Practice Development Updates

**SIR Business Institute**
Attendees of the SIR Business Institute in Phoenix gained in-depth knowledge about marketing an IR practice, AI in IR and its impact on medical professional liability. Participants also had discussions about virtual curbside consult platforms, the use of digital evidence and cyber security issues, the operational expertise necessary to succeed the ever-changing private practice landscape and strategies for operating office-based labs or ambulatory surgical centers in today’s environment.

SIR Business Institute 2023 On-demand will be available on [SIR NOW](#).

Those who attended the live Business Institute course in Phoenix can claim their credit now in the [SIR Learning Center](#).

**SIR 2023 Compelling Conversations**
SIR brought back the popular Compelling Conversations at the SIR 2023 Annual Scientific Meeting in Phoenix. The conversations were casual 30 min Q&A sessions held at the SIR Central booth in the Expo with experts sharing their experiences at small and rural practices as well as the best ways to build and maintain practices in those settings.

**SIR at RBMA PaRADigm 2023**
SIR’s collaborative effort with RBMA at the 2023 PaRADigm annual meeting gained interest from IR/DR practice administrators and marketing directors and vendors. SIR staff had engaging discussions about our initiatives and showcased products such as the standardized reports, coding updates and applications, and practice resources that are available on the IR Business Center.

Sample products were handed out and demonstrations of the IR Business Center were given, with an emphasis on implementing standardized reporting during these interactions. There was a considerable interest in our coding and marketing products.

---

**Highlights**

**SIR Business Institute 2023**

**SIR 2023 Compelling Conversations**

**SIR at RBMA PaRADigm 2023**

For more information, contact

**Wafa Khan**
Senior Manager, Practice Development and Operations
wkhan@sirweb.org

**Nazia Kazim**
Associate, Practice Development and Operations
nkazim@sirweb.org

---

**Upcoming events**
June 2023: Practice Development Committee webinar

Visit the practice development webpage for more information.