

Florida RBMA Winter Retreat

February 6 - 7, 2025

Renaissance Orlando at SeaWorld
6677 Sea Harbor Dr, Orlando, FL 32821

Thurs, February 6th

4:00 – 5:00 p.m. Board Meeting Nomeus on 2nd Floor

5:30 – 6:30 p.m. *COCKTAIL RECEPTION* Upper Deck on 2nd Floor

Fri, February 7th

7:00 – 8:00 a.m. *BREAKFAST* Peninsula Ballroom on 1st Floor

8:00 – 8:15 a.m. Welcome Janene Markuske, President, FL RBMA
Pete Moffatt, President, RBMA

8:15 – 9:00 a.m. The 2025 MPFS Final Rule Barbara Rubel, MBA, FRBMA - MSN

9:00 – 9:45 a.m. Partnering with Hospitals - different types of stipends & relationship building Brian Callahan, MACC, CPA - MSN

9:45 – 10:30 a.m. Maximizing Impact: Marketing Strategies for Hospital-Based IR & Outpatient Imaging Centers Dianne Keen, FRBMA - Abbadox

10:30 – 10:45 a.m. *BREAK to speak with our sponsors*

10:45 - 11:30 a.m. Quantifying Your Return on AI in Radiology Cathrine Keller, MD - Lake Medical Imaging

11:30 – 12:30 p.m. *LUNCH*

12:30 – 1:15 p.m. Human Resources presentation Katie Howard, PHR - James Moore HR Solutions

1:15 – 2:00 p.m. Health System and Group Consolidation: Why Teleradiology, OP Centers, Are the Next Wave in Radiology Jeff Younger, MHA, BS, LFACHE, FRBMA - Preferred Radiology Alliance

2:00 – 2:15 p.m. *BREAK to speak with our sponsors*

2:15 – 3:00 p.m. Physician Recruitment Strategies Janene W. Markuske, MBA, FRBMA - IntelliRad Imaging

3:00 – 3:30 p.m. Data Driven Tech & Physician Staffing Lisa Adams - Radiology Imaging Associates

3:30 – 4:00 p.m. Roundtable Discussion Lisa Adams, Immediate Past President
Janene Markuske, President

4:00 p.m. Raffle Drawings

Thank you to all our sponsors for your support today!
Events like this are only possible with your support.