

An RBMA Minute with Brigette LaBar, Board of Directors, Director-At-Large

BY DAPHNE BROWN



Brigette LaBar

► **Where do you currently work?**

I work for Zotec Partners, a healthcare solutions company, specializing in medical billing services and physician practice management software. Nationwide, Zotec Partners serves 5,500 physicians in 45 states. I work in the company's physician services division, which has over 35 billing-service clients in the western United States; these are primarily large radiology groups.

► **What is your title and duties?**

I'm a client services manager, which means I interface directly with the executive management of our billing-service clients in a wide variety of areas including billing, payor contracting, and strategic planning. I have seven clients, consisting of 125 physicians, serving 15 Southern and Central California hospitals.

► **How long have you held the position?**

I have been with the MGPO for over five years and in radiology business management for over 20 years. Whew! Time flies when you're having fun!

► **Why did you pick this field?**

Radiology picked me, literally rescuing me from a then-sinking ship in the Long Beach harbor called *The Queen Mary*. From the wreckage, I followed a friend to Memorial Hospital of Long Beach, where I had the good fortune as outpatient billing-services manager to participate in the start-up of the first freestanding MRI center in the western United States. I love the challenges and details of radiology: from information technology, billing-system design and staff productivity to winning the good fight with payors. Throughout my career I've been involved in radiology with national imaging-center providers, management-information systems, or the consulting perspective, but find the greatest satisfaction in helping physicians maximize reimbursement.

► **If you're ever having a difficult time working through a problem at your job, whom do you turn to for advice?**

I've told my colleagues many times that when I'm trying to work through a difficult task or answer a tough question, I "channel" my boss, Claudia Dwyer.

► **Where did you grow up?**

I grew up primarily in Northern California, in the suburbs of pre-Yahoo/Apple/Google Santa Clara County.

► **Which academic degrees do you hold, and from where?**

I received a Bachelor of Science degree from California State University at Long Beach. I minored in economics and new-wave music.

► **Who or what were your major influences?**

My parents were certainly influential, laying the foundation for my ethics, determination and love of learning. Aside from practically everyone I've met through RBMA, my first professional mentor was Dr. Joel Levine of Magnetic Imaging Medical Group. Dr. Levine spent many hours in my billing "office," a former closet inside the ten-gauss line, bridging the gap between the clinical and the financial components.

► **By what rule would you say you live your life?**

Simple: The Golden Rule, and it's been working for me since I learned it in Sunday School.

► **What is your current involvement with RBMA?**

I serve on the Board of Director's as a director-at-large.

► **What do you do in your free time?**

When my husband and I met eight years ago, we realized we were completely different and shared practically no common interests. Our free time is still spent acquainting each other with the passions and interests developed over half a life-time during which we didn't know each other. I introduced him to opera and he introduced to me professional wrestling. Our commonality is laughter and friends, so our favorite things to do in our free time involve both! »»»

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