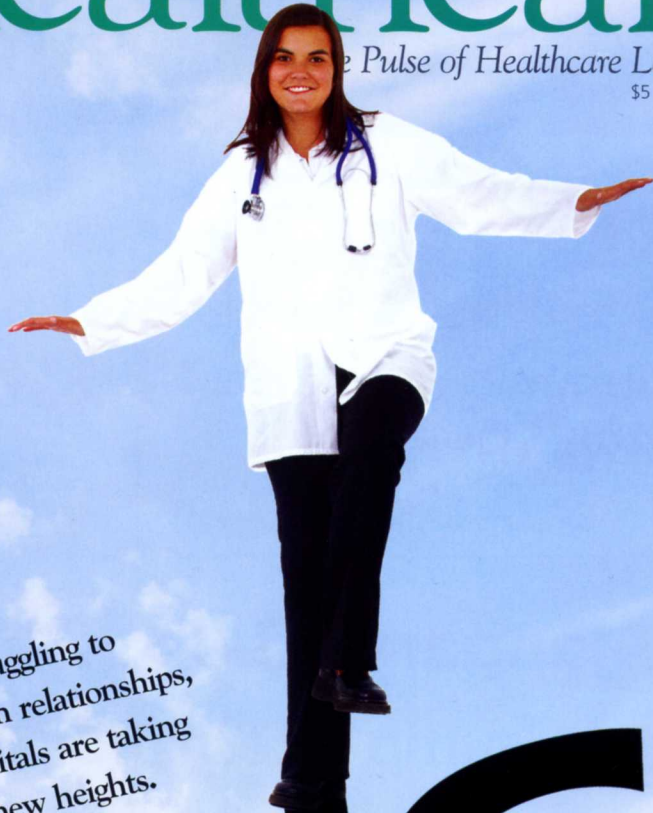


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September 2008

The Pulse of Healthcare Leadership
\$5 US + \$6 Canada



After years of struggling to improve physician relationships, progressive hospitals are taking their efforts to new heights.

BALANCING Act

One Step At a Time

Take a deep breath, start at the front end, and troubleshoot your way to improving your revenue cycle. **Page 8**

Failure to Communicate

Recent hospital IT investments mean a more constructive exchange of information with payors. **Page 14**

The Best Option

A close look at the pluses and minuses of local versus outsourced radiology services. **Page 26**

