

FOCUS ON BARBARA RUBEL

RBMA'S NON-VOTING SOUTHERN DIRECTOR

By Daphne Brown

When first meeting Barbara Rubel, one finds a tall, soft-spoken, intelligent businesswoman. On the surface, one would never guess that she really is a driven, successful triathlete who is passionate about life, people, and her work.

Barbara Rubel is the client support service manager for Management Services Network (MSN). MSN is a company with headquarters in Columbus, Georgia and Atlanta. MSN currently has 13 offices in eight states and over 31 clients who service over 200 physicians. The thirteen offices are located in Dothan and Jasper, Alabama, Gulfport and Hattiesburg, Mississippi, St. Joseph, Missouri, Louisville, Kentucky, Chattanooga, Tennessee, Columbia and Myrtle Beach, South Carolina, and Covington, Dublin, Moultrie, and Waycross, Georgia, and employ a total of 160 people. Each office has its own manager who attends an annual management retreat with the entire company to discuss and create a company business plan and directive.

While MSN bills for pathology, anesthesia, and cardiology, 85% of their business is in radiology. Service is an operative word with MSN. If a large client requires an office close by, MSN opens one. Smaller offices are operated through the use of the Internet. All offices are connected electronically through a common network and employees are able to connect to any MSN office and offer or receive support from each other when needed.

When Barbara began with MSN, she was hired in a sales capacity to grow the business and bring in new clients. Today, in addition to doing that, she also services existing clients, researches topics, develops pro formas and joint venture proposals, and trains radiologists in regulatory and HIPAA compliance issues. She has also written operational procedures for MSN offices and assists the operations managers in setting up new clients or offices.

As with many in the industry, Barbara's career path started out on a different road. Barbara was born in Marshall, Missouri and moved to Indiana, Pennsylvania when she was three years old. As a disciplined pianist from an early age, Barbara followed her passion and attended the Indiana University of Pennsylvania, graduating with a Bachelor of Science degree in Music Education for kindergarten through twelfth grades. She went on to attend Ohio University in Athens, Ohio, and received a Bachelor of Music degree and a Master of Music in 1981. She accepted an internship at the Georgia Mental Health Institute in Atlanta, and moved there in 1981, "the place to live if you were young and single."



In Atlanta, Barbara began working for Charter Medical Corporation as a registered music therapist. It was her job to encourage psychiatric adolescent and adult patients to explore their emotions through other mediums. Music was the vehicle that brought them out of their shell. Barbara would create and compose music, as well as teach the guitar.

While she was with Charter, Barbara had an opportunity to go into marketing. After completing a project successfully, Barbara was hired to do public relations. She designed direct mail pieces and brochures and fostered community relationships. She left Charter after receiving her MBA from Merced University in 1991, and did contract projects with several hospitals. In 1993, Medical Transition Strategies (MTS), an organization that provided an infrastructure for physician specialty, hired her. It was while with MTS that she met her current boss, James P. "Bo" Trotter, and soon began working for MSN.

It was with Bo's influence that Barbara joined RBMA in 1998. Barbara served on the Marketing Committee for two years. She recently accepted a two-year board position as the Non-Voting Southern Director. Barbara plans to keep her ear to the ground in terms of membership in the Southern region, what people need from RBMA, and the challenges they face in the radiology business. Barbara joined RBMA to increase the opportunity for education and networking with like-minded people. She values most the relationships she has built with members who face identical or similar challenges, as well as with the experts in the field who support the business of radiology.

Barbara has been a speaker at several RBMA educational semi-

nars. She spoke on regulating compliance at the RBMA Radiology Summit in Amelia Island in 2000; marketing a billing service at the Lake Tahoe Billing Seminar in 2003; and measuring productivity at the Radiology Summit in San Antonio in 2003. Barbara also contributes periodically to the *RBMA Bulletin*.

In addition to the RBMA, Barbara is very involved with an affiliate chapter – the Georgia RBMA (GRBMA). She served as president from 2000-2002 and is currently vice president of the organization. GRBMA presently has 80 members, holds two annual meetings, and focuses on policies and procedures pertaining to the business of radiology in Georgia.

Barbara met her husband, Jon, at a local swimming pool and they were married in 1984. John was an avid runner and soon Barbara joined him on the trails. The two of them participated in many races and running groups. Every year, they coordinate the seeded runners for the Atlanta Peachtree Road Race, a huge 10K race that hosts 50,000 participants. Barbara herself holds a 38-minute 30-second 10K time, and was once invited to run as a seeded runner. After both sustained running injuries, Barbara and Jon decided to focus on entering triathlons. Constantly training, Barbara is always ready to enter a race.


The Rubels have passed on their enthusiasm for athletics to their two daughters, Jennifer, 11, and Jaime, 9. Both girls have already completed several triathlons. Jennifer also finds the time

to take piano lessons and plays tennis and soccer. She also loves baseball and swimming on the swim team. Jaime loves tennis, soccer, horseback riding, and swimming and diving.

In addition to triathlon training, Barbara plays tennis for the Atlanta Lawn Tennis Association (ALTA), skis, ice skates, and plays piano for her church orchestra and youth choir. She and Jon manage their neighborhood pool and started the neighborhood swim team.

One winter, her daughter Jennifer wrote a note to Santa saying she had been wishing (throwing a penny) in every pond for a puppy. In May of 2001, Sasha, a wolf gray and white Siberian Husky became a part of the family.

Barbara claims the discipline she acquired as a pianist has carried over to her drive for athletics and her passion for her work. As a wife, mother, employee, and new RBMA Board Member, Barbara Rubel can be counted on to focus, drive, and succeed.

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