



## RBMA FAST FACTS

RBMA has over 2,300 members nationally. The RBMA members are professionals who focus on the business of radiology – including but not limited to, physicians, practice and imaging facility management, marketing professionals, business solutions vendors, and billing and coding managers and staff.

Fifty-eight percent of RBMA members are in a senior position of authority (e.g., President, Vice President, CEO) within their practice/business entity; 49 percent of the membership are the highest non-physician executive

Twenty-four percent are in secondary authority positions (e.g., departmental manager).

RBMA members represent diagnostic, interventional and radiation oncology groups in both academic and private practice settings.

RBMA members practice in organizations of all sizes ranging from relatively small (42 percent), medium (27 percent), and up to very large (32 percent)

RBMA members also are in small to mid-sized hospitals (based on imaging volume)

RBMA members are involved in the management of private practices, hospital-based practices, imaging centers, and billing companies that specialize in radiology billing.

RBMA members oversee the operations of hundreds of imaging centers and tens of thousands of procedures

Forty-seven percent of RBMA members provide services in imaging centers representing a total of 1,959 imaging centers

Approximately 68 percent of RBMA members are involved with multiple imaging centers

Thirty-two percent of members are in imaging centers performing fewer than 50,000 procedures annually

A nearly equal share, 34 percent, are in centers performing 100,000 procedures or more annually

RBMA began in 1968 in recognition of the need for educational resources for radiology management professionals. As healthcare has continued to become increasingly complex, the demand for greater skills and experience from practice managers has also increased.

RBMA continues to be recognized as the leader for radiology-specific educational programs, products and services. Members count on RBMA to provide them with resources and information not found anywhere else.

The *RBMA Bulletin*, published six times per year, is the national publication of the organization. It has consistently been ranked as one of the most important member benefits. More than 80% of RBMA members report that the RBMA Bulletin is shared with three to four people in their offices.

RBMA members represent the following areas within the radiology practice:

- Executive leadership
- Physician leadership
- Administrative management
- Operations management
- Billing and collections
- Finance/Accounting
- Marketing
- Managed care contracting
- Regulatory compliance
- Quality improvement
- Human resources/personnel management

RBMA hosts one national conference – PARADIGM - per year with an in depth focus on the business of radiology, extensive educational sessions, vendor exhibits, business meetings, networking and social events.

For over ten years RBMA has hosted Building Better Radiology Marketing Programs, a three-day seminar focusing totally on radiology marketing. This program is only one of its kind and not offered by any other organization.

RBMA partners with the American College of Radiology (ACR) annually for a joint physician and administrator meeting. Attendees are encouraged to attend as a team and learn together how to manage a practice from the top.

RBMA recently launched an online learning platform with a 40-course program called Radiology Business 101. Designed for anyone who is interested in becoming a radiology practice manager or those who are already managers

and need a refresher course, RBMA U offers an overview of the business of radiology and learning that can be done on one's own time and place.

RBMA's Compliance Training Series is another online course and low cost approach to satisfy Federal requirements for annual employee training.

RBMA has developed products to keep radiology professionals on the leading edge. The HIPAA Security Regulations, Hospital Contracting Guide, Marketing Toolkit and ICD-10-CM Toolkit were designed to offer a comprehensive set of resources to assist members.

RBMA publishes biweekly Radiology Hot Topics polls and periodic mini-Survey reports that are available as a member benefit through our website. In addition, we have a data warehouse, DataMAXX, that collects data and reports statistics on accounts receivable, procedure volume, compensation, expenses, income, assets and liabilities. The information from these products serves as benchmark information for radiology businesses.

Most RBMA educational offerings qualify for RBMA CEUs, Category 1 CME and Category A CE as well as RCC CEUs for re-certification.

RBMA maintains an interactive Web site with direct access to industry information, educational opportunities and seminars, events, publications, member directories, jobs and business resources 24-hours a day.

The RBMA website offers a career center where employers may electronically post job openings. As a healthcare-related organization, you can be sure that your ad will reach your optimum potential employee. Members may place employment ads online at a reduced rate.

In 1998, RBMA recognized the need for radiology-specific coding expertise and developed a coding certification program. The Radiology Coding Certification Board (RCCB), a separate entity, offers a series of coding certification examinations. For more information on RCCB, visit [www.Rccb.org](http://www.Rccb.org).