

An RBMA Minute with Cynthia M. Pittmon, RBMA Treasurer

BY DAPHNE BROWN

Cynthia M. Pittmon



▶ Where do you currently work?

I have been the founder and president of Specialty Group Services in Longview, Texas, since 1993.

▶ Why did you pick this field?

I began my medical career as a candy striper and somehow ended up in radiology. While most of us never “choose” radiology management as our life’s work, it often chooses us. My career, in particular, began when the hospital could no longer bill for the radiology group and a radiologist hired me sight unseen.

▶ What do you like best about your current position?

I enjoy the ability to get things done quickly and to improve performance for our clients. We’ve been very proactive in our use of new technologies to improve processes and performance. My husband often calls me “gadget girl.”

▶ What has been the biggest challenge in your career?

My involvement in developing the Radiology Coding Certification Board was my biggest challenge, but it was also the challenge that has given me the greatest professional satisfaction.

▶ If you could re-experience one thing in your life, what would it be?

I often wish I could recapture the time when my children were young. Then I could be very philosophical about my desires to laugh often, love more, smell the flowers and cherish every moment. Fortunately, my grandchildren are allowing me to live those times again.

▶ Do you have any academic degrees? From where?

I have a Bachelor of Science degree in business from LeTourneau University.

▶ Who or what were your major influences?

In my personal life I was very much influenced by my grandmother. She worked very hard all her life, made it a priority to take care of others, and always had a very positive outlook on life.

▶ When and why did you choose to get involved with RBMA?

I joined RBMA in 1989 as a way to learn more about radiology management. At my first conference, I realized how

little I knew about the business and knew that involvement was the key to my future. The desire to learn the business has allowed me the privilege to have served in many capacities in the national and state organizations.

▶ What do you value as an RBMA member?

Networking, networking, networking. I’ve been able to grow professionally through the people I’ve met and the friendships I’ve made over the years in RBMA.

▶ What is your vision for RBMA?

Our primary mission should always be to educate our members and to nurture their professional development. Through our new strategic plan the board is committed to the future of radiology and to the members of our organization.

▶ What do you do with your free time?

I am currently serving on my daughter’s school board where most of my time is spent starting a high school and chairing a building expansion project. The school, which is for children with learning differences, serves a very special need in our community. When I am not working at the school, I love to travel and to experience new things.

▶ Tell us about your family.

My husband Michael has worked with me in the company since 2001. We have two grown children, a daughter, who is almost 11 years old, and four grandchildren. Our three dogs allow us to live in their home as long as we keep them fed.

▶ I understand you played a significant role in helping RBMA members during the Hurricane Katrina disaster. Can you share your thoughts?

Like the rest of the nation, we wanted to help in whatever way possible and we had RBMA friends who needed help. Because we used the same ASP model software, it was very easy for us to assist them. I know they would have done the same for us if the situation was reversed.

The whole catastrophe pointed out the need for a comprehensive disaster plan beyond what we traditionally planned. It was not just, “What if your computer crashed?” but, “What if your office is gone and most of your employees can’t work?” Katrina also reinforced our decision to go with an ASP model for our billing software so that we could pick up and work from a location outside of the affected zone.

▶ Anything else you’d like to share?

I can’t encourage others enough to get involved. Whether it is through RBMA, a local charity, or those facing a crisis, when you give to others, you will be the winner.

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