

## IN STEP WITH GREG KUSIAK

### RBMA'S PROPONENT OF COMMUNICATION THROUGH TECHNOLOGY

By Daphne Brown

**It** was not an accident that Greg Kusiak became part of RBMA's Web Site Task Force Committee. A forward thinker, Greg long ago saw the importance of communicating with members through the use of technology. He and a few fellow members started the RBMA bulletin boards pre-Web days, and later were instrumental in creating the first Web site for RBMA. He prides himself on educating and exposing not only RBMA, but also many other organizations to the benefits and usability of personal computers and Web-based technology.

Greg's knack for communication through technology may stem from his early schooling. He was born and raised in Indiana and attended Purdue University. He began his studies in the engineering department. He had many interests. After looking at the genre of people who became engineers, Greg realized that the "engineering viewpoint" was too narrow for him. He decided to change majors and graduated with a Bachelor of Arts degree in political science and a minor in speech and sociology. He began graduate school at the University of Wisconsin, Madison, in medical sociology with the intent of becoming a teacher and leading a life in academia. During the course of his studies, he discovered that he found as many challenges and as much creativity in running business organizations as in university academic life.

The result was a shift into radiology business management. In the summer of 1970, Greg accepted a job with H.O.P.E., Inc., one of the agencies at the time supported by the war on poverty. He managed an outpatient community service center in Milwaukee, Wisconsin. He then went to Madison, Wisconsin, and worked for a statewide health organization. He got involved in rural health care with a rural hospital and group medical practice. He also participated in a volunteer ambulance service. He continued to work in the rural health care field in North Dakota, Utah, and brief stints in Idaho, Montana, Arizona, and Nevada. He left Idaho in April of 1984 and took a job in Hollywood. He worked for a subsidiary of the Hospital Council of Southern California, now known as the Healthcare Association of Southern California. He left Hollywood in 1985 and accepted a position as manager of Santa Monica Imaging Center in Santa Monica, California. During that time, he attended graduate school at the University of California, Los Angeles, and eventually earned his Master of Business Administration degree. At the same time, he began his own radiology billing service company. After he received his MBA, he sold his busi-



ness and accepted a job in Sacramento, where he remained for eleven years before returning to Southern California in 1998.

Greg was hired as Chief Executive Officer of California Medical Business Services, Inc., (CMBS) in Arcadia, California. CMBS is a full-service billing agency whose largest group consists of 17 full-time radiologists. CMBS also manages three outpatient radiology centers.

CMBS has been in business since 1976 and offers management services in billing, coding, compliance, planning, contracting, credentialing, financial services, employee leasing, marketing, practice consulting, practice management, technical services, and transcription for radiology practices.

In addition to running a healthcare management company, Greg is active in the Healthcare Financial Management Association (HFMA). He has chaired HFMA's Managed Care Symposium in Northern California, and once with Northern and Southern California jointly. He is currently chairing the Program Development committee, responsible for the speaker program for their Managed Care Conference.

Greg changed gears this May at the RBMA Radiology Summit in San Antonio and joined the Board as Non-Voting Western Director. In that role, he hopes to continue advocating the importance of communication through the use of technology. He also is interested in member services and would like to develop more benefits and services for members that would be revenue-generating for the Association. As a forward thinker, he is already focusing on what the radiology business manager will need to know in the future and what RBMA can do to develop and support that vision.


Greg has spoken at past RBMA conferences on managed care contracts and capitation. He has written several articles for publications such as *Diagnostic Imaging and Decisions in Imaging Economics*, as well as the *RBMA Bulletin*. He authored “Netiquette,” published in the *RBMA Bulletin* and posted online for members to follow when using RBMA Forums.

Greg has been married to his wife, Susan, for 20 years. Between the two of them they have four children ranging in age from 38 to 26 years old and “one perfect granddaughter.” Greg and Susan have kept themselves busy restoring a 75-year old Spanish colonial house in Glendale, California. They frequent classical music concerts and alternate trips between their vacation homes in Squaw Valley and Oceanside. Both enjoy snow skiing, downhill and cross country, and the ocean.

While Greg has enjoyed his career in radiology business management, he finds the most reward in his children.

“My children have been my greatest satisfaction,” says Greg. “I make every effort to create a family-friendly work environment for my employees and give them the opportunity to have family time as well.”

As a CEO, as a father and grandfather, and now as RBMA’s new Non-Voting Western Director, Greg Kusiak is ready to proactively move forward and continue making RBMA the premier organization for radiology business professionals.

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