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**For Immediate Release**

**CMS Calls on Healthcare Billing & Management Association  
to Present at ICD-10 Vendor Conference**

*High-level discussions among healthcare industry stakeholders focused on ICD-10  
and Version 5010 transitions*

LAGUNA BEACH, Calif. – May 12, 2010 – The Healthcare Billing & Management Association ([HBMA](#)), a non-profit educational resource and advocacy group representing third-party medical billers and billing professionals, was called on by the Centers for Medicare & Medicaid Services (CMS) to present at the ICD-10 Vendor Conference in an effort to explore readiness, barriers to success and testing. The one-day conference took place at the Capitol Hilton Hotel in Washington DC, and attracted attendance from a broad range of healthcare industry stakeholders including software vendors, billing companies, clearinghouses, payers and providers.

Among the featured speakers, Holly Louie, chair of HBMA's Ethics and Compliance and ICD-10 Committees, and Randy Roat, immediate past president and past chair of HBMA's Government Relations Committee provided third-party billing company perspectives on ICD-10 and Version 5010.

"CMS is to be commended for continuing to spearhead open discussions of the major issues that confront us as an industry, and for asking for the expertise and input of those who will be most affected by these transitions," noted Louie, whose presentation gave participants an inside look at readiness among the HBMA membership, issues and concerns arising from testing, and ramifications for payers who fail to comply. "As we prepare to transition to ICD-10 and Version 5010, it's only through the participation and discussions of leaders from across healthcare that we'll come to understand precisely what we need to do to address any barriers to success."

Participants in the conference discussed diverse issues related to implementation such as:

- The problematic effect of commercial payers using proprietary programs, and the resulting differences in reimbursement guides for each system;
- The compelling case for remaining committed to established deadlines;
- The role of CMS in helping industry participants who may find it difficult to meet deadlines;
- How companies can test without reciprocal companies with whom to test; and
- The issue of payers who are exempt from ICD-10 and Version 5010 guidelines.

In addition to HBMA representatives Louie and Roat, the conference included presentations by Tony Trenkle, director, Office of E-Health Standards and Services, CMS; Douglas Fridsma, MD, PhD, acting director, Office of Interoperability and Standards, Office of the National Coordinator for Health Information Technology; Todd Coutts, manager at Noblis; Denise Buenning, senior advisor and ICD-10 team lead, Gartner; Christopher Handler, Ph.D., senior vice president, social marketing practice, Ketchum; as well as panel discussions with other top industry stakeholders.

HBMA's executive leadership continues to play an integral role in discussions and conferences hosted by the CMS and other legislative and regulatory bodies in order to best advocate for the association's membership base.

### **About HBMA**

A non-profit, member-led trade association, the Healthcare Billing & Management Association (HBMA) represents more than 30,000 employees at well over 650 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](http://www.hbma.org).

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