

David Soffa, MD serves as Senior Vice President, Medical Affairs for American Imaging Management (AIM). In his role, David is responsible for Client Relations and Medical Policy. David joined AIM in 1999, and has been involved in creation and execution of imaging management programs for the past 16 years. His special interests are: physician communication, education, behavior change and the science of medical decision-making. David is a board-certified radiologist and is a Fellow of the American College of Radiology, and a past counselor to the college. David's background includes over 20 years of active clinical practice in diagnostic Radiology, and over 18 years serving in full-time administrative medicine, managed care policy and clinically related business. He was a co-founder, and Chief Medical Officer for Interactive Diagnostic Systems Inc. This company was an early pioneer in imaging benefit management. Between 1982 and 1992, he was President of F&K Diagnostic imaging, a large outpatient imaging center. He was Vice President of West Bay IPA - a 100-member physician organization holding capitated and other insurance contracts. David has been active in organized medicine and in 1993 became president of the San Francisco Medical society. Through this association he became a board member of The San Francisco Health Care Foundation and subsequently, Vice-Chair of the governing body of the San Francisco Health Plan. This plan currently insures over 20,000 managed care lives in San Francisco.

After receiving his BS in Biology from Wayne State University in Detroit, David earned his MD from the University of Michigan in Ann Arbor where he subsequently completed a residency in diagnostic radiology. Later he was awarded an MPA in Health Services Administration from the University of San Francisco. He was a member of the California Radiological Society executive committee, a past president of the San Francisco Radiological society and the Bay area ultrasound society. He has been a member of numerous professional societies including the American College of Physician Executives, The Society of Medical decision Making, The Society for Health Services Research in Radiology, the Radiologic Society of North America, The American Medical Association, the California Medical Association, and The American College of Radiology. He has held multiple committee appointments.

Well published and a frequent presenter, David is an expert on the role of Radiology in the managed care environment. He is an Assistant Clinical Professor of Radiology at UCSF.