



## You Gotta Serve Somebody

By Dan Moore

Bob Dylan penned a song titled, “[You Gotta Serve Somebody](#)” in 1979. The song won a Grammy that same year. Dylan encapsulates all of humanity and concludes that we all serve someone. “They may call you Doctor or they may call you Chief, but you’re going to have to serve somebody.” In business, most of the time we think of our service to our clients or patients. But last month we served an aspiring homeowner through Habitat for Humanity.

Our Nashville team spent our Saturday in the pouring rain and 60 degree weather putting up exterior siding and all the insulation on the inside of a new home. Our military vets kept saying, “if it’s not raining, it’s not training!” If that’s the case, we sure got some training! By the end of the day, the house looked great and we looked - well, dazed and muddy! I must say it was one of the best days this year for our company. We found joy in serving and expecting nothing in return.

Robert Greenleaf wrote *Servant Leadership* in 1977 and said, “Good leaders must first become good servants.” I can share that our leadership grew that day because we are definitively at our best when we are serving. I am proud of our team, and grateful for the opportunity.

Be well!

~Dan

Interested in joining our team? Click [here](#) to see current job openings.



Dan Moore at Habitat build



## Time for an Audit?

By Denise Gerlach

Are you sure that your revenue cycle is running at top efficiency, accuracy, and compliance? Are you billing correctly (and collecting appropriately) for the services that your oncology program provides?

RBS can help. Let our expert auditors give you an independent, third-party review of your revenue cycle. We will provide you a full report, with actionable items that you can put into place immediately to make a measurable impact on your program.

[Contact us](#) today for more information.

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## "That 5K at ASTRO"

By Julie Wyatt

Many people who attend the ASTRO annual conference are aware that there is a 5K run early on the Monday morning of the event. Did you know that the official name of the race is “5K Run for the Future to Benefit the Radiation Oncology Institute?”

RBS is proud to host this run every year to benefit the ROI, a non-profit, 501(c)(3) foundation created by [ASTRO](#) to support radiation therapy research and education. The 5K brings together physicians, administrators, vendors and others in a fun, friendly environment to support the growth of the ROI and the future of our industry.



2017 5K Top Male: Ben Li

As host of the event, Radiation Business Solutions covers all the costs of the 5K, so 100% of all proceeds from sponsorships and runner registrations benefit the ROI. Last year’s 5K attracted close to 400 runners and raised over \$61,000 for the ROI!

The 5K Run for the Future is one of the ROI’s most important fundraisers, so this year we’re offering a new fundraising mechanism that will allow individuals or groups to raise money for the ROI. The fundraising option will be available through the registration website for participants and non-participants alike, and the team or individual who raises the most money will be honored with a giant banner at the finish line!

In addition to the top male and female 5K winners, academic and corporate organizations are invited to participate in team challenges. Academic institutions can compete for \$1,000 in scholarship money and a trophy; and corporate teams can compete for a trophy and, of course, bragging rights!

So if you’re headed to the [ASTRO conference](#) in San Antonio this year, come on out and join us on Monday, October 22nd in downtown San Antonio. Runners and walkers of all levels are welcome! [Registration](#) opens on July 2nd.

Please [contact us](#) for more information about the race, fundraising for the ROI, or the team challenges. And be sure to like us on [Facebook](#) for updates!

We hope to see you running strong with us in San Antonio this fall!

Generous sponsors of the 2018 5K include: [Elekta](#) and [Varian Medical Systems](#) at the HOPE level (\$10,000); [Accuray](#) at the COMPASSION level (\$5,000); [Northwest Medical Physics Center](#) and [Tier3MD](#) at the HATCH SHOW PRINT level (\$1,500).

## Upcoming Meetings:

Will you be at any of these events? If so, please be sure to say hello!

### HFMA Annual Conference

June 24 - 27, 2018

Las Vegas, NV

[Denise Gerlach](#) and [Mike Bauer](#) will be in Booth #1152 (NOTE - THIS IS A BOOTH NUMBER CHANGE). Come see what’s new at RBS!

### ASCC National Oncology Conference

October 17 -19

Phoenix, AZ

Visit [Robert LoBue](#) in booth #406

### ASTRO Annual Meeting

October 21 - 24

San Antonio, TX

The RBS Team will be in Booth #1110!

We hope to see you there!



From left: Denise Gerlach, Mike Bauer, Robert LoBue, Dr. Diane Heaton, Dan Moore

## More Resources for Patients!

At RBS, cancer patients come first! We want to reduce the financial anxiety of patients by providing valuable information and education that helps to alleviate their concerns. We’ve recently added one more tool in our toolkit to do just that! Join host Josh Ledbetter for our new podcast, “Care Connection by RBS.” Be sure to tune in on your favorite podcast app!

Episode 2: “What is an EOB” show notes are now available on our [website](#).

## Refer-A-Friend

Connect us with an oncology program that wants to grow! We’ll pay a \$10,000 referral bonus for new clients that enter a contract with us for billing services, Market Track referral optimization program, or a Revenue Navigator program. For more information [contact us](#) at [Info@RadiationBusiness.com](mailto:Info@RadiationBusiness.com) or call 615-746-1705.

*Radiation Business Solutions creates value for oncology programs, while creating a better financial experience for cancer patients. Since 2004, we’ve provided oncology-specific strategies to physicians and hospital based programs, including total revenue cycle management, patient experience programs, referral optimization services, and new cancer center development.*

