

NASHVILLE, Tenn., Sept. 20, 2013 /PRNewswire/ -- Radiation Business Solutions (RBS) and its sister company, RBS Evolution (RBSE), reported on the substantial progress and growth made in developing their radiation oncology services business during 2013.

"This has been a terrific year for RBS and RBSE," said Daniel Moore, CEO and Founding Partner, speaking on the eve of the annual conference of the American Society for Radiation Oncology in Atlanta, Georgia. "In the face of implementing changes to comply with the new Medicare rules and ongoing reimbursement challenges, we have experienced unprecedented growth. We have continued our historic focus on providing our radiation oncology clients with the highest quality billing and practice management services. We are also very excited about the launch of RBSE, the cancer center development arm of our company. RBSE founding physician partners (many of whom are our RBS physician clients) are excited to be opening these joint venture centers in underserved areas," Moore said.

In July, RBSE opened Peninsula Radiation Oncology Center in Soldotna, Alaska. A second Alaska facility, Southeast Radiation Oncology Center, will open in Juneau in December. "Our new centers will provide cancer care to patients who previously had no access to radiation therapy, or who had to travel great distances to receive radiation oncology treatments. Now, patients in these remote areas have an opportunity to be treated and to heal close to home and their families."

Moore continued: "To help handle the growth of our companies, I am very pleased to announce that Greg Merrill has joined our team as the new President. Greg brings over 20 years of experience in the healthcare field, and his tremendous knowledge of the radiation oncology industry, to our company. He will be a valuable asset to RBS and RBSE," said Moore.

Merrill most recently served as President and COO of Radiation Oncology Services of America (ROSA), a joint venture company with 17 freestanding radiation oncology centers owned in partnership with physicians. ROSA was recently acquired by Vantage Oncology, Inc.

"I am honored and excited to be joining Dan and the staff of RBS and RBSE for this next chapter in the company's history," said Merrill. "This team has a legacy of providing radiation oncology clients with outstanding service, irreproachable billing and consulting assistance, as well as an industry-wide reputation of operating with the highest integrity. To be coming on board at this time, when we are embarking on a mission to serve cancer patients in underserved areas, is a truly a privilege."

In addition to Merrill, RBS and RBSE is excited to be enhancing their management team with the addition of Denise Gerlach as Vice President of Marketing. Ms. Gerlach most recently served as Director of Marketing and Business Development for Ambulatory Services of America, Inc., and a diversified health services company with outpatient dialysis and radiation oncology centers caring for patients in more than 80 centers across the United States. She was responsible for developing and executing corporate marketing and same store business development strategies across ASA's markets.

RBS, headquartered in Joelton, Tennessee, provides billing and management services to both freestanding and hospital-based radiation oncology centers. As of September 1, 2013, RBS serves radiation oncology clients in seven states. By the end of 2013, RBSE will own and operate two freestanding radiation oncology centers in Alaska. For more information, go to

www.RadiationBusiness.com

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