

An RBMA Minute with C. Kevin Goodwin, FACHE, RBMA Midwestern Director

BY DAPHNE BROWN



C. Kevin Goodwin, FACHE,
RBMA Midwestern Director

u Where do you currently work?

I manage a 60-person Radiology Practice for Aurora Medical Group in Milwaukee, Wisconsin.

u What is your title and duties?

I am administrator of the Imaging Services Division of the Aurora Medical Group (AMG). In that role I support the day-to-day needs of the physicians; manage billing, new equipment selection, strategic planning, new business development, contracts, and compliance; and provide administrative oversight for a freestanding imaging center.

u How long have you held the position?

Since June 2008, I previously (2003-2008) held the position of executive director of Radiology Associates and facilitated the sale of the practice to become the cornerstone of the AMG-Imaging Services division.

u Why did you pick this field?

I wanted to help people and to make a difference in their lives. When I was young I was very ill and had the opportunity to see the great things people do everyday to insure health and well-being.

u What do you like best about your current position?

I enjoy being part of Aurora Health Care, which provides care to over 90 communities in Wisconsin. Yet at the same time, I get to work with the same radiologists who provide radiology.

u What has been your biggest challenge in your career?

The continued underfunding of healthcare by the government.

u What do you like about your life today?

As I mature in my career, I have gained insight and wisdom, which has given me a greater understanding of all the forces that shape our business.

u What and from where did you receive any academic degrees?

Undergraduate Degree: Missouri Southern State University – Bachelor of Science in Business Administration; Graduate Degree: St. Louis University – Master of Health Administration.

u Who or what were your major influences?

My parents who taught me the value of struggle and hard work. Pat Kaldor, the former president of St. Joseph Regional Hospital, taught me that being a leader is about expectations and example.

u What rule would you say you live your life by?

Live each day as a gift.

u When and why did you choose to get involved with RBMA?

I come from the acute-care side of management so when I migrated to radiology private practice I felt my background might serve as another voice of experience.

u What do you value as an RBMA member?

The great people who belong to RBMA with each one doing their very best to bring excellence in radiology to the communities they serve.

u What is your vision for RBMA?

To be the pre-eminent organization of imaging leaders for information, education, support, and information.

u What do you do with your free time?

Travel, exercise, volunteer, read historical non-fiction.

u Tell us something unique about Kevin Goodwin.

Kevin is my middle name.



C. Kevin Goodwin, FACHE can be reached at: Aurora Medical Group, Imaging Services Division, 10400 W. North Avenue Suite 300, Wauwatosa, WI 53226; 414.479.7230; 414.479.7232 Fax; kevingoodwin@amgrad.com.