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Healthcare Billing & Management Association Announces Details of 2011 Fall Annual Conference

Las Vegas exhibition to educate medical billing professionals and showcase latest technology and administrative practices to stay ahead of current industry changes

LAGUNA BEACH, Calif. — August 1, 2011 — The Healthcare Billing & Management Association ([HBMA](#)), a non-profit educational resource and advocacy group representing third-party medical billers and practice management billing professionals, today announced details of the association's 2011 Annual Fall Conference. Taking place at The Bellagio Las Vegas, September 14-16, 2011, this event will feature three full days of educational sessions, legislative insights and networking opportunities for the medical billing community.

"HBMA's recurring theme in 2011 is: 'change is the new normal.' From tighter margins due to downward physician revenue trends, to the consolidations and acquisitions of healthcare facilities and the rapid emergence of EHRs and ACOs, it appears that change is here to stay," says HBMA President, Jackie Willett, CHBME. "While our members are busy navigating waters populated with new threats and opportunities, HBMA and its various committees are working to provide the knowledge and tools needed to thrive in today's shifting industry through educational and networking opportunities like our Fall Conference."

HBMA's annual event is loaded with an array of 10 general and concurrent educational sessions focused on today's issues in the billing management industry. Session highlights include:

- Operation Cooperation: How to Build Outstanding Relationships Through the Power of Personal Leadership
- ACO Overview: Challenges & opportunities for Billing Companies
- Washington Update with Bill Finerfrock
- ICD-10: Preparing Your Company & Your Clients
- Replace Liability with Credibility: A Comprehensive and Practical Employee Relations Program
- ICD-10-CM: A Practical Guide to Implementation
- Competition: What You Don't Know Can Hurt You
- Mergers & Acquisitions Insights: Recent Activity, Trends, Deal Fundamentals
- A Prescription for Turning Patient Pay into Revenue
- EHRs: A Strategic Perspective

HBMA has recently redesigned the Certified Healthcare Billing & Management Executive (CHBME) certification program to encourage excellence through education and awareness of the billing industry. Through the 2011 Fall Conference, attendees will have the opportunity to acquire 14 hours of credit toward CHBME certification. The WASP Conference Attendee Tracking Solution (CATS) will automatically record attendee participation in the educational sessions through RFID technology incorporated on the badges.

Conference attendees will also experience extensive networking opportunities, highlighted by the Exhibitor Showcase, where attendees are able to meet face-to-face with more than 60 technology and service vendors, consultants and other



healthcare business partners to learn about the latest technology and administrative advances.

HBMA educational conferences are open to anyone interested in learning more about the healthcare revenue cycle process. Conference sessions have been specifically designed to confront the challenges facing third-party billers, as well as address the unique needs of healthcare providers who manage their own billing. To learn more or register for the HBMA 2011 Annual Conference, visit [the event page](#) at www.hbma.org.

About HBMA

A non-profit, member-led trade association, the Healthcare Billing & Management Association (HBMA) represents more than 30,000 employees at well over 700 third-party medical billing firms. Annually, HBMA companies submit more than 350 million initial claims on behalf of hospital-based physicians, office-based physicians and other allied healthcare providers. Founded in 1993, HBMA and its members foster personal development, advocate on the behalf of the profession, and promote cooperation through a wide range of business resources, educational events, networking opportunities, certification programs and adherence to the Medical Biller's Code of Ethics. As the only trade association representing the interests of medical billers in Washington D.C., HBMA works with legislative stakeholders and federal agencies to improve the business of medical billing and the practice of healthcare. Learn more about how HBMA is elevating the medical billing profession at www.hbma.org.

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