



## [Leader Spotlight: Dr. Aaron Hattaway](#)

**Dr. Aaron Hattaway serves as Associate Chief Medical Officer (ACMO) of Internal Market Development for Radiology Partners.**

Dr. Hattaway is a diagnostic radiologist and the eastern division director at Radiology Associates of Florida, the chairman of the radiology department at Rockledge Regional Medical Center in Florida and a clinical assistant professor of Burrell College of Osteopathic Medicine in Las Cruces, New Mexico. He is a member of the American College of Radiology, American Roentgen Ray Society, American College of Healthcare Executives and the American Association for Physician Leadership. Prior to joining RP, Dr. Hattaway served as chief medical officer for South County Hospital and vice president of South County Medical Group in Wakefield, Rhode Island. He is also a founding partner of Brevard Physician Associates in Melbourne, Florida, where he served as Chief Financial Officer and Chairman of Radiology. Additionally, he served as medical staff president and medical director of radiology at Health First's Cape Canaveral Hospital in Brevard County, Florida. Dr. Hattaway earned his medical degree at Emory University School of Medicine in Atlanta. He completed his internal

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[info@radpartners.com](mailto:info@radpartners.com)



medicine internship at the Medical College of Virginia in Richmond and his diagnostic radiology fellowship at Indiana University School of Medicine in Indianapolis. He completed his MBA at Indiana University's Kelley School of Business.

As ACMO for Internal Market Development, Dr. Hattaway leads overall internal market development and sales strategy, partnering closely with Dr. Gavin Slethaug, ACMO of Growth, and Dr. Yasser Ads, SVP of National Development and Integration.

We sat down with Dr. Hattaway to learn more about his aspirations for RP's Office of the CMO and his role as ACMO for Internal Market Development.

### **Tell us about your tenure/history with RP.**

I started in October, so I'm still learning RP, but I'm really excited about the size and scale of the practice. Our large footprint within radiology enables us to have a positive impact on the entire industry. The sky is the limit.

### **What attracted you to RP?**

The mission to transform radiology attracted me to RP. It is important to ensure radiology stays at the forefront of medicine and that radiologists are able to continue to provide high-quality patient care, particularly in such a technology-driven specialty. I believe we need to harness that technology to make us better doctors and that is what RP is trying to do.

Prior to RP, I founded a multispecialty practice in Brevard County in Florida, but I was looking for a new challenge and moved to a hospital in Rhode Island. After some time there, I made the decision to go back home to be closer to family and in a place more familiar. Joining Radiology Associates of Florida (RAF), I connected with Dr. Krishna Nallamshetty, ACMO for Clinical Value. It became clear that the missions of both RP and RAF were aligned with my views on the practice of radiology and caring for patients.

Also, I appreciate there is flexibility to pursue your interests within RP. Whether it's a leadership role or getting involved with the SEAL team, RP wants to set everyone up to continue to develop our strengths, exercise our interests and find professional fulfillment.

### **How has your experience prepared you for your role as ACMO of IMD?**

I ran a radiology practice for 10 years, so I have a firm understanding of healthcare operations, logistics and what it takes to make a successful radiology practice from the radiologist's point of view. However, I have also been a hospital CMO. I understand what hospital administrators are facing and what they want from a radiology practice. To have a foot in both of those worlds gives me the

experience and understanding of the pressures on both sides.

### **What do you want to accomplish in your role as ACMO?**

I want to accomplish growth but not just for growth's sake. Rather, I want to position RP's growth through selective and strategic partnerships that positively impact both our practice and our partner clients. Then, together, we can improve patient care and the lives of the radiologists that work with us.

### **What does radiology look like in the future?**

It's exciting to be in a specialty that is technology-driven and ever-changing. With increased utilization of imaging, there will be increased demands on radiologists. The number of practicing radiologists is not growing fast enough to keep up. I think we must harness technology and innovation to improve efficiency. We have to offer the best value to patients and the entire care continuum. Technology will help us, and we need to embrace that.

*[Dr. Aaron Hattaway](#) will be the Associate Chief Medical Officer for Internal Market Development at [Radiology Partners](#), a leading physician-led and physician-owned radiology practice in the U.S. For more from RP, follow along our [blog](#) and on [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).*