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MEMBERSHIP JUSTIFICATION LETTERS

We have a collection of three letters to choose from to assist a non-member with requesting funding for RBMA membership.

PRACTICE MANAGERS

Dear **INSERT NAME**

With the landscape of radiology constantly evolving, I'd like to be sure that I'm being proactive about any changes that need to happen with daily operations at **INSERT NAME OF PRACTICE**. To that end, my need to consult outside resources has been steadily increasing, but *rarely* can I find information specifically for radiology business management.

The Radiology Business Management Association (RBMA), however, is focused on exactly what I need. Joining RBMA would give me the opportunity to engage with others who manage daily operations at radiology practices across the country, so that I can quickly apply best practices and lessons learned here at **INSERT NAME OF PRACTICE**. I'd also have easy access to critical legislative updates and news alerts that impact our daily operations, as they happen—allowing me to make adjustments to standard operating procedures and train staff before any changes actually go into effect.

I've researched other organizations and none come close to the comprehensive information and educational opportunities RBMA provides. Therefore, I'd like to request professional development funding to become a member. They are currently running a special offer—if I join for 2017, I get the rest of 2016 for free. Here's a link to the membership information: www.rbma.org/membership/ for your review.

I look forward to hearing from you!

INSERT NAME/SIGNATURE

CODERS

Dear **INSERT NAME**

Legislation is changing how billing and coding procedures at radiology practices must be managed and implemented at an increasingly rapid pace. I'd like to be sure that I'm being proactive so that all claims continue to be processed accurately and smoothly. To that end, my need to consult outside resources has been steadily increasing, but *rarely* can I find the information that I need all in one place.

The Radiology Business Management Association (RBMA) is the one place that would give me the customized information and networking opportunities to maximize my contributions at **NAME OF PRACTICE**. I'd have instant access to critical legislative updates—including the latest with ICD-10—as they happen. There's also an online networking forum, specifically for coders. It would be a place for me to connect with others about the technical details of coding radiology—upcoming opportunities and challenges, best practices, and lessons learned.

I've researched other organizations and none come close to the comprehensive information and educational opportunities RBMA provides. Therefore, I'd like to request professional development funding to become a member. They are currently running a special offer; if I join for 2017, I get the rest of 2016 for free. Here's a link to the membership information for your review: www.rbma.org/membership.

I look forward to hearing from you!

INSERT NAME/SIGNATURE

MARKETERS

Dear **INSERT NAME**

Marketing a radiology practice is becoming increasingly complex as the field of radiology itself constantly evolves. I'd like to be sure that I'm building the most compelling marketing campaigns possible to maximize the visibility and ROI of **NAME OF PRACTICE**. While I'm applying marketing best practices wherever I can, our campaigns could be that much stronger with the added benefit of timely updates on what was happening throughout the radiology business management community.

Joining the Radiology Business Management Association (RBMA) would equip me with the latest data and trends to keep the promotions of **NAME OF PRACTICE** relevant. As an RBMA member, I'd have access to unparalleled networking that would allow me to capitalize on the opportunities for our practice and to minimize expected challenges from compromising profits. In particular, there is an online forum specifically for marketers of radiology practices, as well as numerous other forums where I could gain insight on how to keep us competitive.

I've researched other organizations and none come close to the information on marketing a radiology practice that RBMA provides. Therefore, I'd like to request professional development funding to become a member. They are currently running a special offer; if I join for 2017, I get the rest of 2016 for free. Here's a link to the membership information for your review:
www.rbma.org/membership.

I look forward to hearing from you!

INSERT NAME/SIGNATURE