



2013 ANNUAL REPORT



TABLE OF CONTENTS

H
B
M
A
2
0
1
3
A
N
N
U
A
L
R
E
P
O
R
T

- 3 About HBMA
- 4 Strategic Update from the 2014 President
- 9 HBMA's Mission, Vision and Ethics Statements
- 10 Membership Demographics
- 11 Member Resources
- 14 Leadership: Past Presidents
- 15 Leadership: 2013 Board of Directors and Executive Committee
- 16 Leadership: Standing Committee Reports
- 20 HBMA Staff
- 21 2013 Financial Report
- 24 Corporate Partners

Healthcare Billing and Management Association
2025 M St. NW, Ste. 800
Washington, D.C. 20036
Phone: 877-640-4262 or 202-367-1177
Fax: 202-367-2177
Email: info@hbma.org



About HBMA



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The Healthcare Billing & Management Association (HBMA) is a member-led trade association committed to the education of medical billing and consulting professionals, and the promotion of high ethical and professional standards within the industry. HBMA also advocates and educates legislative stakeholders, commercial payors, and federal agencies to improve the business of medical billing and the practice of healthcare. 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. HBMA members manage claims on behalf of hospital-based physicians, physician practices and other providers, and represent more than 30,000 individuals and over 600 companies.

The mission of HBMA is to advance the healthcare billing and management industry through advocacy and to provide education, information and other valuable resources to its members while promoting high ethical and professional standards. HBMA works to serve this mission through the following initiatives:

Advocacy: HBMA advocates on behalf of its members through active engagement with commercial payors as well as elected representatives and agency employees within the legislative and regulatory bodies of the federal government.

Professional Development: HBMA fosters professional development among its member organizations by providing certification and other programs to enhance their skills in a variety of areas, including compliance, ICD-10, A/R management, electronic medical records, data mining and analytics, practice consulting, new business development, and organizational productivity and leadership.

Information and Education: HBMA keeps its members up to date on key industry news while providing extensive opportunities for education about our ever-changing healthcare environment. Our variety of educational opportunities includes national conferences, specialty meetings for senior management and compliance officers, annual CHBME certification training, and timely distance-learning programs.





STRATEGIC UPDATE FROM THE 2014 PRESIDENT

HBMA is “On Pace” with You

Dear HBMA Member,

As the 2014 President of HBMA, it is my privilege to both look back at the year 2013, sharing with you HBMA’s accomplishments and ongoing commitment to serving you, and to look forward at how HBMA plans to continue that commitment.

The Annual Report is prepared for members of HBMA to share with you the “state of the association” – HBMA’s various activities and membership numbers as well as an overview of HBMA’s financial position. As a member of this association, we recognize the value to you of understanding what the organization is doing on your behalf and how we are investing resources to bring even greater benefit to you. Likewise, the Annual Report is an important way for HBMA to recognize the priceless contributions of time, energy and effort made by our committed group of leaders and volunteers. To this special group of individuals, I dedicate this Annual Report because they dedicate so much of themselves to ensure that HBMA is “on pace” with you.

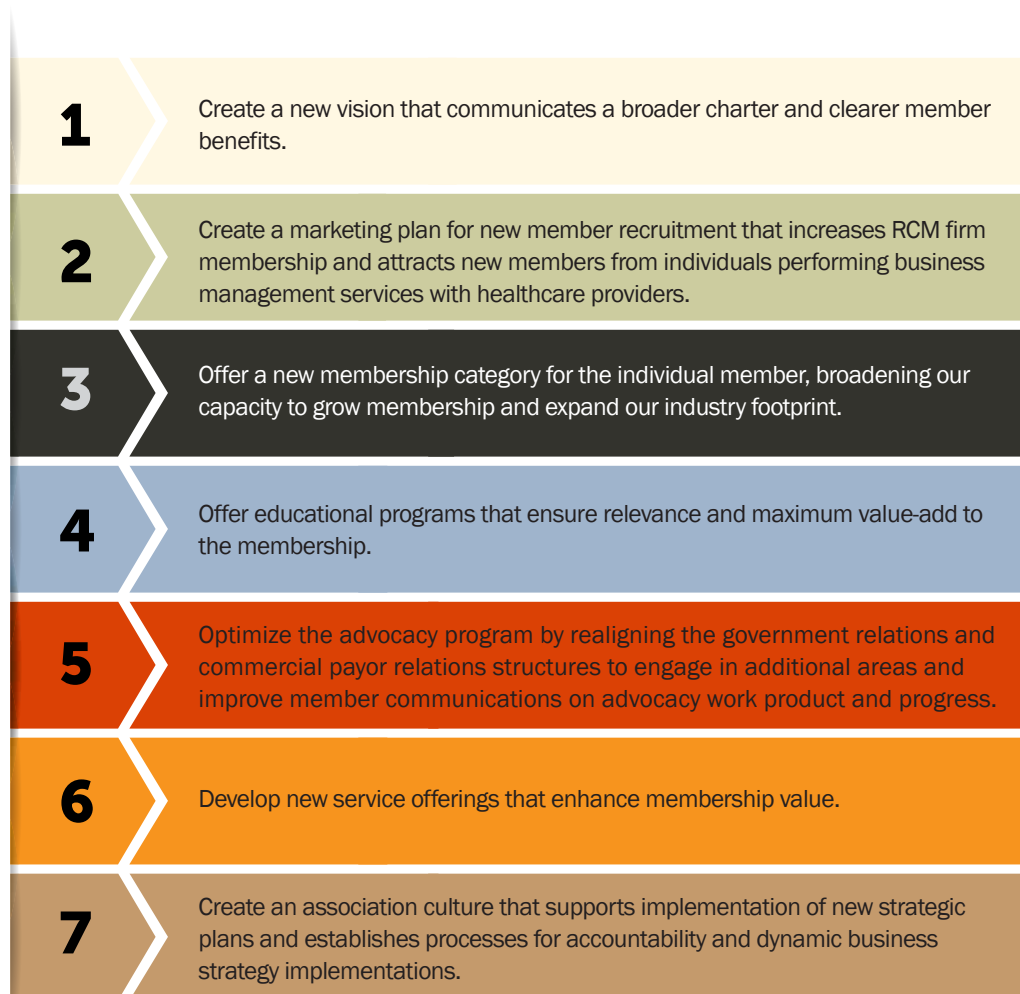
WHAT DO I MEAN BY “ON PACE?”

One thing is certain in our industry, and that is change. HBMA recognizes that your clients and our industry as a whole are changing. As a result, you must respond by changing your organizations, your roles and your services. So, it is necessary and appropriate that HBMA also change in our constant pursuit to be responsive to what YOU need – in essence, to be “on pace” with you as we navigate this ever-changing environment.

HBMA is on a new path, one I hope you will find as exciting as I do. Last year was a pivotal, foundational year for HBMA’s future planning. The year included some very visible changes, and more changes are underway, many of which you will read about throughout this report. I feel it is important to ensure you understand the underlying vision these changes serve.

2013: STRATEGIC PLANNING FOR SUCCESS

In 2013, HBMA underwent an intensive strategic planning initiative, the results of which are seven strategic imperatives. We published in-depth information on these initiatives in the January/February 2014 issue of *Billing*, and they set the stage for HBMA's revitalization plans for the next several years.



The Business Strategy Workgroup was also formed and charged with contributing to three of these strategic imperatives. First, this group has been working to develop a new HBMA brand position, including our vision statement and mission statement, as well as a value proposition.

The Business Strategy Workgroup has also been reviewing HBMA's membership structure, exploring the feasibility of an individual membership option. Lastly, the workgroup is in the process of developing a marketing and implementation plan that will bring our new branding and membership opportunities to life. Based on this group's work, HBMA's standing committees will have a clear direction for the services and products HBMA must create to broaden and strengthen its membership base.

STRATEGIC UPDATE FROM THE 2014 PRESIDENT

THE FOUR E's OF STRONG GOVERNANCE

A period of such transformation within our organization will not be possible without strong leadership and governance. In January 2014, I outlined new governance expectations to the HBMA Board of Directors, which I call the Four E's:



These four E's represent what, I believe, are the necessary building blocks for a new HBMA.

NEW CORPORATE HEADQUARTERS IN WASHINGTON, DC

Of course, strong governance and leadership must then be supported by a strong management partner – one with the breadth of resources and depth of expertise to meet HBMA's goal of being “on pace” with you.

In 2013, HBMA conducted a rigorous six-month selection process to determine our future management partner, and we ultimately chose SmithBucklin Corporation as the partner we felt could best assist HBMA on its new path. On January 1, 2014, we proudly announced the official opening of our new Headquarters office in Washington, DC – a location we felt was important to our advocacy efforts on your behalf. In our first months of this partnership, the SmithBucklin team has demonstrated that they have all of the “right stuff” to take us to the next level at a critical time for HBMA.

Along with our selection of SmithBucklin came the search for a new executive director. In partnership with SmithBucklin, we underwent another very rigorous and deliberate search to find the right candidate and the right fit for us – one who could turn our strategic thinking and vision into an actionable plan.



Andre Williams,
HBMA's new
executive director.

In March 2014, Andre Williams officially assumed his role as HBMA's new executive director. Andre brings more than 20 years of experience in association leadership, healthcare administration, billing management, revenue cycle management consulting and accounting. He is well versed on the issues facing our industry. Throw into this mix that Andre is also a personable and passionate individual, and that's a great fit for us!

AN OVERVIEW OF 2013

Throughout this annual report, you will read about the work of HBMA's various committees in 2013 to ensure that HBMA is "on pace" with you – now and in the future. Some highlights include:

- HBMA continues to make a difference in the industry, through our Washington advocate, Bill Finerfrock. Along with Bill, the Government Relations Committee and the work of the Commercial Payor Relations Committee, we are able to advocate on your behalf with both the government and commercial payors.
- HBMA Certification Committee continues to refine and remodel the CHBME program. In 2013, new applicants working toward initial certification could sit for the CHBME final exam for the first time.
- HBMA's Education Committee has worked tirelessly to evaluate our overall event strategy and how we can be responsive to the needs and comments you have shared with us. As a result, we changed our spring conference in 2014 to the Spring Educational Executive Symposium, with executive-level education on business planning and the tools your organization needs to grow and succeed. HBMA's 2014 Fall Annual Conference will then take the strategy and business planning tools presented in the spring and focus on in-depth practical applications to engage these growth strategies to their fullest potential.
- And, of course, HBMA continues to provide the tools that deliver daily value and benefit to you, including our discussion forums, online Request for Information (RFI) tool (see page 11) as well as regulatory and professional updates.

STRATEGIC UPDATE FROM THE 2014 PRESIDENT

HBMA IS “ON PACE” WITH YOU

I hear from members all the time that one of the greatest benefits of belonging to HBMA is the professional network we provide. HBMA truly is your community, and we are proud that we have built that community over the span of more than twenty years.



See how HBMA is changing to be on pace with you

We’ve got exciting things ahead, but they won’t be possible without your continued support and participation in our community. More than ever before, we need you to engage in HBMA’s efforts to be “on pace” with you and our industry. Please watch your inbox for communications about what lies ahead, and I extend an open invitation for you to reach out to me with input regarding how HBMA can be “on pace” with you!

Thank you!

A handwritten signature in black ink, reading 'Jeanne A. Gilreath'.

– Jeanne A. Gilreath, CHBME
2014 HBMA President

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



Who We Are

HBMA Membership Demographics

HBMA MEMBERSHIP BY CATEGORY:

Affiliate Members	13
Associate Members	8
First Party Billers	12
Honorary Members	1
Principal Members	595
Satellite Members	11
Vendor Affiliates	77
.....	
Total Membership	717
Total Certified Individuals	232
Total # of Employees	37,596
Average # of Employees Per Company	59

PRINCIPAL MEMBERS BY COMPANY SIZE:

# of Employees	# of Companies	% Total
1 to 5	137	27%
6 to 15	165	32%
16 to 30	92	18%
31 to 60	53	10%
61 to 90	24	5%
91 +	40	8%

TOP TEN SPECIALTIES MEMBERS BILL FOR:

Specialty	# of Members
Internal Medicine	294
Family Medicine	285
General Surgery	236
Radiology	215
OB-GYN	213
Pediatrics	187
Anesthesiology	186
Orthopedic Surgery	176
Emergency Medicine	121
Pathology	49



Member Resources

HBMA EDUCATIONAL PROGRAMS

- Spring Educational Executive Symposium
- Fall Annual Conference
- Owners & Managers Conferences for HBMA members only, designed for owners and senior management
- Annual Compliance Course
- Online learning opportunities on specific subject matter important to our 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
- *NewsWire* is emailed to members and provides industry updates as well as association news

HBMA ONLINE RESOURCES AT 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
- “Request for Information” Program that allows providers to search for medical billing companies among HBMA’s members
- Membership Affinity Programs



HBMA's *Billing* educates members with in-depth articles on billing and healthcare management topics, as well as general management issues.



HBMA NewsWire provides valuable industry and association news to members.



The HBMA website offers easy access to member resources.

HBMA PARTNERSHIPS

- More than 75 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 other related industry publications at a 20-30% discount
- Group Purchasing program

HBMA CONFERENCE MOBILE APPS

- Smartphone and tablet 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
- Learn 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 as listed below:

Category 1- National Conferences

Category 2- Business Competency and Compliance

Category 3- Other Education Programs

The Certification Committee is currently undertaking an initiative to further evaluate the CHBME credential and the HBMA certification program in its entirety. Our goal is for the CHBME designation to be a sign of excellence within the medical billing community and to designate those who have it as experts in the industry. The Committee is working with HBMA staff to gather feedback from CHBME certificants and HBMA members on the current program as well as examine and implement industry standards and best practices. More information on the results of this initiative will be shared in 2014.



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
- Speakers are made available for national associations of medical management professionals
- HBMA has developed collaborative relationships with most state medical societies
- HBMA Online Resources at www.hbma.org, including state-specific and national billing resources and information
- 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)

Are You Following Us?

Join us on Facebook, Twitter, YouTube, and LinkedIn. Go to the HBMA homepage to get connected to the HBMA community.

- Follow news and views
- Find out what's new with the association
- Post comments about conferences, distance learning, or news
- Retweet HBMA posts on Twitter
- Like, comment, and share HBMA Facebook posts
- Like, comment, and share YouTube videos
- Network with other members and colleagues
- Join discussions and ask questions



www.hbma.org

HBMA Leadership

PAST PRESIDENTS



2012

Don Rodden, CHBME
HealthPro Medical Billing, Inc



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



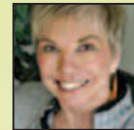
2002-2003

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 2013

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

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



TREASURER

Curt Cvikota, CHBME
Cvikota Company, Inc.



VICE-PRESIDENT and PRESIDENT ELECT

Jeanne A. Gilreath, CHBME
AdvantEdge Healthcare Solutions, Inc.



IMMEDIATE PAST PRESIDENT

Don Rodden, CHBME
HealthPro Medical Billing, Inc



SECRETARY

Cindy Groux, CHBME
Health Care Practice Management

BOARD OF DIRECTORS 2013

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

Madelon Berger, CHBME
Bill of Health Services, Inc.



DIRECTOR

Holly Louie, CHBME
Practice Management, Inc.



DIRECTOR

Bill Carns, CHBME
PracticeMax, Inc.



DIRECTOR

John Outlaw, CHBME
PSA, LLC a MED3000 Company



DIRECTOR

Phil Ellis
CIPROMS, Inc.



DIRECTOR

Rich Papperman, CHBME
Cape Medical Billing, Inc.



DIRECTOR

Dorothy Henslee, CHBME
Millennia Information Systems, LLP

HBMA

STANDING COMMITTEES REPORTS

CERTIFICATION COMMITTEE

The Certification Committee is responsible for the management and maintenance of the Certified Healthcare Billing and Management Executive (CHBME) credential. The Certification Committee is proud of the redesigned CHBME program, which just completed its first three-year certification/re-certification period, and we are committed to its continued enhancement.

2013 was the first year in which new applicants working toward initial certification could sit for the CHBME final exam. Nine applicants took the exam, eight members successfully achieved the CHBME designation. We plan on continuing to develop the CHBME exam to reflect the business competency, compliance, and industry knowledge necessary for excellence in our field. In 2014 the Committee will review the existing exam questions, as well as develop new questions, so the exam evolves with current industry knowledge and standards.

Work continues on refining and remodeling the CHBME program. We are using the standards of accreditation for certification programs, as well as industry best practices and member feedback, to evaluate the CHBME program. Our goal is for the CHBME designation to be a sign of excellence within the medical billing community and to designate those who have it as experts in the industry. We will also strive to raise awareness of HBMA certification within the medical community in general.

The Certification Committee has several initiatives for 2014: 1) evaluate and revise the structure of the CHBME program; 2) continue to add value and increase credibility for the CHBME credential; and 3) continue to evaluate the development of the Certified Healthcare Billing Management Organization (CHBMO) credential.



COMMERCIAL PAYOR RELATIONS COMMITTEE

The Commercial Payor Relations (CPR) Committee's mission is to be an advocate for HBMA membership and industry by establishing meaningful relationships with payors through cooperative initiatives that strive to reduce costs, administrative burdens, and help HBMA members deal with the increasing complexity of billing and reimbursement processes.

In 2013, the CPR Committee sought out new ideas for collaborative involvement from payors through surveys to HBMA members and free member webinars. Member updates were posted regularly to the Commercial Payor News section of the website.

In 2014, the CPR Committee will expand and strengthen its commercial payor relationships with Aetna, Cigna and UnitedHealthcare by bringing multiple payor representatives together for regularly scheduled multi-payor conference calls, aimed at continuing efforts to further improve operations and impact the industry. CPR receives detailed feedback and data from members to use in these discussions through online Payor Reporting Tool and surveys.

The CPR Committee's initiatives benefit members by:

- Providing several key surveys focused on process improvement in areas like electronic remittance advice (ERA), electronic funds transfer (EFT) as well as online access to payor information aimed at call reduction;
- Providing multiple free webinars by payors for exclusive opportunities to learn about online tools, claims adjudication processes and future models of healthcare;
- Sending bi-weekly communications from payors on important information that allows members to receive the most up-to-date information;
- Providing a key speaker at HBMA's fall conference on the "future of healthcare" from payors' perspectives;
- Adding updates to the Commercial Payor News section of the HBMA website;
- Addressing the triage of issues reported by members; and
- Continuing efforts to expand a number of collaborative commercial payor relationships.

HBMA STANDING COMMITTEES REPORTS

EDUCATION COMMITTEE

"If you do not change direction, you may end up where you are heading." - Lao Tzu.

The Education Committee recognizes that our industry is rapidly changing. We must not only offer the traditional educational programming to keep up, but look beyond to prepare members for the future.

During 2013, the committee spent time analyzing member evaluations from conferences. Based on that feedback, our 2014 programming will be more targeted to specific audiences, more focused in content, and overall, more valuable to attendees. Our traditional Spring and Fall national educational conferences will be focused on a different aspect of our business, one conference focused on strategic planning and the other more focused on operational issues. A more focused event concept will bring content applicable to all members regardless of company size, and each session should be applicable to each attendee.

One major change from 2013 was the merging of the Certi-

fication Committee into the Education Committee. In order to keep a focus on both areas, we have created two divisional teams with an appointed Vice Chair for each. General Education is under the Vice Chair leadership of Michelle Durner and Certification is under the Vice Chair leadership of Matthew Breo. The HBMA Certification (CHBME) is a great concept, but like many other innovative ideas, it needs to be altered. Moving forward, our goal for the remodeled HBMA Certification is ease of accessibility, yet producing a rigorous achievement. Why? Because we believe that to have value, the CHBME must have credibility – in our association, in our offices, and in the medical community in general.

ICD-10 remains a top priority, and the committee plans to have plenty of material and resources for our members through our conferences and webinars.

The committee is also working to revitalize HBMA webinars, with plans for a series of informative and creative topics for our members.

PUBLICATIONS COMMITTEE

The Publications Committee is dedicated to developing and publishing the bi-monthly *Billing* journal for our members. The committee discusses potential topics, provides peer review of articles and seeks authors who will provide meaningful and relevant content that can help billing companies prosper and succeed. Each issue of *Billing* includes several useful features to members: a quiz provides an opportunity for 0.5 CHBME credits, and "Sound Off" allows members to share their experiences and learn from others as they share relevant information based on the

topic of the issue. Following each spring and fall national conference, the Publications Committee also produces a post-conference, wrap-up special edition. These two special-edition issues highlight the educational topics, speakers and exhibitors in attendance at those meetings. The readership of *Billing* includes HBMA members, provider practices and payors, and it is distributed to key industry stakeholders. *Billing* is published in a glossy magazine format and is also available to members in electronic format on the HBMA website.

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 that HBMA offers the vendors of the HBMA, and maintains and enforces all marketing and communication policies of HBMA marketing programs. The Vendor Affiliate Advisory Committee also works with HBMA and the vendor community on all conferences and exhibits. The committee is responsible for maintaining the working relationships with

the vendor community as well as a wrap-up meeting held after each conference.

The committee has several goals for 2014 including: 1) to clearly define the relationship of our vendor supporters; 2) to create and maintain a strong relationship between our members and our supporting vendors; and 3) to continue to reiterate the value of our vendors to the HBMA membership without favoritism or endorsement.

ICD-10 COMMITTEE

The ICD-10 Committee was established in 2009 to assist HBMA members to prepare for and successfully implement the 10th revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). The committee actively engages the Centers for Medicare & Medicaid Service (CMS) and other US government agencies to identify and focus on areas critical to HBMA members, and to advocate for HBMA member-friendly policies and procedures in concert with relevant industry partners and other organizations. The committee also provides educational content and tools on ICD-10 through a wide variety of programming, and actively solicits member input on implementation and transition issues—working at the highest levels

to resolve problems and provide authoritative answers to inquiries related to ICD-10 transition.

In 2013, the committee took a lead role in HBMA's partnership with CMS and other public and private organizations to develop an ICD-10 Implementation Success Initiative. The goal of this initiative is to ensure a successful ICD-10 implementation for all healthcare industry stakeholders, including healthcare providers, payers, clearinghouses and vendors. The committee also participated in several meetings with representatives from CMS, providing testimony on a number of topics; issued regular updates apprising the membership on the latest developments related to ICD-10; and assisted with related educational programming at HBMA conferences.

GOVERNMENT RELATIONS

The mission of the HBMA Government Relations Committee is to monitor ongoing national regulatory and legislative issues of interest to the HBMA membership; actively comment on or otherwise explain HBMA's position on such regulatory/legislative activity through HBMA's lobbyist group; offer HBMA expertise and research to regulatory agencies or Congressional Committee and/or staff as appropriate; inform HBMA membership of pertinent regulatory and legislative information; and, where appropriate, solicit HBMA membership position on regulatory activities.

This committee is also charged with:

- Prioritizing policy issues and focusing on areas critical to the HBMA membership and, where effort is likely to have an impact, working in close collaboration with HBMA's lobbyist and other organizations, and tracking the effect of policy issues in which it has involvement
- Providing expert testimony and educational material to aid the HBMA's efforts on Capitol Hill and within US government agencies and to suggest policy directions
- Working closely with other committees when necessary on issues of mutual concern and of importance to HBMA members

In 2013, the committee continued to work toward enactment of a permanent fix to the Medicare Sustainable Growth Rate (SGR), monitored Affordable Care Act issues that would impact the HBMA membership, actively engaged the Centers for Medicare & Medicaid Service (CMS) on initiatives to reduce several costly and unnecessary administrative burdens to physicians and billing companies, and provided comments to several proposed federal rule and guideline changes that would directly impact HBMA members.

Several members of the Committee joined HBMA Director of Government Affairs, Bill Finerfrock, in spending a day in June at CMS, visiting with a variety of key CMS officials including Principle Deputy Administrator and Director, Center for Medicare, Jon Blum. During the June visit, the members also had the opportunity to have a meeting with Chris Dawe, Health Policy Advisor, National Economic Council, The White House, and were able to spend time discussing SGR and administrative simplification with key Congressional Committee staff (Finance and Ways and Means).

HBMA STANDING COMMITTEES REPORTS

HBMA REGIONAL DEVELOPMENT AND MEMBERSHIP COMMITTEE

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

With more than 10 regional chairs and 28 state representatives, 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.

In 2013, the RDM Committee created an Academic Membership category for institutions and organizations that provide educational programs, leading to diploma and certification opportunities in the field of medical billing and coding. The Academic Member shall also be entitled to work with HBMA to enhance the Member curriculum, internship programs and job placement services.

Among the important work of the committee has been an integrated mentor program. At each national meeting, the RDM committee would strive to welcome new members. On-site mentors were assigned to provide the knowledge base for resources and showing new members how to get involved.

In 2014, the RDM Committee will be renamed the Membership Committee. The Membership Committee will focus on areas of growth to strengthen HBMA's membership and its value proposition:

- First, to revise the HBMA vision to communicate a broader charter and clearer member benefits
- Second, to create a marketing plan to ensure membership growth and attract new members from a broader industry base
- Third, to create a new membership category for the individual member that will allow our capacity to grow membership and broaden our industry footprint

A special workgroup, the Business Strategy Workgroup, has been formed to provide the "horsepower" for implementing these key imperatives. As our member companies continue to meet the challenges facing their businesses and the shifting of the industry as a whole, the strength of the association is more now than ever. The membership committee and the work of the business strategy workgroup will provide the needed structure to ensure our members and our future members receive what they need from their association.

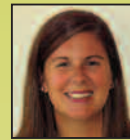


HBMA Staff

HBMA NATIONAL OFFICE



Andre Williams
Executive Director



Erica Klein
Education and Learning Services



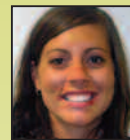
Zoë Fuller
Operations and Administration



David Merli
Exhibits and Sponsorship



Caroline Fabacher
Operations and Administration



Amanda O’Kane
Marketing and Communications



Alexandra Zapple
Event Services



Jessica Romano
Finance and Accounting



Cate Hunter
Event Services, Tradeshow

SUPPORT STAFF



Bill Finerfrock
Director of Government Affairs

Financials

STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2013



ASSETS

Cash and cash equivalents	\$551,483
Accounts receivable	4,490
Prepaid expenses	38,053
TOTAL ASSETS	\$594,026

LIABILITIES

Accounts payable and accrued expenses	\$81,989
Deferred revenue	145,930
TOTAL LIABILITIES	227,919

NET ASSETS

Unrestricted	366,107
Total net assets	366,107
TOTAL LIABILITIES AND NET ASSETS	\$594,026

Financials

STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2013

CHANGES IN UNRESTRICTED NET ASSETS

Revenues and gains

Membership dues	\$548,516
Meetings and seminars	976,837
Certifications	51,550
Advertising income	128,462
Products	9,397
Other income	26,258
Interest income	287
Total unrestricted revenues and gains	\$1,741,307

Expenses

Program services

Annual and regional meetings	356,406
Educational conferences	242,617
Owners and management meetings	88,710
Newsletters and publications	76,944
Committees	117,516
Certifications	33

Supporting services

General administration	1,021,484
Related association expenses	10,735

Total expenses

1,914,445

Decrease in net assets

(173,138)

Net assets at beginning of year

539,245

Net assets at end of year

\$366,107

Financials

STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2013



CASH FLOWS FROM OPERATING ACTIVITIES

Increase (decrease) in net assets	\$(173,138)
Adjustments to reconcile change in net assets to net cash provided by (used by) operating activities:	
Changes in operating assets	
(Increase) decrease in:	
Accounts receivable	(2,522)
Prepaid expense	77,536
Changes in operating liabilities	
(Increase) decrease in:	
Accounts payable and accrued expenses	(34,325)
Deferred revenue	(5,015)
Net cash used by operating activities	(137,464)

CASH FLOWS FROM INVESTING ACTIVITIES

Proceeds from investments	371,062
Net cash provided by (used by) investing activities	371,062
Net increase in cash and cash equivalents	233,598
Cash and cash equivalents at beginning of year	317,885
Cash and cash equivalents at end of year	\$551,483

HBMA Corporate 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.

1-800 Notify
www.1800notify.com

3M Health Information Systems
www.coderyte.com

4medica, Inc.
4medica.com

Access Healthcare Services Pvt Ltd.
www.accesshealthcare.co

Acryness
www.acryness.com

ADP AdvancedMD
www.advancedmd.com

Advanced Data Systems Corporation
www.adsc.com

AGS Health, Inc
www.agshealth.com

AllZone Management Solutions
www.allzonems.com

American Business Systems, LLC
www.ABSystems.com

Aura BPO Services Private Limited
www.aurabpo.com

Availity
www.availity.com

Balanced Healthcare Receivables LLC
www.bhrllc.com

Bristol Healthcare Services
www.bristolhs.com

BTQ FINANCIAL
www.btqfinancial.com

Capario
www.capario.com

Ceequence Americas, LLC
www.ceequence.com

Centron Data Services, Inc
www.centrondata.com

Clinicspectrum Inc.
www.Clinicspectrum.com

Clinix Medical Information Services, LLC
www.ClinixMIS.com

The Coding Network
www.codingnetwork.com

Coding Strategies, Inc.
www.codingstrategies.com

CollaborateMD
www.CollaborateMD.com

Compliatric
www.compliatric.com

CPU Medical Management Systems
www.cpumms.com

Dpro Technologies Pvt Ltd
www.dprotechnologies.com

e4e Healthcare Services, LLC
www.e4e.com

eBridge, Inc.
www.ebridge.com

Ecure India Private Limited
www.ecareindia.com

ePAY Healthcare
www.epayhealthcare.com

Escallate, LLC
www.escallate.com

Exdion
www.exdion.com

Freedom Imaging Systems
www.freeimage.com

GeBBS Healthcare Solutions, Inc.
www.gebbs.com

Global Healthcare Resource
www.globalhealthcareresource.com

Healthcare Quality Association on Accreditation
www.hqaa.org

Healthpac Computer Systems, Inc.
www.healthpac.net

HeW
www.hewedi.com

HBMA Corporate Partners

VENDOR AFFILIATES (continued)

IMAGINE Software
www.imaginehealth.com

InstaMed
www.instamed.com

JPI Data Resource
www.JPIDR.com

Kareo, Inc.
www.kareo.com

MD Synergy Solutions, LLC
www.mdsynergy.com

MedEase PMSI
www.medease.com

MedEnEx, LLC
www.medenex.com

Medical Billing Wholesalers
www.medicalbillingwholesalers.com

Medical Business Bureau, LLC
www.mbb.net

MEGAS - Alpha II
www.megas.net

Moneris Solutions
www.monerisusa.com

NueMD
www.nuemd.com

Office Ally
www.officeally.com

Omega Healthcare Management Services
www.omegahms.com

Optum
www.optum.com

PDM Productive Data Management
www.pdmsoftware.com

Performance Resources
www.prol.ws

Practice Insight
www.practiceinsight.com

PracticeAdmin, LLC
www.practiceadmin.com

Pulse Systems, Inc
www.pulseinc.com

Q Way Technologies, Inc
www.qwaytechnologies.com

Quintessence Business Solutions & Services
www.qbsshealth.com

RCxRules
www.rcxrules.com

RemitDATA
www.RemitDATA.com

Revenue Advantage, Inc.
www.revenueadvantage.com

RevSpring, Inc.
www.revspringinc.com

RISO, Inc.
us.riso.com

SequelMed
www.sequelmed.com

Sevocity Division of Conceptual MindWorks, Inc.
www.Sevocity.com

simplifyMD
www.simplifymd.com

SPi Healthcare
www.spihealthcare.com

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

Technosoft Corporation
www.technosoftcorp.com/hbma

TriZetto Provider Solutions
www.trizetto.com/provider

Vee Technologies
www.veetechnologies.com

VestaCare
www.vestacare.com

Webteam, Inc.
www.webteam.net

x2medicalbilling & EDI
www.x2medicalbilling.com

ZirMed, Inc.
www.Zirmed.com



Healthcare Billing and Management Association
2025 M St. NW, Ste. 800, Washington, D.C. 20036
Phone: 877-640-4262 or 202-367-1177
Fax: 202-367-2177
Email: info@hbma.org

www.hbma.org