



HEALTHCARE BILLING AND MANAGEMENT ASSOCIATION

2009



● ● ● HBMA ANNUAL REPORT ● ●

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● ● Meeting Challenges in a Changing World



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2009

ABOUT HBMA



H B M A 2 0 0 9 A N N U A L R E P O R T

The medical billing industry is unusual in many ways. Most billing entrepreneurs began their companies without really expecting to own and operate such dynamic and technology-driven businesses. There are a small number of large companies—some with thousands of employees and hundreds of millions of dollars in revenue—and a large number of small companies—most with less than fifty employees and less than four million dollars in revenue. While the majority of billing companies eventually specialize in a few medical specialties, some serve a wide array of specialties. Large or small, specialized or diverse, billing companies' clientele are about 60% hospital-based physicians (radiology, pathology, emergency medicine, anesthesiology, hospitalists), about 30% office-based physicians (patients are seen by appointment), and about 10% non-physician providers (ambulance companies, ambulatory surgery centers, imaging centers, rural health centers, durable medical equipment (DME) companies, pharmacies, dentists, and others).

Most HBMA members utilize one of hundreds of commercial billing software products, although less than 5% have a so-called proprietary (in-house) billing program. It is estimated that there are around 1,500 to 2,000 billing companies (a non-residential address and one or more W-2 employees), but the number changes constantly. During 2006 and 2007, a cycle of merger and acquisition activity began—for the third time since the late 1980s—and new “start up” companies began operations.

If an “average company” can be described, it has 40-50 employees, uses commercial software, has been in operation over five years, has company revenues of \$2.5 to \$3.5 million (although the largest has over \$300 million in revenue), and processes about 350,000 to 400,000 claims per year (the largest companies submit millions of claims – per month). About 30% of billing companies have clients in more than one state.

Since it began in 1993, HBMA has been a non-profit, member-led trade association dedicated to member education, advocacy on behalf of our industry and our

clients, collegiality, and sharing of knowledge and experience. We represent nearly 700 member companies employing over 30,000 nationwide and internationally. HBMA members are constantly seeking ways to improve their efficiency and productivity, their technical and operating skills, their ability to serve and anticipate their clients' needs, and of course, grow their business and make a profit.

Despite its modest membership size compared to other healthcare trade associations, HBMA has established itself as a recognized and authoritative resource for the government agencies that regulate or otherwise affect the U.S. healthcare system. More and more often, CMS and other agencies regularly seek HBMA's input and commentary on proposed regulatory and operational changes and proposed legislation. The commitment of HBMA membership to regulatory compliance is now in its 13th year, and includes the association's leadership in co-developing the Model Compliance Guidance for Third Party Billing Companies in 1997 and 1998.

In 2008 HBMA celebrated its 15th anniversary, and continues to dedicate membership dues and other income to improving the quality and diversity of educational offerings, ongoing and expanded advocacy at the federal level, and new and innovative services for its members. HBMA continues to expand its influence through meaningful relationships with other related not-for-profit associations in an effort to promote administrative simplification and efficient claim management.



HBMA Spring and Fall Conferences draw vendors and attendees for important networking opportunities.



LETTER FROM THE

president

H B M A 2 0 0 9 A N N U A L R E P O R T

What an interesting year 2008 was, and what a remarkable year 2009 has turned out to be. A global financial collapse, record unemployment, auto company bankruptcies, a significant flu epidemic, and prospective healthcare reform. What a backdrop as we move forward.

Through all of this, your trade association is in the enviable position of being financially solid, largely due to the foresight, discipline, and wisdom of prior leadership. HBMA funds were safely invested in CD's and money market funds and consequently, your hard-earned dollars were preserved and are now being put to work for you.

LEADERSHIP FOUNDATION FOR THE FUTURE. This year, for the first time, your entire Executive Committee attended the American Society of Association Executives (ASAE) training on current issues and trends in association management. Also attending this training were legendary associations such as the American Dental Association (ADA) and others. Suffice it to say that this training was for the "big boys," and your executive team was second to none in the room, bringing home many cutting-edge thoughts, ideas, tools, and processes to enhance member benefit. While this might seem like a no brainer, please remember that the entire HBMA board is comprised of volunteers. This path and level of leadership has and will continue to require significant time, commitment, and accountability from HBMA leaders and staff.

INCREASING VOICE. HBMA's Government Relations collaborative advocacy efforts have increased its credibility with government payors and other associations as an objective source of industry data and expertise. The creation of a new Commercial Payor Relations Committee (CPR and no pun intended!) will allow HBMA to advocate, inform, and advise the commercial payor community of industry issues and potential domino effects resulting from new or changed policy. HBMA's Survey Committee collects and collates credible data to express our experiences to outside entities. With a focus on administrative simplification, HBMA, through these committees, is in a collegial position with government as well as the commercial payor industry and is perfectly poised to add value to current healthcare debate.

OFFERING GREATER MEMBER BENEFIT. As always, HBMA's Education Committee is producing stellar educational offerings at our national meetings

“ As always, HBMA’s Education Committee is producing stellar educational offerings at our national meetings and the 12+ Distance Learning programs. ”



MEETING CHALLENGES IN A CHANGING WORLD

and the 12+ Distance Learning programs. The recently formed Technology Committee is reviewing and evaluating the current technology environment, i.e., EHR, and is bringing new tools to the membership. Your Certification Committee is evaluating program revisions and new certification opportunities that allow HBMA members to demonstrate expertise in this changing billing environment. Ethics and Compliance is monitoring a plethora of new regulations and vetting them for member education and a new multi-year ICD-10 task force has been created to keep HBMA members abreast of these new coding protocols. HBMA’s Vendor Affiliate Committee has wonderfully made our industry’s leading vendors an integral part of HBMA’s efforts and a resource to its members. And the Membership and Regional Development Committee continues to attract new members which bring new perspectives and financial resources to HBMA’s efforts.

INCREASING VISIBILITY. Your Public Relations and Publications Committees have greatly expanded their roles, targeting broader distribution of HBMA communications and increased professionalism of work product. HBMA has retained a professional public relations firm to assist us in getting our message and achievements out to the industry. And over the next year, as HBMA’s story reaches deeper into our industry, the physician community, and the payor communities, we believe you will have more tools and referenceable material to add value to your client efforts.

All in all, this annual report represents great achievement and potential for HBMA. I am personally honored and proud for my opportunity to be a steward of this association. Each HBMA member should take a measure of pride, too. After all, this association is a result of your support, input, and participation.

A handwritten signature in black ink that reads 'Randal Roat'. To the left of the signature are four small grey dots arranged in a 2x2 grid.

– Randal Roat, CHBME

DEFINING VALUE & RELEVANCE

H B M A ' S S T R A T E G I C P L A N

● ● ● HBMA continues to evolve by defining the value and relevance that our association provides to our members and to the healthcare community. A focused group of leaders, all highly dedicated professionals, provide resources in the form of time, energy, and money to ensure HBMA's success on many fronts. Ultimately, the contributions of these leaders allow HBMA to give its members the finest tools and support in running their businesses. Because of its leadership and member support, HBMA has become the authoritative voice in the industry.

GOALS

HBMA has identified seven core goals for 2009 to move the organization forward:

- 1) Grow membership numbers and dues revenues annually
- 2) Raise member participation and satisfaction in educational programs
- 3) Become the leading source of information and data for the medical billing and related management-services industry
- 4) Increase HBMA's influence, visibility, and credibility in the healthcare industry through effective branding
- 5) Enhance proactive national regulatory efforts to benefit the industry and clients
- 6) Expand core competencies and service offerings for increased member value
- 7) Further develop the professionalism, accountability, and fiscal responsibility of volunteer and staff leaders

Conference attendees enjoy visiting booths in the Exhibit Hall



MEMBERSHIP

For the past several years, HBMA has considered how to become more inclusive of individuals and organizations who do not meet the definition of a "third party medical billing company." The desire to share our resources and services with all those responsible for the submission of physician claims was brought to the general membership, and a bylaw change was passed to allow "first party medical billing organizations" to join HBMA.

In 2009 a new membership drive has been designed to attract practice managers, hospital billing staff, and other key billing professional into our organization. HBMA is also reaching out to billing companies that are currently not members. It is of critical importance that HBMA continues to build a broad representation, allowing the association to appropriately represent all aspects of the industry.

EDUCATION

HBMA continues to expand its educational outreach programs. Providing cost-effective Distance Learning programs assures the delivery of timely and quality information to the greatest possible number of members. Through the latest technology and the efforts of the Education Committee, HBMA produces monthly program offerings to members at a very affordable cost. These offerings have been widely accepted and are in high demand by members.

The HBMA Education Committee continues to work on diversified offerings for all members, from the highest-level executives to front-line staff. One of the goals is to create the "HBMA University," which will become the premier source of information for the medical billing community. It is our objective to brand HBMA University and develop it into an HBMA educational icon.

The building and expanding of an HBMA library on the HBMA website has added to the educa-



tional resources available to members. A few of the growing list of valuable membership benefits include enhanced website resources, Washington Report newsletters, member email communications on pertinent regulatory issues, up-to-the minute announcements from CMS, and timely information in the *Weekly Digest*. The bi-monthly journal, *Billing*, provides in-depth information articles for members on various aspects of running a billing company.

INFORMATION RESOURCE

HBMA is committed to positioning itself as the gold standard for information concerning the medical billing industry. One of the key means of gathering industry benchmarks and related data is through membership surveys. In 2009 a variety of very important surveys will be conducted which will be designed to yield information on HBMA membership, the industry, and government/commercial payor processes. Initiatives to provide members with the most current technology advantages are outlined as a priority.

Information will be disseminated to the membership through educational offerings and publications. HBMA has published a white paper on electronic medical records and through its Technology, EHR Task Force, and ICD-10 committees, a multitude of tools and resources are being developed as our industry moves into the electronic age.

PUBLIC RELATIONS

Earlier this year HBMA engaged the service of a public relations firm to assist in the continuing efforts to solidify the HBMA “brand,” which is intended to increase our influence, visibility, and credibility in our industry. The development of a media kit for distribution to new and existing members has been completed. The public relations

effort includes press releases about HBMA activities and involvement in the industry. HBMA proudly displays a multi-media web promotion that helps our members educate their clients. The Public Relations Committee has launched a new tool that allows members to create their own newsletter using articles and information provided by HBMA.

GOVERNMENT RELATIONS

HBMA continues to strengthen its relationship with decision makers in charge of regulatory policy and healthcare. Our interests are represented by HBMA’s government affairs office, located in Washington D.C., which, along with the Government Relations Committee, maintains contact with lawmakers and regulatory agencies to sustain an ongoing focus on legislation and rulings important to our members and the industry. The committee is also responsible for forging communications and solidifying our relationship as a resource for the Centers for Medicare and Medicaid Services (CMS). An annual meeting with CMS brings together members of the Government Relations Committee and key members of CMS, another example of the implementation of our strategic plan to be proactive on national regulatory and legislative issues.

ORGANIZATIONAL EFFECTIVENESS

Over the past year we again were able to reach many of our stated strategic planning milestones through the continuing allocation of resources to our management company, the International Society and Association Management (ISAM). Through an ongoing review of staff work, product, and key leadership participating in an annual ASAE-sponsored leadership conference, HBMA has been able to put policies and procedures in place to create cohesive work initiatives for the Board of Directors, our standing committees, and our supporting administrative staff. During 2009, the Board has continued to work on reviewing the current policies and procedures that are in place, fine-tuning each to ensure it meets the current needs of our organization.



2009



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

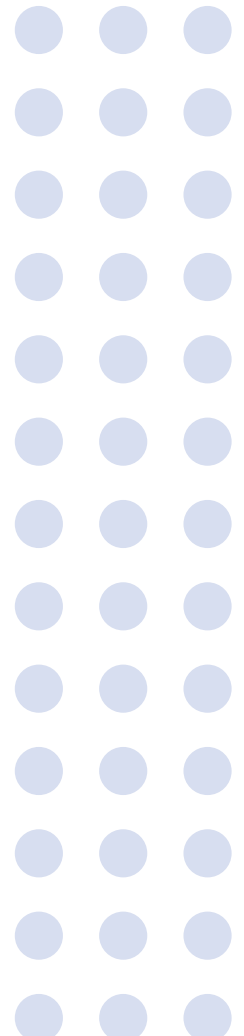
HBMA is committed to advancing the healthcare billing and management industry through advocacy and by providing education, information, and other valuable resources to its members while promoting high ethical and professional standards.

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

LEADERSHIP IN ACTION



WHO WE ARE

MEMBERSHIP

DEMOGRAPHICS

SNAPSHOT

HBMA MEMBERSHIP BY CATEGORY:

Affiliate Members	6
Associate Members	37
Honorary Members	2
Principal Members	693
Satellite Members	9
Vendor Affiliates	66
Total Membership	813

PRINCIPAL MEMBERS BY COMPANY SIZE:

# of Employees	# of Companies	% Total
1 to 15	325	56.5%
16 to 50	152	25.4%
51 +	111	18.1%

PRINCIPAL MEMBERS BY REGION:

Great Lakes	153
Midwest	83
Northeast	128
Pacific	142
Southeast	104
Southwest	83
Total	693

TOP TEN SPECIALTIES MEMBERS BILL FOR:

Specialty	# of Members
Internal Medicine	241
Radiology	210
Family Medicine	202
General Surgery	188
Anesthesiology	172
OB-GYN	170
Emergency Medicine	120
Pediatrics	115
Pathology	111
Orthopedic Surgery	101

Total Number of Employees of Member Companies 29,840



MEMBER RESOURCES

HBMA EDUCATIONAL PROGRAMS

- Spring Educational Conference
- Fall Annual Conference
- Two to three Owners & Managers Conferences for HBMA members only, designed for owners and senior management
- Annual Compliance Courses for Third Party Medical Billing Companies
- Monthly Distance Learning programs on specific subject matter important to our industry
- Specialty workshops to address our rapidly changing industry

HBMA MARKETING EFFORTS FOR MEMBERS

HBMA offers members a variety of tools to promote their companies, including:

- Public relations firm – Dodge Communications
- A website search engine of member companies that can be searched by location and/or specialty. HBMA markets this service to the medical community
- Exhibition at a variety of annual conferences of medical and medical management associations, promoting HBMA and the website search engine
- Speakers made available for national associations of medical and medical management professionals
- 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)
 - ACMCS (American College of Medical Coding Specialists)
 - 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
 - HASC (Healthcare Administration Simplification Coalition)
 - HCCA (Health Care Compliance Association)
 - HFMA (Healthcare Financial Management Association)
 - MGMA (Medical Group Management Association)
 - RBMA (Radiology Business Management Association)
- HBMA Online Resources at www.hbma.org:
 - State-specific and national billing resources and information

MEMBER RESOURCES

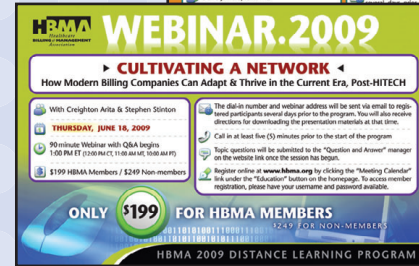
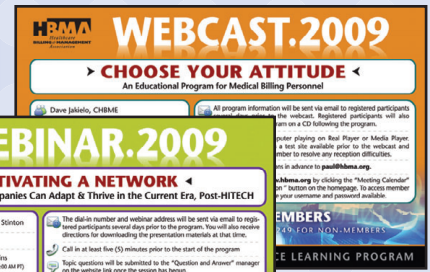
HBMA PUBLICATIONS

- The HBMA official journal, *Billing*, published bi-monthly on the HBMA website in the "Members Only" section, with back issues archived
- The HBMA Federal Legislative Update published monthly on the HBMA website in the "Members Only" section, with back issues archived
- *The Washington Report*, a monthly report on federal laws and legislation from our legislative consultant



HBMA ONLINE RESOURCES AT www.hbma.org

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



HBMA's Distance Learning programs bring education to the members with webinars and webcasts.

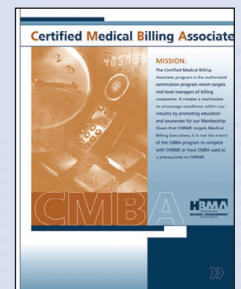
HBMA PARTNERSHIPS

- Over 60 companies have joined HBMA as vendor affiliates and are committed to providing the finest products and services to our membership
- Quality Errors & Omissions Insurance program designed for the needs of third party medical billing companies
- Access to coding and other related publications at a 20-30% discount

CERTIFICATION PROGRAMS

HBMA also offers two certification programs that distinguish members as having proven knowledge of the industry and competency in the field:

- Certified Healthcare Billing and Management Executive (CHBME) for owners and senior managers
- Certified Medical Billing Associate (CMBA) for department heads and other key middle management



The HBMA website offers easy access to member resources.

HBMA LEADERSHIP

P A S T P R E S I D E N T S



1993-1995
James Robertson
Cambridge Integrated Services Group, Inc.



2000-2002
Victor S. Glorioso
Professional Management Inc.



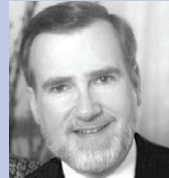
1995-1997
Douglas C. Jones
Portland Billing Service



2002-2003
David C. Purvis, CHBME
HealthOne



1997-1998
David F. Jakielo, CHBME
Seminars & Consulting



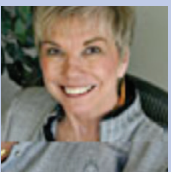
2003-2004
Robert B. Burleigh, CHBME
Brandywine Healthcare Services



1998-1999
Charles M. Barker, CHBME
Med Group Billings & Collections



2004-2005
Timothy M. Maher
Medical Data Systems, Inc.



1999-2000
Jean M. Campbell
Next Gen



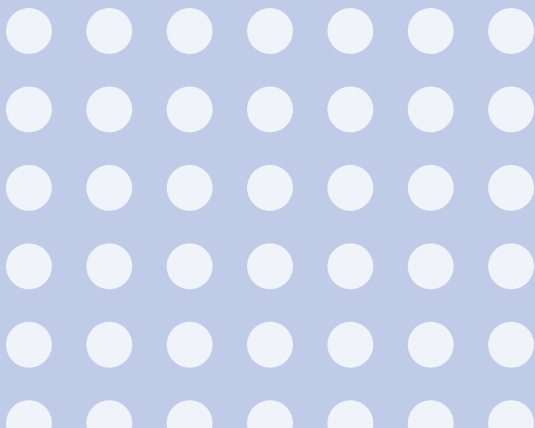
2005-2006
Bing Herald, CHBME
Medical Business Service, Inc.



2006-2007
Sherri L. Dumford, CHBME
Three Bridges Consulting, LLC



2007-2008
Kenneth Goodin, CHBME
Emergency Physicians Billing Services



HBMA LEADERSHIP

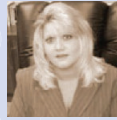
EXECUTIVE COMMITTEE 2009

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

Randal Roat, CHBME
CBIZ MMP



TREASURER

Jackie Willett, CHBME
TERM Billing, Inc.



VICE PRESIDENT AND PRESIDENT ELECT

Scott H. Everson, CHBME
ArborMed Corporation



PAST PRESIDENT

Kenneth Goodin, CHBME
Emergency Physicians Billing Services



SECRETARY

Patrick Lukacs, CHBME
Medinomics, Inc

BOARD OF DIRECTORS 2009

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

Bill Carns, CHBME
PracticeMax



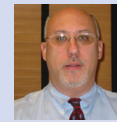
DIRECTOR

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



DIRECTOR

Shawn Keough-Hartz, CHBME
Provider Resources, Inc.



DIRECTOR

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



DIRECTOR

Andrew P. Kokosa, CHBME
Medi-Data Services, Ltd.



DIRECTOR

Don Rodden, CHBME
HealthPro Medical Billing, Inc.



DIRECTOR

Holly J. Louie, CHBME
Practice Management, Inc.



DIRECTOR

Joe Schendel, CHBME
Provider Support Services

HBMA LEADERSHIP



STANDING COMMITTEES

EDUCATION COMMITTEE

The Education Committee provides appropriate educational programs for the membership of HBMA and the third party medical billing community. This committee is charged with the development of educational program curriculum, engaging knowledgeable faculty, and finding appropriate venues for all HBMA educational programs.

Goals for 2009:

- Expand offerings to diversified, broadened audiences
- Seek diverse topics and speakers and explore new delivery modes, such as pre-recorded formats, pod casts and CBT (Computer Based Training)
- Develop the HBMA University concept and make recommendations to the Board
- Document the effectiveness of programs via evaluations, surveys, testing, website responses – and trend information in a report to the Board annually
- Review conference sites to increase attendance and make recommendations to the Board
- Continue to produce cost-effective Distance Learning and carefully monitor and review all profit/loss reports for each meeting

Interim Chair

Richard C. Papperman, CHBME
Cape Professional Billing, Inc.

David F. Jakielo, CHBME
Seminars & Consulting

Vice Chair

Joe Schendel, CHBME
Provider Support Services

Judson S. Neal, CHBME
Physicians Business Network, Inc

Judy R. Cardenas, CHBME
HealthMed, Inc.

J. Paul O'Haro
CompOne Services, Ltd.

Susan Chandler, CHBME
Twin Physician Services, Inc.

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

Carrie Clements, CPC, CHBME
SVA Healthcare Services, LLC

Mary Ellen Scalise, CHBME
Healthcare Billing, Inc

Lyle Evans, CHBME
Professional Office Management
Service

Roxanne Smith-Kovac, CHBME
Precision Medical Management, Inc

Kenneth Goodin, CHBME
Emergency Physicians Billing Services

Kellie Swartz, CHBME
Professional Medical Billing LTD, Inc.

Cindy Groux, CHBME
Health Care Practice Management

Richard B. Usry, CHBME
Healthcare Management Systems

Peggy Wagner
Coderyte, Inc.

CERTIFICATION COMMITTEE

The Certification Committee provides an educational-based certification program for the HBMA membership and the third party medical billing industry community. This committee is charged with maintaining the eligibility to earn and maintain certification status with HBMA.

Goals for 2009: Promote and market CHBME and CMBA Certification to HBMA members and their employees. Work with other HBMA committees to promote areas of education and compliance and to expand the number of members that currently represents this committee.

Chair

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

Susan Chandler, CHBME
Twin Physician Services, Inc.

Andrew P. Kokosa, CHBME
Medi-Data Services, Ltd.

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

Information-packed conference sessions give attendees take-home knowledge to improve their businesses.



HBMA LEADERSHIP

STANDING COMMITTEES

ETHICS & COMPLIANCE COMMITTEE

The Ethics & Compliance Committee provides the membership of HBMA with the highest quality compliance program for third party medical billing companies in the industry. This committee is also responsible for enforcing the HBMA Code of Ethics and deals with any violation of the Code of Ethics as set forth in the HBMA Policy.

Goals in 2009: Compliance FAQs and other frequently requested resources have been launched on the HBMA website. These tools will be expanded on an ongoing basis. An article regarding compliance will be included in every issue of *Billing* to provide our members with peer ideas and compliance tools. Compliance educational offerings will include webcasts and sessions at each national meeting.

Chair

Holly J. Louie, CHBME
Practice Management, Inc.

Robert B. Burleigh, CHBME
Brandywine Healthcare Services

Karen L. Collier, Esq.
Emergency Physicians Billing Services

Kenneth Goodin, CHBME
Emergency Physicians Billing Services

Shawn Keough-Hartz, CHBME
Provider Resources, Inc.

Lynne W. Kottman, CHBME
Alamo Physicians' Services, Inc.

Joseph McCloskey, CHBME
Advanced Data Processing, Inc.

J. Dennis Mock
Medical Business Bureau, LLC

Cindy Pittmon, CHBME
Specialty Group Services, LLC

Jim Trotter, CHBME
Management Services Network, LLC

Jackie Willett, CHBME
Term Billing, Inc.

FINANCE COMMITTEE

The Finance Committee manages the financial affairs of HBMA by coordinating all financial activities with the accounting office and the executive director. This includes:

- Preparing the annual budget for approval by the Board of Directors.
- Reviewing monthly financial statements to monitor HBMA's performance against budget and, when appropriate, recommending specific corrective action to assure financial stability.
- Overseeing the responsible management and investment of HBMA funds to insure safe yet maximum return on investments.
- Preparing other accounting and bookkeeping instruments as appropriate.

Goals in 2009: Continue to refine HBMA's finance policies and procedures. Seek ways to reduce accounting and bookkeeping expenses by using technology to maximize efficiency. Further refine the budget process to properly fund the work of HBMA.

Chair

Jackie Willett, CHBME
TERM Billing, Inc.

Scott Everson, CHBME
ArborMed Corporation

Kenneth Goodin, CHBME
Emergency Physicians Billing Services

Andrew P. Kokosa, CHBME
Medi-Data Services, Ltd.

Patrick Lukacs, CHBME
Medinomics, LLC

Randal Roat, CHBME
CBIZ MMP

GOVERNMENT RELATIONS COMMITTEE

The Government Relations Committee represents HBMA membership in all legislative and regulatory issues affecting the third party medical billing industry. Tasks include:

- Establishing a presence in Washington D.C. to appropriately represent HBMA.
- Meet regularly with the Centers for Medicare and Medicaid Services (CMS) in Baltimore to discuss industry issues and act as a resource for industry information.
- Structuring the committee to differentiate between legislative and regulatory issues
- Coordinating and advising HBMA members on national issues facing our industry
- Identifying and maintaining a mechanism for keeping HBMA members aware of state regulatory and legislative issues

Goals for 2009: Continue to maintain a Washington, DC, presence for HBMA. Provide written comments to appropriate legislative committee on proposed legislation. Expand member communication on legislation and regulations that impact our industry.

Chair

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

Tim Karhu, CHBME
Adds Up, Inc.

Bill Finerfrock, Legislative Consultant
Capitol Associates

Shawn Keough-Hartz, CHBME
Provider Resources, Inc

Robert B. Burleigh, CHBME
Brandywine Healthcare Services

Holly J. Louie, CHBME
Practice Management, Inc

Kathryn J. Canny, CHBME
Physicians' Service Center, Inc.

J. Dennis Mock
Medical Business Bureau, LLC

Sherri L. Dumford, CHBME
Three Bridges Consulting, LLC

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

Kenneth Goodin, CHBME
Emergency Physicians Billing Services

David Nicholson, CHBME
Professional Management, Inc.

Susan J. Gregg, CMPE, RCC, CHBME
Shared Management Services, Inc.

Randal J. Roat, CHBME
CBIZ MMP

Lonnie Johnson
CBIZ MMP

Don Rodden, CHBME
HealthPro Medical Billing, Inc.

VENDOR AFFILIATE ADVISORY COMMITTEE

The Vendor Affiliate Advisory Committee serves as the vital communications link between HBMA and the vendor community. The committee seeks feedback on all marketing programs HBMA offers to the vendors of HBMA and maintains and enforces all marketing and communications policies of HBMA marketing programs.

Goals for 2009: Clearly define the relationship of our vendor supporters. Create and maintain a strong relationship between our members and our supporting vendors. Continue to reiterate the value of our vendors to the HBMA membership without favoritism or endorsement.

Chair

Judy R. Cardenas, CHBME
HealthMed, Inc.

Doug Allem
CPU Medical Management Systems

Michael Andrus
Centron Data Services, Inc

Phil Ellis
CIPROMS, Inc.

Marla Harmon
MEGAS, LLC

Bonnie Shupe, CHBME
Medical Billing, Inc.

Mark J. Snow
PSC Info Group

Richard B. Usry, CHBME
Healthcare Management Systems

Dan Vastag
AMICAS, Inc.

HBMA STANDING COMMITTEES

REGIONAL MEMBERSHIP AND DEVELOPMENT COMMITTEE

The Regional Development and Membership Committee is committed to ensuring membership value is received within the six HBMA geographic regions and promotes programs that will attract new members to HBMA. The committee is comprised of both at-large members as well as our six Regional Chairs. In addition, each Regional Chair is charged with engaging new members within HBMA and being available to answer questions regarding HBMA's valuable service offerings for all members within their respective region.

Goals for 2009: Increase HBMA membership at the rate of 10% per year. Generate an 80% renewal rate for existing members. Develop and involve state representatives within the outreach initiatives of HBMA. Assist with the development and maintenance of meaningful state and local information on the HBMA website.



Chair

Patrick F. Lukacs, CHBME
Medinomics, LLC



At-Large Committee Member

Todd Gillis
Medical Business Bureau, LLC



GREAT LAKES REGION

Kathryn J. Canny, CHBME
Physicians' Service Center, Inc.



"The Great Lakes Region actively supports the distance learning programs and other educational opportunities offered by HBMA. Ours is the largest chapter and our members will greatly contribute to awareness of local issues through HBMA's new State Representative Network. An example of how HBMA members can make a difference in their region: Illinois members worked with the Illinois State Medical Society to change a long standing rule that essentially had made all billing company contracts in Illinois non-compliant. It just proves that with an organized effort and active, focused members, we can get 'er done!"

We will work closely with the national office to conduct evaluations and make recommendations on what is working well, what can be done better, and how we can assist in developing new strategies and offerings to better serve our constituents."



SOUTHEAST REGION

Emily M. Osetek, CHBME
SourceNet Medical Billing Associates, LLC



"As our members are faced with even greater challenges over the coming year, we will work on developing state representatives to help us identify issues and communicate resources that can be utilized for the whole organization. We hope to advance the tools we already have in place within HBMA to allow more interaction and create a user-friendly knowledge base for all members."



PACIFIC REGION

Sara K. Nofziger, CHBME
American Billing Services, Inc.



"The Pacific region has several concerns that will impact our members both nationally and locally. We will be monitoring the new administration's healthcare reform as well as the upcoming changes to EHR, 5010, and ICD-10. In the Pacific Northwest we are closely monitoring the announcement of the new MAC carrier for the J2 area. The outcome may cause severe impact to many of our billing companies. We will continue to strive to increase the voices of our state representatives."



MIDWEST REGION

Kyle Shupe, CHBME
Medical Billing, Inc.



"2009 has been particularly challenging for our industry. Here in the Midwest Region, we continue to explore various ways to solve our individual and state-specific issues, using the educational opportunities provided to HBMA members. Our goal is to ensure that all our members have access to the best information available to meet the challenges and succeed in their businesses."



NORTHEAST REGION

Barry Haitoff, CHBME
Medical Management Corp. of America



"We will strive to enhance the outreach of the national office and strengthen HBMA as a whole by reaching out to our regional membership. While increasing regional awareness, we will work toward emphasizing the ongoing benefits of HBMA."



SOUTHWEST REGION

Dennis Kasper, CHBME
Kasper Management Service



"In all likelihood Congress will unveil legislation to dramatically change the healthcare system. My goal is to prepare the Southwest Region state representatives to serve as effective conduits of reliable information to their elected officials at both the state and national levels in order to protect the interests of the medical billing industry."

SURVEY COMMITTEE

The Survey Committee promotes the exchange of meaningful industry information among HBMA members through the analysis and dissemination of surveys throughout the year.

The Survey Committee has identified the three most important recipient groups with whom such information will be shared: 1) government relations committee, 2) members, and 3) affiliate industries.

In 2007 and 2008, the committee responded to CMS's request to provide a parallel survey to its MCPSS (Medicare Contractor Provider Satisfaction Survey) that CMS sent to providers. Other surveys launched in 2008 included the Days in A/R Survey (results recently published in Billing) and a Member Survey (for new HBMA members and existing members upon membership renewal).

Goals for 2009: To provide a means of recording valuable data from our members to enhance benchmarking statistics, education, lobbying, and the vendor community's product and service development. The committee has acquired a new tool to assist in the development of future surveys and looks forward to providing continued dissemination of the data that will be useful for HBMA members.

Chair

Shawn Keough-Hartz, CHBME
Provider Resources, Inc.

Robert B. Burleigh, CHBME
Brandywine Healthcare Services.

Patrick F. Lukacs, CHBME
Medinomics, LLC

Karen L. Olson, CHBME
KLO Professional Billing, Inc.

Daniel Patrick Stech
Pinnacle Medical Billing

Julie Urda, CPC, CHBME
PROActive Billing and Management Solutions

Jackie Willett, CHBME
TERM Billing, Inc.

ORGANIZATIONAL EFFECTIVENESS COMMITTEE

The Organizational Effectiveness Committee maintains the HBMA Strategic Plan. The Committee reviews and updates the Strategic Plan annually.

Chair

Chair/President Elect
Scott H. Everson, CHBME
ArborMed Corporation

Past President
Kenneth Goodin, CHBME
Intermedix

President
Randal Roat, CHBME
CBIZ MMP

Secretary
Patrick F. Lukacs, CHBME
Medinomics, LLC

Treasurer
Jackie Willett, CHBME
TERM Billing, Inc.

COMMERCIAL PAYOR RELATIONS COMMITTEE

Much of the work and focus of HBMA over the last several years has resulted in significant progress in developing a strong rapport and cooperative working relationship with CMS. HBMA has gained a new level of credibility within the CMS environment which has been nurtured through the Government Relations Committee. There have been many positive outcomes as a result of these relationships, including advanced knowledge on new initiatives and an opportunity to participate proactively in change initiatives. HBMA has benefited from a solid network of contacts to help address ongoing issues, a good understanding of the CMS infrastructure, and an ability to navigate the system. Interacting with CMS has also created a resource of credible speakers for the HBMA educational sessions.

The Commercial Payor Relations Committee was formed in 2009 with the purpose of building those same types of deliverables with the commercial payor industry.

Goals for 2009: The committee will explore ways to be involved in regulatory implementation, gaining a greater awareness of the commercial insurance operating environment, achieving solutions for managing the inconsistencies in the use of denial codes, establishing a network reliable contacts within the commercial community, and ensuring that HBMA is the recognized authority on billing.

Chair

Sherri Dumford, CHBME
Three Bridges Consulting, LLC

Jeanne Gilreath, CHBME
Advantage Healthcare Solutions

Bing Herald, CHBME
Medical Business Service, Inc.

Jon Neal
InstaMed

Mick Polo, CHBME
NCDS Medical Billing

HBMA STANDING COMMITTEES

PUBLIC RELATIONS COMMITTEE

The HBMA Public Relations Committee targets efforts that will increase influence, visibility, and credibility within the association's own membership and throughout the healthcare community.

Goals for 2009: A public relations initiative will include kicking off a very important relationship with Dodge Communications, which is the professional PR firm hired to assist HBMA in communicating the great things it does for its membership. It is our job to educate our members on the benefits we provide to our membership and how to take advantage of those benefits.

Dodge Communications will also assist the PR Committee in communicating who HBMA is to the healthcare community. HBMA has made great strides in areas of government relations and education and has earned the respect of other organizations within the healthcare industry. We need a continued presence within the health care industry. Branding and creating name recognition for HBMA is part of the process.

Chair

Andrew P. Kokosa, CHBME
Medi-Data Services, Ltd.

Susan Chandler, CHBME
Twin Physician Services, Inc.

Curt L. Cvikota, CHBME
Cvikota Company, Inc.

Kris Cvikota
Webteam Inc.

Marla Harmon
MEGAS - Alpha II

Lisa Janis
Advanced Billing Services, Inc.

Karen B. Linsteadt, CHBME
Med Group Billings & Collections

David C. Purvis, CHBME
HealthOne

Peggy Wagner
Coderyte, Inc.

PUBLICATIONS COMMITTEE

The Publications Committee is responsible for providing relevant and timely articles in the HBMA newsletter, *Billing*, that provide value to HBMA members. Committee members brainstorm topic ideas, recruit potential authors, and proofread each issue. The committee also provides assistance with the publication of the Annual Report and any other publications as requested by the Board.

Goals for 2009: Continue to provide relevant and meaningful topics in *Billing* that bring value to members. Recruit additional writers within HBMA and outside of HBMA for articles.

Chair

Chair
Don Rodden, CHBME
HealthPro Medical Billing, Inc.

Rene K. DePuy
Medical Management, LLC

Manish Jain
Perot Systems, Corp.

Keri Jennings, CHBME
Tenzing

Mark Lieberthal
Medical Billing Professionals, Inc.

Jon Neal
InstaMed

Ginger Ryder, CHBME
EMEDEX

Bob Svendsen
CHMB

Lorraine Terrero
Perioperative Services, LLC

Nitin Thakor
GeBBS Healthcare Solutions, Inc.

Randy Wall
GeBBS Healthcare Solutions, Inc.

EDITOR

KT Anders

TECHNOLOGY COMMITTEE

The technology committee began in 2007 as a "taskforce" and was made an HBMA standing committee in 2008, rolling the responsibilities of the former Website and Information Services committee functions under its control. The committee completed work on a White Paper covering key issues of the emerging Electronic Health Record technology. The committee has deployed tools to assist with employee recruitment and project management.

Goals for 2009: Disseminate information regarding current technology available to members. Develop benchmarks on a number of emerging technologies that will be useful to the members of HBMA.

Chair

Bill Carns, CHBME
PracticeMax

Curt L. Cvikota, CHBME
Cvikota Company, Inc.

Patrick F. Lukacs, CHBME
Medinomics, LLC

Joe Schendel, CHBME
Provider Support Services

SUPPORT STAFF



James Wieland, Esq.
Legal Counsel



Bill Finerfrock
Legislative Consultant

ADMINISTRATIVE SUPPORT

HBMA NATIONAL OFFICE



Bradley J. Lund
Executive Director



Fran Cashen
Conference Logistics and Site Selection



Gail Sunshine, CMP
Conference Director/
Meeting Manager



Kris Cvikota
Website and Database Management



Paul Myers
Director of Education



K.T. Anders
Billing Editor



Cindy Rounds
Associate Director for Finance,
Certification and Membership



John Davidson
Graphic Design



Michelle Botana
Associate Director for Administration and
Governance

FINANCIALS

BALANCE SHEET AS OF DECEMBER 31, 2008



ASSETS

Current Assets	
Checking/Savings	
1001 · Cash	
1010 · Current Bank Accounts	
1010-01 · HBMA Wells Fargo Bank Chking	\$184,992
1010-13 · TCD Home Federal due 05/28/09	\$99,194
1010-14 · TCD Wash Mutual due 05/29/09	\$99,186
1010-19 · TCD Beal Bank due 05/27/09	\$37,715
1010-20 · TCD Capital One due 05/28/09	\$99,146
1010-21 · TCD Capital One due 10/15/09	\$98,269
1010-22 · TCD Morgan Stanley due 10/15/09	\$98,316
1010-23 · TCD GMAC Bank due 10/16/09	\$97,728
Total 1010 · Current Bank Accounts	\$814,546
Total 1001 · Cash	\$814,546
Total Checking/Savings	\$814,546
Accounts Receivable	
1200 · Accounts Receivable	\$8,037
Total Accounts Receivable	\$8,037
Other Current Assets	
1510 · Prepaid Expense	\$47,950
Total Other Current Assets	\$47,950
TOTAL ASSETS	\$870,533

LIABILITIES & EQUITY

Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	\$31,040
Total Accounts Payable	\$31,040
Other Current Liabilities	
2050 · Accrued Expenses	\$5,713
2100 · Deferred Membership Revenue	
2110 · Deferred Membership Renewals	\$25,125
Total 2100 · Deferred Membership Revenue	\$25,125
2200 · Deferred Inc. Mtgs. & Seminar	\$40,329
2400 · Def Contributions/Advertising	
2420 · Advertising	
2420-02 · Website Advertising	\$27,500
Total 2420 · Advertising	\$27,500
Total 2400 · Def Contributions/Advertising	\$27,500
Total Other Current Liabilities	\$98,667
Total Current Liabilities	\$129,708
Total Liabilities	\$129,708
Equity	
3900 · General Fund	\$497,039
Net Income	\$243,786
Total Equity	\$740,825
Total Equity	\$740,825
TOTAL LIABILITIES & EQUITY	\$870,533

H B M A 2 0 0 9 A N N U A L R E P O R T

STATEMENT OF REVENUE AND EXPENSE



JANUARY 2008 – DECEMBER 2008

Ordinary Income/Expense	<u>TOTAL</u>
INCOME	
4100 · Membership Revenue	\$557,946
4200 · Meetings & Seminars	\$930,639
4310 · Certification	\$28,350
4400 · Contributions/Advertising	\$82,710
4500 · Publications	\$528
4900 · Other Income	\$79,265
Total Income	\$1,679,438
EXPENSE	
6100 · General & Administrative Exp	\$644,049
6140 · Meetings & Seminars Exp	\$691,567
6300 · Certification Expense	\$232
6400 · Publications Expense	\$33,125
6500 · Committees	\$53,938
6600 · Annual Auctions	\$990
6602 · Related Association Expense	\$9,889
6610-42 · Advertising	\$1,472
6800 · User Group Marketing	\$385
Total Expense	\$1,435,557
Net Ordinary Income	\$243,791
NET INCOME	\$243,791

LEADERSHIP IN ACTION



HBMA PARTNERS



AFFILIATE MEMBERS provide special services to the company of a principal HBMA member, such as, but not limited to, attorneys, accountants, and billing and business consultants who possess particular knowledge and experience in areas of third party billing and healthcare management.

Brandywine Healthcare Services

Larsen Consulting

Brenda Jackson Consulting

Seminars & Consulting

www.DaveSpeaks.com

Falcon Capital Partners

www.falconllc.com

VENDOR AFFILIATES are companies that supply products and services to the companies 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.

Acurus Solutions Inc.

www.acurussolutions.com

CollaborateMD

www.collaborateMD.com

AdvancedMD Software, Inc

www.advancedmd.com

Collection Service Bureau

www.csbcollections.com

Ajuba International

www.ajubanet.net

CPU Medical Management Systems

www.cpumms.com

AllZone Management Solutions

www.allzonems.com

dashboardMD

www.dashboardmd.com

AmeriFinancial Solutions, LLC

www.amerifinsol.com

Divdat

www.dividat.com

AMICAS, Inc.

www.amicas.com

Donnell Systems, Inc.

www.ocie.net/OCIEerm.htm

Aquarius Imaging, LLC

www.aquariusimaging.net

e4e Healthcare Business Services

www.e4ehealthcare.com

Caliber Point Business Solutions LTD

www.caliberpoint.com

eBridge Solutions, Inc.

www.ebridge-solutions.com

Capario

www.capario.com

Elico Ltd

www.elicobpo.com

Centron Data Services, Inc

www.centrondata.com

Emdeon

www.emdeon.com

Clinix Medical Information Services, LLC

www.clinixmis.com

Gateway EDI, Inc.

www.gatewayedi.com

Coderyte, Inc.

www.coderyte.com

GeBBS Healthcare Solutions, Inc.

www.gebbs.com

Coding Network, The

www.codingnetwork.com

Global Healthcare Resource

www.globalhealthcareresource.com

Coding Strategies, Inc.

www.codingstrategies.com

Grant & Weber

www.grantweber.com



HBMA PARTNERS

VENDOR AFFILIATES (continued)

Hayes Management Consulting
www.hayesmanagement.com

Health Data Services
www.healthdataservices.com

Healthpac Computer Systems, Inc.
www.healthpac.net

Hooper Cornell, PLLC
www.hoopercornell.com

Inga Ellzey Practice Group, Inc.
www.iepg.com

Ingenix
www.ingenix.com

InstaMed
www.instamed.com

IntelliSoft Group
www.intellisoftgroup.com

International Banking Technology
<https://vericheckonline.com>

iTech US, Inc.
www.itechus.com

JPI Data Resource
www.jpidr.com

Kareo, Inc.
www.kareo.com

LetterLogic
www.letterlogic.com

MedEnEx, LLC
www.medenex.com

Medical Business Bureau, LLC
www.mbb.net

Medusind Solutions, Inc.
www.medusind.com

MEGAS - Alpha II
www.megas.net

Moneris Solutions
www.monerisusa.com

NAPLIA
www.naplia.com

NetDeposit
www.netdeposit.com

Noteworthy Medical System
www.noteworthymedical.com

Nuesoft Technologies
www.nuemd.com

Office Ally
www.officeally.com

One Source Document Solutions, Inc.
www.osdsinc.com

PDM Productive Data Management
www.pdmsoftware.com

Perot Systems Corp.
www.perotsystems.com/healthcare

PPM Information Solutions
www.ppminfo.com

PSC Info Group
www.pscinfogroup.com

Rash Curtis & Associates
www.rashcurtis.com

RealMed Corporation
www.realmed.com

RelayHealth
www.relayhealth.com

Sequel Systems, Inc.
www.sequelmed.com

SNB Bank
www.banksnb.com

Sy.Med Development, Inc.
www.symed.com

Technosoft Corporation
www.technosoftcorp.com/hbma

TekHealth Services, Inc.
www.tekhealthservices.com

The SSI Group, Inc.
www.thessigroup.com

TransEngen, Inc.
www.transengen.com

Truworth Infotech Pvt. Ltd.
www.truworth.net

U.S. Bank
www.usbank.com

Webteam Inc.
www.webteam.net

Xena-Health
www.xena-health.com

ZirMed, Inc.
www.zirmed.com



MEETING CHALLENGES IN A CHANGING WORLD



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