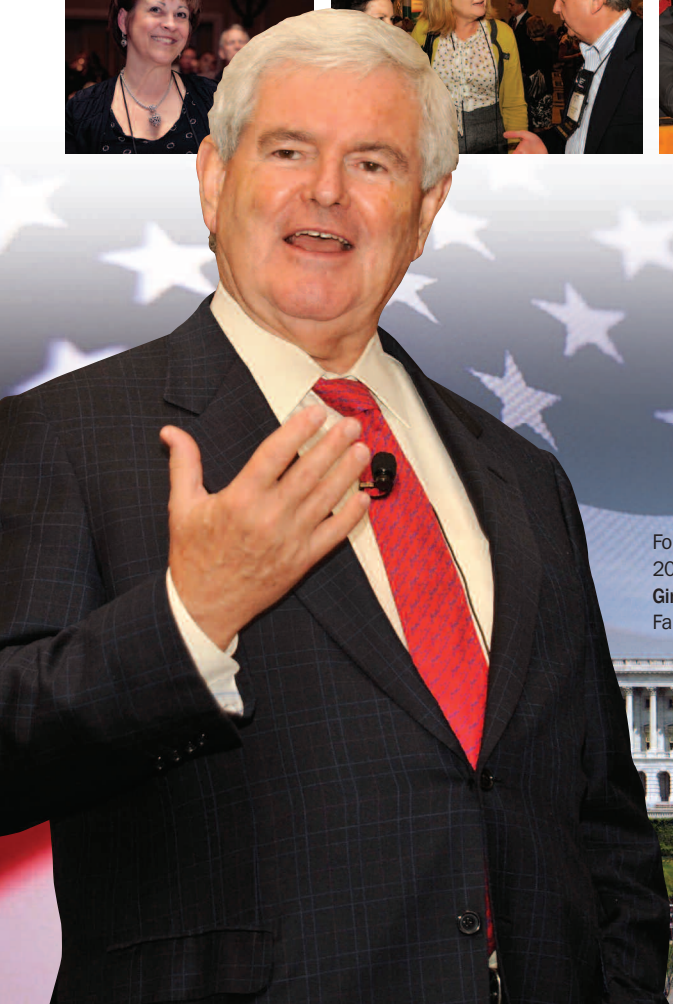


# 2012 annual report

educate. advocate. cooperate.



Former Speaker of the House of Representatives and 2012 presidential candidate, **The Honorable Newt Gingrich**, presented the keynote address at the 2012 Fall Annual Conference.



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◀ Bill Finerfrock during his presentation at the 2012 Spring Educational Conference.

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Brad J. Lund, Executive Director

# ➔ About HBMA



HBMA is the national revenue cycle management authority recognized in the industry by both the commercial insurances and the governmental agencies that make up the U.S. healthcare system. Since 1993, HBMA has represented the interests of medical billing companies, the providers they serve, and private practices as they face the challenges of the entire revenue cycle process. Currently, HBMA members process greater than 30% of all physician insurance claims.

The mission of HBMA is to advance the healthcare billing and management industry through the following initiatives.

**Advocacy:** HBMA has a significant voice in Washington and participates on behalf of its membership through active relationships among influential leaders within the legislative and regulatory bodies of government. Significant among our advocacy efforts are opportunities to participate in personal office visits to Congress.

**Collaboration:** HBMA is a key stakeholder in a \$38 billion industry. Stakeholder relationships are very important to our members and our organization works in collaboration with our vendor partners, CMS, the MACs, state Medicaid programs, state medical societies, commercial payors, and other key industry associations with the common goal of achieving true administrative simplification.

**Education:** HBMA provides over 20 educational programs every year through national conferences, specialty conferences, distant learning, and education on-demand, giving members a leading edge for their business.



## WELCOME TO THE

# ➔ Future

This Annual Report is prepared for members of HBMA to advise you of the “state of the association.” It is our way of informing you of the year’s many activities of HBMA and how its resources are invested for your benefit. Throughout this document, you will find a wide range of activities driven by individuals that have common characteristics, most importantly the characteristic of generosity. Can you imagine giving twelve, six, or even three hours a month of your time with seemingly little or no ROI? Over a hundred of your fellow members do just that, and in a small way these donations of generosity are expressed in this document. Not everyone is wired to give without getting back, and that’s okay. Those that do, do so because they define ROI as deeply caring about our industry, our association and each of you. With sincere gratitude, this Annual Report is dedicated to the individuals that make HBMA the premier industry association.

The title “Welcome to the Future” is an odd title for a publication that is looking back on the year that passed. However, the future of our industry is upon us. ACOs, bundled payments, hospital ownership of physician practices, EHR, ICD-10, fierce competition... where do the challenges end? How do we survive among so many external forces outside our control? A number of years ago, I was participating in a “change management” program where one of my fellow presenters made a profound statement: “Had Penn Central thought of themselves as a transportation company rather than a railroad, they would have survived and prospered.” HBMA held its first EHR Summit in November of 2009 and we created a theme of, “Stop being a medical billing company and start being a technology company.” That in itself is a huge transformation, but today such a dramatic transformation would fall short. Today, you will need even more, such as adding “informatics” to your set of competencies. This is no small challenge. How are the skill sets of staff members defined to assist in the necessary reengineering of the company’s competencies? What characteristics are required in key partnership relationships to support new services? These are some of the reasons HBMA exists. HBMA defines such questions and provides resources to assist in building the roadmap to success.

Many HBMA members took the learning experiences of the EHR Summit and transformed their organizations into technology companies through a variety of relationships and partnerships. They strengthened their client relationships and even created new revenue sources from services provided to their clients. They are succeeding beyond their expectations. They filled a void, provided a solution, that the physician and/or practice manager could not comprehend. To the practice, it was a solution. To the HBMA

member, it was the willingness to embrace a critical change in viewing their role, something Penn Central was unwilling or unable to do.

The core elements of the billing company of today remain the critical foundation of tomorrow's successful business in the revenue cycle management business. The successful RCM company will need to:

- Accept and understand the competitive forces around them. This goes beyond the billing company down the street.
- Accept the downward pressure of physician fees.
- Accept the downward pressure on the fees charged to clients.
- Accept significant migration to new physician reimbursement models.
- Accept the need to embrace technology and intelligence gathering capabilities, and develop the required partnerships to achieve success in these areas.
- Accept a greater role of guiding clients to more lucrative reimbursement models as well as a greater role in the financial decisions of the client.
- Accept the fact that new business opportunities, as well as existing business, may have new decision-makers, such as hospital executives.
- Accept the fact of increasing patient responsibility for cost of care.
- Accept the need to fully embrace compliance regulation and best practices.
- Accept the fact your financial success is predicated on embracing new and different client services that provide new revenue opportunities.

There is more, but how much can a person take in a single article?

HBMA is owned by you, the members. HBMA exists to provide information and education needed to achieve success, to provide access to products and services at reduced costs, and to provide representation with the federal government and commercial payor industry.

Finally, HBMA exists to promote the members of HBMA with the healthcare industry. HBMA works closely with dozens of healthcare and healthcare management associations. They know who we are and what we stand for. Use your membership in HBMA as an advantage to gain and retain clients. Your clients and potential clients understand the value of belonging to a professional association, in that this is how they achieve excellence in their own profession.



– Bradley J. Lund, Executive Director



# strategic planning

H B M A 2 0 1 2 A N N U A L R E P O R T

Today, more than at any time in our association's history, our members are being challenged to stay ahead of the environmental shifts that represent the changing face of healthcare. Technology, increasing competition, hospital acquisition of physician practices, industry consolidation, legislative and regulatory requirements, new or alternate payment models, and the increasing challenges on physician practice profitability are all contributing factors to the business pressures facing the revenue cycle industry.

HBMA's core purpose, our reason for being, is to advance the resources our members need to be successful in the healthcare management industry. The leadership of HBMA is dedicated to ensuring the association represents the revenue cycle industry and meets these evolving challenges head-on. The HBMA Strategic Plan drives the direction of the association and is based upon four key goals.

## FOUR KEY GOALS

**Information Source:** HBMA is utilized as the leading authoritative source for industry data and information. By continuing to consistently gather meaningful, valid, and relevant industry data, HBMA members and key industry stakeholders are the recipients of data that is meaningful for the industry.

**Membership:** HBMA seeks to grow by attracting and engaging entities involved in healthcare venues and practice management. By consistently monitoring our members and their needs, we are able to gauge the appropriate categories of membership needed, explore prospects for growth, and seek opportunities to ensure membership retention.

**Education:** HBMA members are equipped to leverage opportunities created as a result of the changing healthcare environment through various educational delivery models. Education runs deep





# HBMA'S STRATEGIC PLAN

throughout the organization. An ongoing goal within the realm of educational offerings is to enhance the delivery methods and ensure that resource offerings are aligned to member needs.

**Advocacy:** HBMA is recognized as the most influential healthcare revenue and management services association. By creating proactive solutions to

scan and recommendations. At the basic foundation of any strategic plan is an understanding of knowing where you want to be, your “envisioned future.” HBMA’s investment of time and resources to the strategic planning process will lead our association and the members into a very different future, but one full of opportunities.

“Leadership is the capacity to translate vision into reality.”

– Warren Bennis

government and commercial payor issues and developing the relationship necessary to work collaboratively, HBMA is able to consistently communicate and disseminate available data to HBMA members, customers, and stakeholders.

The HBMA Strategic Plan takes into consideration the many factors that shape the environment in which our members operate. Among them include: industry competition and structure, global business and economic climate, legislation and regulation, social values and demographics, and technology. Because of the rapidly changing external factors, HBMA will continue to invest time and resources in 2013 to ensure the existing membership is receiving the support and knowledge necessary to embrace new business models. Also in 2013, HBMA will launch a business strategy workgroup that will be charged with providing recommendations to the leadership of HBMA, ensuring a full environmental

HOW WILL WE MONITOR AND MEASURE RESULTS?



HOW DO WE GET THERE?



WHERE DO WE WANT TO GO?



WHERE ARE WE NOW?



## HBMA VISION

HBMA shall be the leading authority on healthcare billing and management services for association members and their employees, government decision makers, and other industry stakeholders.

## HBMA CORE VALUES

HBMA values the highest level of professionalism, integrity, and compliant business practices in every aspect of our industry. We expect transparency and accountability from our leaders while ensuring the continued growth of the association by providing valuable benefits and resources to our members and other industry stakeholders.

## HBMA MISSION STATEMENT

HBMA is committed to advancing the healthcare billing and management industry through advocacy and by providing education, information, and other valuable resources to its members while promoting high ethical and professional standards.

## HBMA CODE OF ETHICS

HBMA members pledge to:

- exercise sensitive professional and moral judgment in all business activities
- act in a way that will honor the public interest and demonstrate a commitment to professionalism and competence
- perform all business activities with the highest sense of integrity
- maintain objectivity and avoid any conflict of interest
- strive to improve the quality and competence of services performed through continuing education
- exercise care and diligence in providing services
- maintain confidentiality of patient and client information
- strive to comply with all relevant federal, state, and local laws and regulations
- refrain from making misleading or false statements about professional qualifications, experience, performance, or results that can be achieved

Jeanne Gilreath, HBMA Treasurer, accepts the "Above and Beyond" award from President-elect Jud Neal.







# Who We Are

## HBMA Membership Demographics

### HBMA MEMBERSHIP BY CATEGORY:

Affiliate Members	14
Associate Members	15
First Party Billers	12
Honorary Members	1
Principal Members	567
Satellite Members	16
Vendor Affiliates	85
<hr/>	
Total Membership	710
Total Certified Individuals	198
<b>Total # of Employees</b>	<b>37,578</b>
Average # of Employees Per Company	65

### PRINCIPAL MEMBERS BY COMPANY SIZE:

# of Employees	# of Companies	% Total
1 to 5	183	32%
6 to 15	173	30%
16 to 30	87	15%
31 to 60	56	9.8%
61 to 90	31	5.4%
91 +	49	8.5%

### HBMA REGIONS

J1	CA, NV, GU, AS, MP	82	112
J2	AK, ID, OR, WA	30	53
J3	AZ, MT, ND, SD, UT, WY	30	67
J4	CO, NM, OK, TX	66	157
J5	IA, KS, MO, NE	31	67
J6	IL, MN, WI	49	112
J7	AR, LA, MS	10	17
J8	IN, MI	33	120
J9	FL, PR, VI	35	51
J10	AL, GA, TN	40	78
J11	NC, SC, VA, WV	34	66
J12	DE, DC, MD, NJ, PA	47	69
J13	CT, NY	40	79
J14	ME, MA, NH, RI, VT	21	22
J15	KY, OH	31	114
<b>TOTAL</b>		<b>579</b>	<b>1,185</b>

### TOP TEN SPECIALTIES MEMBERS BILL FOR:

Specialty	# of Members
Internal Medicine	278
Family Medicine	253
Radiology	199
General Surgery	211
Pathology	105
OB-GYN	185
Anesthesiology	171
Pediatrics	146
Emergency Medicine	105
Orthopedic Surgery	133

**Total # of Employees of Member Companies** ..... 36,851



PRINCIPAL  
MEMBERS BY  
REGION

MANAGEMENT STAFF  
REGISTERED TO  
PRINCIPAL MEMBER  
COMPANIES BY REGION

# ➔ Member Resources

## HBMA EDUCATIONAL PROGRAMS

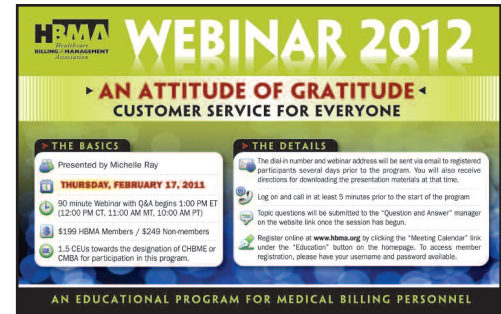
- Spring Educational Conference
- Fall Annual Conference
- Owners & Managers Conferences for HBMA members only, designed for owners and senior management
- Annual Compliance Course
- Annual Executive Development Summit
- Monthly distance learning programs on specific subject matter important to our industry
- Specialty workshops to address our rapidly changing industry

## HBMA PUBLICATIONS

- The HBMA official journal, *Billing*, published bi-monthly and disseminated to members, is also available on the HBMA website in the “Members Only” section, with back issues archived
- The HBMA Federal Legislative Update is published monthly on the HBMA website in the “Members Only” section, with back issues archived
- *The Washington Report* is a monthly report on federal laws and legislation from our legislative consultant
- *The Weekly Digest* is emailed to members and updates current changes in the industry

## HBMA ONLINE RESOURCES AT [www.hbma.org](http://www.hbma.org)

- Archive of all HBMA publications
- HBMA Message Board covering:
  - Coding
  - Compliance
  - EHR
  - ICD-10
  - State specific billing resources and information
  - General Business Practices
- Online Membership Directory
- HBMA Document Library enables members to upload forms and documents for others to view and download
- Email notification of legislation and government regulations by state
- Online store
- Employment Resources
- Client Newsletter
- RFI Program
- Membership Affinity Programs



HBMA's distance learning programs bring education directly to the members with webinars and audiocasts. ▲



HBMA *Billing* was redesigned and relaunched in print format. ▲



The HBMA website offers easy access to member resources. ▲

## HBMA PARTNERSHIPS

- Over 60 companies have joined HBMA as vendor affiliates and are committed to providing the finest products and services to our membership
- Our quality Errors & Omissions Insurance program was designed to meet the needs of third-party medical billing companies
- HBMA members have access to *Coding* and other related publications at a 20-30% discount
- Group Purchasing program

## HBMA CONFERENCE MOBILE APPS

- Smartphone and iPad users can download the app to scan all event information
- Tweet or send emails to colleagues
- Instantly share all your contact information with fellow attendees and exhibitors
- Immediately find any exhibitor
- Read about speaker backgrounds
- Find out about the sponsoring companies by clicking on their banner ads, instantly connecting you to their materials, brochures or videos
- Receive regular updates during the conference



# CHBME

## CERTIFICATION PROGRAM

Certified Healthcare Billing & Management Executive

In 2010, the HBMA board of directors charged the Certification Committee with the task of improving the Certified Healthcare Billing & Management Executive (CHBME) program. The goal was to develop a path to successfully achieve a high level of professionalism in the key elements of industry knowledge, compliance, and business competency. This was achieved by creating three distinct categories of education and information.

The new CHBME program began January 1, 2011. The HBMA Education Committee responded to the educational and informational requirements of the program by creating a significant number of opportunities to achieve the required credits in each of the three categories. Thirty-two percent of HBMA members have completed the requirements to achieve the CHBME designation.

It is with pride that the Certification Committee presents CHBME to the members of HBMA and with great gratitude to the Certification Committee from the board of directors for achieving the outstanding design of the program.





# Member Resources

## HBMA MARKETING EFFORTS FOR MEMBERS

HBMA offers a variety of tools to promote member companies.

- A website search engine of member companies that can be searched by location and/or specialty
- HBMA markets to the medical community, including exhibiting at a variety of annual conferences of medical and medical management associations, promoting HBMA and the website search engine
- Speakers are made available for national associations of medical and medical management professionals
- HBMA has developed collaborative relationships with most of the state medical societies
- HBMA retains strong working relationships with other industry associations, including:
  - AAFP (American Academy of Family Practice)
  - AAHAM (American Association of Healthcare Administrative Management)
  - ACA (American Collectors Association)
  - ACR (American College of Radiology)
  - AHIMA (American Health Information Management Association)
  - AHIP (America's Healthcare Insurance Plans)
  - AHRA (American Healthcare Radiology Administrators)
  - AMA (American Medical Association)
  - APF (American Pathology Foundation)
  - BCBS (Blue Cross/Blue Shield) Association
  - Cooperative Exchange
  - EDPMA - Emergency Department Practice Management Association
  - HCCA (Health Care Compliance Association)
  - HFMA (Healthcare Financial Management Association)
  - MGMA (Medical Group Management Association)
  - NSCHBC (National Society of Certified Healthcare Business Consultants)
  - RBMA (Radiology Business Management Association)
  - WEDI (Workgroup for Electronic Data Interchange)
- HBMA Online Resources at [www.hbma.org](http://www.hbma.org):
  - State-specific and national billing resources and information



# HBMA Leadership

## PAST PRESIDENTS



**2011**

Jackie Willett, CHBME  
Intermedix, Corp.



**2010**

Scott H. Everson, CHBME  
PracticeMax, Inc.



**2009**

Randal J. Roat, CHBME  
CBIZ MMP



**2007-2008**

Kenneth Goodin, CHBME  
Intermedix, Corp.



**2006-2007**

Sherri L. Dumford, CHBME  
Three Bridges Consulting, LLC



**2005-2006**

Bing Herald, CHBME  
Zotec Partners, LLC



**2004-2005**

Timothy M. Maher  
Medical Data Systems, Inc.



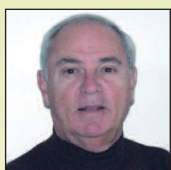
**2003-2004**

Robert B. Burleigh, CHBME  
Brandywine Healthcare Services



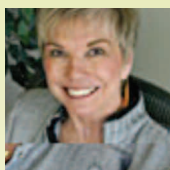
**2002-2003**

David C. Purvis  
Cvikota Company, Inc.



**2000-2002**

Victor S. Glorioso  
Professional Management Inc.



**1999-2000**

Jean M. Campbell  
Synergistic Systems, LLC



**1998-1999**

Charles M. Barker, CHBME  
Med Group Billings & Collections



**1997-1998**

David F. Jakielo, CHBME  
Seminars & Consulting



**1995-1997**

Douglas C. Jones  
Portland Billing Service



**1993-1995**

James Robertson  
Cambridge Integrated Services  
Group, Inc.

# HBMA Leadership

## OFFICERS 2012



The HBMA Executive Committee is responsible for overseeing the day-to-day activities of the association. It meets, as needed, to take care of any business matters between scheduled board meetings. Members are the president, president-elect, secretary, treasurer, and past president.

### PRESIDENT

Don Rodden, CHBME  
HealthPro Medical Billing, Inc



### TREASURER

Jeanne Gilreath, CHBME  
AdvantEdge Healthcare Solutions, Inc.



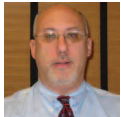
### VICE-PRESIDENT and PRESIDENT ELECT

Judson S. Neal, CHBME  
Physicians Business Network, Inc.



### PAST PRESIDENT

Jackie Willett, CHBME  
Intermedix Corp.



### SECRETARY

Barry S. Reiter, CHBME  
Faculty Practice Services, Inc.

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## BOARD OF DIRECTORS 2012

The HBMA board of directors is elected by the membership of HBMA and is the governing body of the association. The board is responsible for all the activities of HBMA and meets annually at the HBMA national meetings and monthly via conference call.



### DIRECTOR

Cindy Groux, CHBME  
Healthcare Practice Management, Inc.



### DIRECTOR

Holly Louie, CHBME  
Practice Management, Inc.



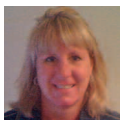
### DIRECTOR

Susan Chandler, CHBME  
Physician Services, Inc.



### DIRECTOR

Joe Schendel, CHBME  
Provider Support Services



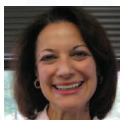
### DIRECTOR

Karen B. Linsteadt, CHBME  
Med Group Billings & Collections



### DIRECTOR

Bill Carns, CHBME  
PracticeMax, Inc.



### DIRECTOR

Madelon Berger, CHBME  
Bill of Health Services, Inc.



### DIRECTOR

John Outlaw, CHBME  
PSA, LLC a MED3000 Co.



### DIRECTOR

Curt Cvikota, CHBME  
Cvikota Company, Inc.

# HBMA Leadership

## STANDING COMMITTEES

### EDUCATION COMMITTEE

The mission of the Education Committee is to provide pertinent education to the HBMA membership so that members can remain on the cutting edge of mandated requirements and changes in this age of healthcare reform.

The committee is committed to producing two national conferences and a variety of annual specialty meetings. During the last year, the committee has secured nationally known keynote speakers, such as the Honorable Newt Gingrich, who presented at the Fall 2012 Annual Conference.

During 2012, the Education Committee was responsible for planning, securing speakers, reviewing material, and producing all aspects of the following face-to-face meetings:

- February: Winter Owner's and Manager's Conference
- March: Annual Compliance Conference (including a post-conference session)
- April: Spring Educational Meeting (including a pre-conference session)
- July: CHBME Executive Summit
- September: Fall National Conference including two pre-conference sessions
- September: Our inaugural "Visit to the Hill Day" in Washington, DC, which was held the day before the conference
- October: Fall Owner's and Manager's Conference

In 2012, a variety of web-based programs focusing on staff-related education were produced and made available as downloadable products for managers to utilize. As an added benefit to our members, a number of free, web-based programs centering on significant changes in healthcare reform or payor updates were offered to the membership. In 2012, there were over 175 hours of related education available to HBMA members and non-members alike. If we count each time a member attended an educational session of any kind offered from HBMA in 2012, we would total over 1,300 member sessions!

Initiatives for 2013 include: an ongoing effort to offer a greater variety of distance learning education programs through webinars for managers, staff, and clients; development of the HBMA e-University; and marketing the quality education that is currently available in the HBMA Store. The HBMA Education Committee continues to embrace reciprocal relationships with related associations in order to utilize and endorse speakers who are experts in their fields.

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### SURVEY COMMITTEE

The Survey Committee is responsible for promoting the exchange of meaningful industry information among HBMA members through the analysis and dissemination of surveys. Data collected from HBMA membership provides valuable information to HBMA members and their clients and also supports the work of all HBMA committees.

Accomplishments for 2012 include the completion of six surveys and one poll. The efforts of this committee continued to strengthen and support HBMA's relationship with CMS and commercial payors through provision of information on time-sensitive topics. In 2013, HBMA will continue to serve as an important information source for our industry and will contract with an outside professional survey company/statistician to establish HBMA's position as a clearinghouse for meaningful and relevant industry data, increasing the credibility of HBMA's data collection process and continuing to provide statistical benchmarks for HBMA's educational and lobbying efforts.

# H B M A   S T A N D I N G   C O M M I T T E E S

## **ETHICS AND COMPLIANCE COMMITTEE**

The Ethics and Compliance Committee is charged with addressing member issues of non-compliance with the HBMA bylaws and/or Code of Ethics. Additionally, committee members are actively involved in the development and delivery of a wide variety of compliance educational programs, tools, and information for our members.

The Compliance Implementation Course is a unique program that was designed specifically for third-party medical billing companies. Hot Topics is presented at the two annual meetings and is oriented to the experienced compliance professional.

Committee members contribute compliance articles to each issue of *Billing*, write FAQs, evaluate industry compliance products, and recommend new compliance resources. A variety of compliance resources are located on the HBMA website.

For 2012, the committee developed the compliance curriculum for the Summit, a new segment designed to meet compliance CHBME certification requirements for executives.

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## **ELECTRONIC HEALTH RECORDS COMMITTEE**

The mission of the Electronic Health Records (EHR) Committee is to provide education, resources, and networking opportunities that can assist HBMA members in developing EHR business models. The vision of the committee is to enable our members to actively engage with their clients in all aspects of their EHR processes.

Educational offerings are supported through national conferences, webinars, and standing articles in *Billing*. The EHR Committee continues to deliver a broad educational delivery system that includes webinars, articles, and conference speakers for national and specialty meetings. Because of the importance of Meaningful Use, the committee has added a focus on vendor and governmental advocacy to consolidate EHR and Meaningful Use resources within the HBMA website.

---

## **GOVERNMENT RELATIONS COMMITTEE**

The Government Relations Committee is responsible for a number of functions, including the monitoring of ongoing national regulatory activities affecting the medical billing industry, actively commenting on or explaining HBMA's position on such regulatory activity through HBMA's government affairs office, offering HBMA expertise and research to regulatory agencies as needed, informing HBMA membership of pertinent regulatory activity, and soliciting the positions of HBMA members on regulatory activities, where appropriate.

The 2012 Fall Conference was focused on legislation and included a first time Hill Member Day, where HBMA members met with their representatives to address specific issues impacting our industry. Members of the committee have also made comments on several proposed rules. Committee members attend a number of meetings at CMS agencies and the Hill on an annual basis.

The committee continues to monitor proposed rules for appropriate comments as warranted and HBMA has been invited to join the Industry Collaboration Partner (ICP) in a pilot program for the end-to-end testing of compliance with Administrative Simplification. National Government Services wants our membership to participate in this very important initiative. Other activities include letters and comments to Congressional representatives and legislative bodies on the SGR and Administrative Simplification.



### PUBLICATIONS COMMITTEE

The Publications Committee is dedicated to developing and publishing the bi-monthly *Billing* journal for our members. The committee seeks authors who will provide meaningful and relevant content that can help billing companies prosper and succeed. In addition to publishing six issues per year, special editions include post-conference wrap-up issues following the fall and spring conferences. These issues highlight the speakers and exhibitors in attendance at these meetings. Additional features have been added to each issue of *Billing*, including a quiz which provides 0.5 CHBME credits and a calendar highlighting all future HBMA meetings. The readership of *Billing* continues to grow and is recognized as a true member value. *Billing* is read by members, practices, and payors, and is distributed to key industry stakeholders.

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### PUBLIC RELATIONS COMMITTEE

In 2012, the Public Relations Committee worked to promote HBMA and its members to the healthcare community and industry stakeholders, to promote the benefits of HBMA to its members, and to brand HBMA materials and tools. Chief accomplishments include an increased awareness of HBMA within the industry, and quality articles published in *Managed Healthcare Executive*, *Medical Economics*, and *BC Advantage*.

Where would public relations be without social media? The HBMA PR Committee came alive on the social media trail to include Facebook, Twitter, and YouTube video posts.

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### TECHNOLOGY COMMITTEE

The charge of the Technology Committee is to look toward the future to identify upcoming trends, standards, and develop technologies that can help billing companies gain efficiencies in their operations. Committee members will use this information to educate our members thorough *Billing* articles, website postings, blogs, and educational offerings. Key achievements for 2012 have been the revitalization of the committee, the establishment of two work groups focusing on EHR inter-operability, Accountable Care Organizational reporting, and the development of analytical tools for member billing companies.

# H B M A   S T A N D I N G   C O M M I T T E E S

## HBMA REGIONAL DEVELOPMENT AND MEMBERSHIP COMMITTEE

The mission of the Regional Development and Membership (RDM) Committee is to provide the billing and provider community with a network of supporting resources at a regional and local level with the MACs, Medicaid, and commercial payors. This will facilitate educational and informational outreach and identify regional issues that members in the same locality may be experiencing.

The vision of the RDM Committee is to ensure member representation throughout all states, with the knowledge that HBMA is the premier source for billing resources, education, and advocacy.

HBMA continues to build the RDM Committee volunteer structure and outreach efforts to local state and regional stakeholders, making this one of the major accomplishments during 2012. More than half of the states are covered with our field of representatives, many of whom had already met with state and local medical societies.

This committee held four regional meetings in 2012, not only bringing in new members, but providing much needed education to local levels.

The RDM Committee held its first strategic planning

meeting in September, immediately following the Fall Conference. Initiatives stemming from that planning session include improved communication and engagement with our new members through the HBMA Weekly Digest and recognition of new members in *Billing*. The RDM Committee created a mentor program for new members attending the national meetings and all national meetings include a “new member event.” The committee will continue to build on this program by enhancing our existing efforts at national events and reaching out during and post meetings.

Academic membership is a new category that has been developed for institutions and organizations and will provide educational programs leading to diploma and certification opportunities in medical billing and coding. This new category not only provides a resource for existing HBMA members to draw from for potential employees, it also serves as a source of membership growth as graduates enter the industry and become potential HBMA members. Academic members shall also be entitled to work with HBMA to enhance the member curriculum, internship programs, and job placement services.



**CERTIFICATION COMMITTEE**

The Certified Healthcare Billing and Management Executive (CHBME) credential is attained through the authorized HBMA certification program. This program encourages excellence within the membership through education and awareness within our industry.

The HBMA Certification Committee has been committed to enhance the certification program and increase the visibility of certification in the medical and healthcare community. Still under construction within the HBMA offerings is a university-type system where members can take courses online or in person and earn credits upon completion of the program. Key accomplishments for 2012 include the establishment of the required curriculum credits, the ability for

members to monitor and track their own progress to achieve certification, and the creation of a CHBME logo and pin.

The second HBMA Summit was conducted in July 2012. Attendance ensured participants of meeting certification requirements. The popularity of the summit has enabled the committee to decide to tape these modules so they can also be offered as credit-based webinars, making it easier for all members to participate. The Certification Committee is committed to partner with the Education Committee to offer courses that not only meet the CHBME criteria, but provide extreme value for the membership.



**HBMA 5010 - ICD-10 COMMITTEE**

The 5010 – ICD-10 Committee was established in 2009 to assist HBMA members in preparing for and successfully implementing 5010 and ICD-10. Committee members hold assignments as liaisons with other industry stakeholders.

Committee members provide education through a wide variety of programs and regular HBMA website updates and resources. The committee actively solicits member input on implementation and transition issues, attempts to work at the highest levels to resolve problems, provides authoritative answers to inquiries, and provides ongoing updates, tools, and education during the transition to ICD-10.

The committee represents HBMA on industry stakeholder groups, works directly with CMS, has testified before the National Committee for Vital and Health Statistics, and contributes to other organizational outreach programs. Additionally, in November 2012, HBMA was selected as one of the key industry organizations to work directly with the CMS contractor National Government Services (NGS) on the preparation for ICD-10 readiness and end-to-end testing. CMS and numerous other organizations have endorsed the HBMA definitions of “ready” and “end-to-end” testing that were developed by the committee.

Testimony, articles, FAQs, and links to industry ICD-10 information can be found on the HBMA website.

## COMMERCIAL PAYOR RELATIONS COMMITTEE

The mission of the Commercial Payor Relations (CPR) Committee is to serve as an advocate for the HBMA membership and industry by establishing meaningful relationships with payors through cooperative initiatives that strive to reduce costs and administrative burdens, and to assist our membership in addressing the increasing complexities of the billing and reimbursement process.

The committee's major achievements in 2012 include the promotion of strategic relationships with Aetna, Wellpoint, United Healthcare, and Cigna and increased participation by all payors in regularly scheduled conference calls to discuss joint projects in progress. The development of an enhanced payor reporting tool that allows members to report issues on 5010, 4010, Medicare, Medicaid, commercial, and provider enrollment has given the membership a means for reporting and the committee a means for tracking and

addressing issues affecting members.

The CPR Committee will continue to work with identified payors to increase value to all stakeholders in communicating information and education to the HBMA membership. The work of the CPR Committee continues to be promoted through a series of published articles.

Aetna participated in a payor booth at the Fall Meeting in Washington, DC. The presence of payors at HBMA national meetings will be expanded and HBMA members are seeing a number of contributions from our payor relationships that include online webinars, articles in *Billing*, and the ability to report issues for problem resolution. The CPR Committee will work with other HBMA committees to coordinate efforts and solutions for significant issues facing the industry, such as ICD-10 and end-to-end testing.

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## VENDOR AFFILIATE ADVISORY COMMITTEE

The Vendor Affiliate Advisory Committee serves as the vital communications link between HBMA and the vendor community. The committee is responsible for maintaining working relationships with the vendor community. The committee seeks feedback on all marketing programs that HBMA offers to the association's vendors and enforces all of HBMA's vendor marketing and communication policies. The Vendor Affiliate Advisory Committee works to support vendors at all conferences and exhibit areas before, during, and after each conference.

The mission of this committee is to clearly define the relationship of our vendor supporters; create and maintain strong relationships between our members and our supporting vendors; and finally, to reinforce the value of our vendors to the HBMA membership without favoritism or endorsement. The policies and procedures for exhibiting were updated and distributed at the Fall Conference. Additional copies can be obtained from the HBMA headquarters.

## Non-Board Chairs



**Judy Cardenas, CHBME**  
Vendor Affiliate Advisory Chair  
HealthMed, Inc



**Holly Louie, CHBME**  
ICD-10 Committee Chair  
Practice Management, Inc.



**Patrick Lukacs, CHBME**  
EHR Committee Chair  
PracticeMax, Inc



**Sara Nofziger-Drew, CHBME**  
Regional Development and Membership Chair  
PracticeMax, Inc.

## Support Staff



**James Wieland, Esq.**  
Legal Counsel



**Bill Finerfrock**  
Director of Government Affairs

## Administrative Support

### HBMA NATIONAL OFFICE



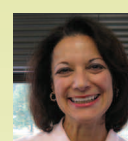
**Bradley J. Lund**  
Executive Director



**Kris Cvikota**  
Website and Database Management



**Gail Sunshine, CMP**  
Conference Director/  
Meeting Manager



**Madelon Berger, CHBME**  
*Billing* Editor



**Paul Myers**  
Director of Education



**Sherri Dumford, CHBME**  
Director of Operations



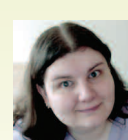
**Cindy Rounds**  
Associate Director for Finance,  
Certification and Membership



**John Davidson**  
Graphic Design



**Michelle Botana**  
Associate Director for Administration  
and Governance



**Sarah Conner**  
Assistant Editor



**Fran Cashen**  
Public Relations

# Financials

## BALANCE SHEET AS OF DECEMBER 31, 2012



### ASSETS

#### Current Assets

##### Checking/Savings

##### 1001 · Cash

##### 1010 · Current Bank Accounts

Total 1010 · Current Bank Accounts . . . . . 687,196

Total 1001 · Cash . . . . . 687,196

Total Checking/Savings . . . . . 687,196

##### Accounts Receivable

1200 · Accounts Receivable . . . . . 1,968

Total Accounts Receivable . . . . . 1,968

##### Other Current Assets

1510 · Prepaid Expense . . . . . 115,589

Total Other Current Assets . . . . . 115,589

Total Current Assets . . . . . 804,753

**TOTAL ASSETS . . . . . 804,753**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Accounts Payable

2000 · Accounts Payable . . . . . 44,921

Total Accounts Payable . . . . . 44,921

##### Other Current Liabilities

2050 · Accrued Expenses . . . . . 3,308

2100 · Deferred Membership Revenue . . . . .

2110 · Deferred Membership Renewals . . . . . 19,575

Total 2100 · Deferred Membership Revenue . . . . . 19,575

2200 · Deferred Inc. Mtgs. & Seminar . . . . . 115,875

##### 2400 · Def Contributions/Advertising

##### 2420 · Advertising

2420-01 · Newsletter Advertising . . . . . 6,120

2420-02 · Website Advertising . . . . . 9,375

Total 2420 · Advertising . . . . . 15,495

Total 2400 · Def Contributions/Advertising . . . . . 15,495

Total Other Current Liabilities . . . . . 154,253

Total Current Liabilities . . . . . 199,174

Total Liabilities . . . . . 199,174

#### Equity

3900 · General Fund . . . . . 763,755

Net Income . . . . . -158,177

Total Equity . . . . . 605,578

**TOTAL LIABILITIES & EQUITY . . . . . 804,752**

## STATEMENT OF REVENUE AND EXPENSE

ORDINARY INCOME/EXPENSE	TOTAL
Income	
4100 · Membership Revenue .....	537,696
4200 · Meetings & Seminars .....	852,107
4310 · Certification .....	33,600
4400 · Contribution/Advertising/Newslet .....	141,606
4650 · Billing Speciality Survey .....	585
4700 · Products .....	5,783
4900 · Other Income .....	27,488
<b>Total Income .....</b>	<b>1,598,865</b>
<b>Gross Profit .....</b>	<b>1,598,865</b>
Expense	
6100 · General & Administrative Exp .....	901,278
6140 · Meetings & Seminars Exp .....	659,083
6290 · Free Webinar .....	928
6300 · Certification Expense .....	678
6400 · Publications Expense .....	87,052
6500 · Committees .....	95,564
6602 · Related Association Expense .....	12,463
Total Expense	
<b>Net Ordinary Income .....</b>	<b>-158,177</b>
<b>Net Income .....</b>	<b>-158,177</b>

# HBMA Partners



**VENDOR AFFILIATES** are companies that supply products and services to the principal HBMA members that are, or could be, used in the normal course of business. They also include companies that have developed advanced products and services to enhance the productivity and efficiency of third-party medical billing companies.

3M Health Information Systems  
[www.coderyte.com](http://www.coderyte.com)

Access Healthcare Services Pvt Ltd.  
[www.accesshealthcare.co](http://www.accesshealthcare.co)

Acryness  
[www.acryness.com](http://www.acryness.com)

ADP AdvancedMD  
[www.advancedmd.com](http://www.advancedmd.com)

Advanced Data Systems Corporation  
[www.adsc.com](http://www.adsc.com)

AGS Health, Inc  
[www.agshealth.com](http://www.agshealth.com)

AllZone Management Solutions  
[www.allzonems.com](http://www.allzonems.com)

American Business Systems, LLC  
[www.ABSystems.com](http://www.ABSystems.com)

Ascent Business Solutions  
[www.ascent-group.com](http://www.ascent-group.com)

Aura BPO Services Private Limited  
[www.aurabpo.com](http://www.aurabpo.com)

BDA/Claim Correct  
[www.bdaclaimcorrect.com](http://www.bdaclaimcorrect.com)

Billing Sherpa  
[www.healthcaSherpa.com](http://www.healthcaSherpa.com)

Bristol Healthcare Services  
[www.bristolhs.com](http://www.bristolhs.com)

Capario  
[www.capario.com](http://www.capario.com)

Ceequence Americas, LLC  
[www.ceequence.com](http://www.ceequence.com)

Centron Data Services, Inc  
[www.centrondata.com](http://www.centrondata.com)

Chetu Inc.  
[www.chetu.com](http://www.chetu.com)

ClinicSpectrum Inc  
[www.ClinicSpectrum.com](http://www.ClinicSpectrum.com)

Clinix Medical Information Services, LLC  
[www.ClinixMIS.com](http://www.ClinixMIS.com)

CMedIT  
[www.cmedit.net](http://www.cmedit.net)

Coding Network, The  
[www.codingnetwork.com](http://www.codingnetwork.com)

Coding Strategies, Inc.  
[www.codingstrategies.com](http://www.codingstrategies.com)

CollaborateMD  
[www.CollaborateMD.com](http://www.CollaborateMD.com)

CPSstatements.com, Inc.  
[www.cpsstatements.com](http://www.cpsstatements.com)

CPU Medical Management Systems  
[www.cpumms.com](http://www.cpumms.com)

Dell Services  
[www.dell.com/services](http://www.dell.com/services)

DOC-TOR.COM  
[www.doc-tor.com](http://www.doc-tor.com)

eBridge, Inc.  
[www.ebridge.com](http://www.ebridge.com)

Ecure India Private Limited  
[www.ecareindia.com](http://www.ecareindia.com)

Emdeon  
[www.emdeon.com](http://www.emdeon.com)

Erisa Recovery Group  
[www.erisarecovery.com](http://www.erisarecovery.com)

Exdion  
[www.exdion.com](http://www.exdion.com)

Freedom Imaging Systems  
[www.freeimage.com](http://www.freeimage.com)

Gateway EDI, LLC  
[www.gatewayedi.com](http://www.gatewayedi.com)

GeBBS Healthcare Solutions, Inc.  
[www.gebbs.com](http://www.gebbs.com)

Global Healthcare Resource  
[www.globalhealthcareresource.com](http://www.globalhealthcareresource.com)

Global Revenue Cycle Partners  
[www.globalrcp.com](http://www.globalrcp.com)

gloStream  
[www.glostream.com](http://www.glostream.com)

Healthcare Quality Association on Accreditation  
[www.hqaa.org](http://www.hqaa.org)

Healthpac Computer Systems, Inc.  
[www.healthpac.net](http://www.healthpac.net)

HeW  
[www.hewedi.com](http://www.hewedi.com)

Infinx Healthcare  
[www.infinxhealthcare.com](http://www.infinxhealthcare.com)



# HBMA Partners

VENDOR AFFILIATES (continued)

InstaMed  
[www.instamed.com](http://www.instamed.com)

IntelliSoft Group  
[www.IntelliSoftGroup.com](http://www.IntelliSoftGroup.com)

IS Partners, LLC  
[www.ispartnersllc.com](http://www.ispartnersllc.com)

Isys Offshore Billing Support Services  
[www.isyssofttech.in](http://www.isyssofttech.in)

JPI Data Resource  
[www.JPIDR.com](http://www.JPIDR.com)

Kareo, Inc.  
[www.kareo.com](http://www.kareo.com)

Mavin Healthcare Experts  
[www.mavinhealth.com](http://www.mavinhealth.com)

MD On-Line  
[www.mdon-line.com](http://www.mdon-line.com)

MD Synergy Solutions, LLC  
[www.mdsynergy.com](http://www.mdsynergy.com)

MedEase PMSI  
[www.medease.com](http://www.medease.com)

MedEnEx, LLC  
[www.medenex.com](http://www.medenex.com)

Medical Billing Wholesalers  
[www.medicalbillingwholesalers.com](http://www.medicalbillingwholesalers.com)

Medical Business Bureau, LLC  
[www.mbb.net](http://www.mbb.net)

Medical Electronic Attachment, Inc. (MEA)  
[www.mea-fast.com](http://www.mea-fast.com)

MediStreams  
[www.medistreams.com](http://www.medistreams.com)

MEGAS - Alpha II  
[www.megas.net](http://www.megas.net)

Moneris Solutions  
[www.monerisusa.com](http://www.monerisusa.com)

National Provider Network  
[www.nationalprovider.net](http://www.nationalprovider.net)

Navicure  
[www.navicure.com](http://www.navicure.com)

Nuesoft Technologies  
[www.nuesoft.com](http://www.nuesoft.com)

Office Ally  
[www.officeally.com](http://www.officeally.com)

Omega Healthcare Management Services  
[www.omegahms.com](http://www.omegahms.com)

Optum  
[www.optum.com](http://www.optum.com)

PayRight Health Solutions, LLC  
[www.payrighthealth.com](http://www.payrighthealth.com)

PDM Productive Data Management  
[www.pdmsoftware.com](http://www.pdmsoftware.com)

Performance Resources

Practice Insight  
[www.practiceinsight.com](http://www.practiceinsight.com)

PracticeAdmin, LLC  
[www.practiceadmin.com](http://www.practiceadmin.com)

Q Way Technologies, Inc  
[www.qwaytechnologies.com](http://www.qwaytechnologies.com)

Quintessence Business Solutions & Services  
[www.qbsshealth.com](http://www.qbsshealth.com)

RCxRules  
[www.rcxrules.com](http://www.rcxrules.com)

RealMed, an Availity Company  
[www.availity.com](http://www.availity.com)

RelayHealth  
[www.relayhealth.com](http://www.relayhealth.com)

RemitDATA  
[www.RemitDATA.com](http://www.RemitDATA.com)

RevSpring, Inc.  
[www.revspringinc.com](http://www.revspringinc.com)

RISO, Inc.  
<https://us.riso.com>

SequelMed  
[www.sequelmed.com](http://www.sequelmed.com)

Sevocity Division of Conceptual MindWorks, Inc.  
[www.Sevocity.com](http://www.Sevocity.com)

simplifyMD  
[www.simplifymd.com](http://www.simplifymd.com)

SNB Bank  
[www.banksnb.com](http://www.banksnb.com)

Sy.Med Development, Inc.  
[www.symed.com](http://www.symed.com)

Technosoft Corporation  
[www.technosoftcorp.com/hbma](http://www.technosoftcorp.com/hbma)

TekHealth Services, Inc.  
[www.tekhealthservices.com](http://www.tekhealthservices.com)

The SSI Group, Inc.  
[www.thessigroup.com](http://www.thessigroup.com)

Webteam, Inc.  
[www.webteam.net](http://www.webteam.net)

Windham Professionals, Inc.  
[www.windhampros.com](http://www.windhampros.com)

Zepherella  
[www.zepherella.com](http://www.zepherella.com)

ZirMed, Inc.  
[www.Zirmed.com](http://www.Zirmed.com)



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Laguna Beach, California 92651  
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 [www.hbma.org](http://www.hbma.org)