

Mark Cunningham to Present at 2025 SIR Revenue Cycle Management Course

Sally Brewer will present on scam prevention at Ascension Living Alexian Village on Wednesday, January 22, 2025. Her presentation, "Take a Stand Against Scams," will share...

Mark Cunningham will present at the [SIR Revenue Cycle Management course](#) on Friday, January 24, 2025, and Saturday, January 25, 2025. On Friday, Mark joins [Teri Bedard, BA, R.T.\(R\)\(T\)\(ARRT\), CPC](#), executive director, Client & Corporate Resources with Revenue Cycle Coding Strategies, to present "ASC vs. OBL: Regulatory and Legal Implications." Their presentation will explore the legal and business considerations radiology practices must address before pursuing office-based labs (OBLs) or ambulatory surgery centers (ASCs) as a means of gaining autonomy and alternative revenue streams.

On Saturday, Mark will join [Raif Erim](#), executive vice president at Regents Health Resources and Revenue Cycle Coding Strategies, as a plenary speaker to provide an overview of the current state of radiology services agreements. With increasing negotiation activity in the market, they will explore the driving forces behind the push for renegotiations and delve into evolving tactics and approaches to meet these pressures. Mark will also offer legal insights on establishing and managing OBLs focusing on how physicians can thrive financially while staying compliant with legal and regulatory requirements.

The course will be held January 24-25, 2025, in Atlanta, Georgia, and is open to physicians and business leaders. The course pathway is designed for administrators across all practice types. For more information or to register, visit the SIR Revenue Cycle Management [course event page](#).

Mark is the president and managing shareholder at Chambliss. Recognized nationally for his legal services in health care, Mark keeps his clients on track, delivering strong results through his unique combination of drive and niche experience in areas such as radiology, revenue cycle management, physician/hospital ventures, and complex transactions. While he advises on just about every area of health care, he primarily acts as outside general counsel to large physician and revenue cycle management practices, with a specific focus on strategic, contracting, and regulatory issues. For more information, visit [Mark's bio](#).