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## **Healthcare Billing & Management Association Announces Details of its Annual Conference in Las Vegas**

*The 2009 event will educate medical billing professionals on how to improve their business in an era of increased market scrutiny and evolving federal legislation*

LAGUNA BEACH, Calif. — August 11, 2009 — The Healthcare Billing & Management Association ([HBMA](#)), a non-profit educational resource and advocacy group representing third-party medical billers and billing professionals, announced today details of the association's 2009 Fall Conference. Taking place in Caesar's Palace in Las Vegas, September 23-25, 2009, HBMA's national conference will update third-party medical billing professionals on the regulations and market pressures affecting the billing industry.

Educational sessions, along with pre- and post-conference programs, will explore the most recent healthcare reform efforts, from the HITECH Act and EHRs, through ICD-10, the RAC program and other compliance challenges. In addition, the exhibitor showcase will host technology and service vendors, consultants and other healthcare business partners, putting attendees face-to-face with key industry influencers and the latest technology and administrative advances.

"HBMA's Fall Conference is truly the premiere event for medical billing professionals looking to stay up-to-date on the regulations and market pressures that affect our industry," said HBMA President Randy Roat, CHBME. "Third-party medical billers have a responsibility to their provider customers to stay informed, and with U.S. healthcare reform in full swing, members and non-member guests cannot afford to miss out on this full slate of educational programs and legislative updates. This event is designed so that attendees can come away with actionable knowledge on how to effectively operate in an industry that requires such a staggering amount of cooperation and communication."

This year's keynote speaker, Howard M. Cox, CPA, CMA, CIA of Somerset CPAs will present, "Working ON Your Business," during a 1:30 p.m. address on Wednesday, September 23. The presentation will teach tools and techniques that attendees can use to achieve greater ROI for their business while attaining their own personal career goals. Following the keynote, Steve Wattenmaker of SimulConference Solutions will present, "Beyond the Blackberry," a look at emerging mobile technologies and applications for business.

On Thursday, September 24 at 4 p.m., Bill Finerfrock of Capitol Associates, Inc. will present an HBMA Washington Update, addressing current legislative and regulatory activity. That evening, HBMA management will host the Annual Special Event from 6-10 p.m., featuring cocktails, dinner, awards presentation and silent auction. A percentage of the silent auction proceeds is donated to a national charity, which has been the American Red Cross the past few years. The remaining proceeds support the association's government advocacy efforts.

In 1993, HBMA held its first organizational meeting in Chicago, and since that time, the number of exhibitors and attendees has grown considerably. The association now



hosts spring and fall conferences annually with venues changing each year to better accommodate participants from across the country. To learn more or register for the HBMA Fall 2009 Annual Conference, visit the [event page](#) at [www.hbma.org](http://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 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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