



# MEMBER SPOTLIGHT

## **Member Spotlight: RBMA with Michael R. Mabry, Executive Director**

### **How did your organization get started?**

The advent of Medicare in 1966 changed radiology from a hospital service to a physician service separately payable under Medicare Part B. Radiologists quickly saw the need for full-time, professional management of their practices' business affairs.

RBMA was formed in 1968 to: (1) provide for the development and recognition of radiology business managers, and (2) improve the administration of radiology practices, enabling radiologists to concentrate on providing their services to the public, thus holding down the costs of those services to the public.

### **What differentiates your organization from others?**

RBMA is the only organization specifically dedicated to radiology business professionals. RBMA is an industry-leading organization comprised of more than 2,400 professionals who focus on the business of radiology. RBMA offers quality education, resources and solutions for its members and the healthcare community, and helps shape the profession's future.

RBMA is the trusted source for accurate, relevant and timely information, and adheres to the highest professional standards.

### **Who are your customers and what type of projects is your organization currently working on?**

RBMA's "customers" are its members, specifically: (1) practice and imaging facility managers, (2) marketing professionals, (3) billing and coding managers and staff, (4) physicians, and (5) business solutions vendors.

RBMA's core values are: (1) education, (2) data reporting, (3) networking, and (4) advocacy. RBMA educates thousands of radiology business professionals annually. "RBMA U" is RBMA's new online learning environment. RBMA provides members with industry-leading financial and operational benchmarking data. DataMAXX is RBMA's new web-based practice analytic solution. Peer-to-peer networking allows RBMA members to find solutions to their professional challenges. RBMA proactively advocates with Congress, federal agencies, and commercial payors.

**Tell us about what your organization is doing to make the American Healthcare System more efficient.**

RBMA provides resources that make radiology practices and imaging facilities more efficient and effective. RBMA's education keeps member informed of the latest trends and developments. RBMA financial benchmarking information helps identify opportunities for improvement.

RBMA works to ease the administrative burden on radiology practices and imaging facilities by helping federal agencies, such as the Centers for Medicare & Medicaid Services (CMS), align their policies with the current practice of radiology.

RBMA supports clinical decision support (CDS) in radiology. CDS utilizes medical specialty society appropriateness criteria to help ensure that the patient gets the right imaging study the first time.

**Why did you become a WEDI member and what do you find to be the most beneficial part of your membership?**

Radiology has been at the forefront of the health information exchange through the use of Picture Archiving and Communication Systems (PACS), Radiology Information Systems (RIS), and revenue cycle management (RCM) systems for coding, billing, and collections. WEDI brings together various public and private stakeholders who are involved in the exchange of health information. Thus, RBMA and WEDI share common interests in such issues as ICD-10, the processing of healthcare transactions, electronic health records and meaningful use, and HIPAA compliance.

**What are some emerging trends you see in the overall industry?**

Health systems, hospitals, and physicians are coming together to form new integrated care delivery systems. Healthcare also is becoming more consolidated through the merger and acquisitions of hospitals, physician practices, and supporting vendors. Payment systems are moving from volume to value.