.org/FallConference) or through AHRA Member Services by calling (978) 443-7591.

### **About AHRA: The Association for Medical Imaging Management**

AHRA is the professional organization representing management at all levels of hospital imaging departments, freestanding imaging centers, and group practices. Founded in 1973, AHRA's 5000+ members reach across the country and around the world. AHRA offers a complete slate of professional development programs, including a comprehensive selection of educational conferences and seminars, networking opportunities, award winning publications, and the Certified Radiology Administrator (CRA) credential. More details about AHRA are available at [www.ahraonline.org](http://www.ahraonline.org)

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