



REGISTRATION

Please complete both pages of the application. Keep a copy of this form for your records. You will receive written confirmation of your registration.

Name (as it will appear on badge) _____ RBMA Membership # _____
 Title _____ Company _____
 Preferred Address Work Home _____
 City, State, Zip Code _____
 Telephone _____ Fax _____
 Email Address _____ Website _____
 Emergency Contact* _____ Emergency Phone* _____
 Please check here if you need special assistance and specify _____

PRE-CONFERENCE SESSIONS: (Separate fee required)

*Required

Saturday, May 22, 2010

Radiology Coding Exam Review Course..... \$300 member/\$370 non-member.... \$ _____

Sunday, May 23, 2010

Beyond Diagnostic Radiology: Capturing E&M Revenue in IR Clinical Practice .. \$300 member/\$370 non-member.... \$ _____

Radiology Coding Mechanics Course..... \$300 member/\$370 non-member.... \$ _____

[RCB](http://www.rcb.org) RCC Paper and Pencil Exam..... visit www.rcb.org for information

FULL REGISTRATION: Includes Exhibit Hall Grand Opening on Sunday evening, Monday evening reception, Monday and Tuesday luncheons, educational sessions and refreshment breaks.

By April 30, 2010 After April 30, 2010

RBMA Member \$690..... \$755 \$ _____

Additional RBMA Member \$625..... \$690 \$ _____

Name of primary RBMA Member attendee _____

Non-Member (includes RBMA membership through December 31, 2010) \$910..... \$975 \$ _____

GUEST RECEPTION-ONLY: Includes Exhibit Hall Grand Opening on Sunday evening and the Monday evening reception in the Exhibit Hall.

_____ # of Guests at \$50 each \$ _____

Guest Name _____ City _____ State _____

Guest Emergency Contact** _____ Phone** _____ **Required

SPECIAL EVENTS:

Networking on the Green: RBMA Golf Tournament Sunday, May 23, 2010, 8:00 am _____ # of participants at \$85 each \$ _____
 Handicap _____ Name and email (if not the same as above) _____

Care and Share Food Bank of Southern Colorado Community Service Project Sunday, May 23, 2010, 8:00 am – 12:00 pm
 _____ # of participants at \$30 each \$ _____
 \$30 Donation / Non-attending \$ _____

5K Colorado Springs Run/Walk Monday, May 24, 2010, 6:00 am... _____ # of entries at \$35 each \$ _____
 Sponsored by [ADVOCATE](http://www.advcate.com) Specify Shirt Sizes _____

Murder Speaks Easy at the Warehouse Tuesday, May 25, 2010, 7:00 pm – 10:00 pm
 _____ # of participants at \$90 each \$ _____

Total Amount Due \$ _____

PAYMENT INFORMATION

Check (Make check payable to: RBMA) Check # _____ Amount Paid \$ _____

Visa MasterCard AMEX Credit card # _____ Exp Date _____

Signature (required) _____

CANCELLATION POLICY – Cancellations must be made in writing. If notification is postmarked by **May 9, 2010**, a full refund less \$100 administrative fee will be made. No refunds will be made after **May 9, 2010**. If you are unable to attend and you wish to transfer your registration to another individual, written notification is required. No refunds or cancellations for events requiring additional fees will be made after **May 9, 2010**. **PHOTO RELEASE:** RBMA reserves the right to photograph conference activities for use in publications, including electronic publications, or in audio-visual presentations, promotional literature, advertising, or in other similar ways. By selecting "I agree", I hereby give RBMA and their legal representatives and assigns, the right and permission to publish, without charge, photographs taken at the event. **LIABILITY WAIVER:** I agree and acknowledge that I am undertaking participation in RBMA events and activities as my own free and intentional act and I am fully aware that possible physical injury might occur to me as a result of my participation in these events. In case of cancellation of or programmatic change in the meeting for reasons beyond the control of the RBMA, it is understood that the liability of the association shall be limited to the refund or credit of the amount paid at the discretion of RBMA. By signing this application, I give this acknowledgement freely and knowingly and that I am, as a result, able to participate in RBMA events and I do hereby assume responsibility for my own well-being.

I agree to the above. Attendee Signature _____ Date _____

I agree to the above. Guest Signature _____ Date _____

REGISTRATION

Please select the courses and activities that you will most likely attend during the conference. The RBMA cannot guarantee course selection. Seating is on a first-come, first-served basis.



SUNDAY, MAY 23, 2010

- 1:00 pm – 2:00 pm An Introduction to the New RBMA Chart of Accounts – *Nicole Palmer, CPA*
2:15 pm – 3:15 pm Interpreting RBMA Survey Results and Applying Them to Your Practice – *John W. Ey, MBA and Allan Ausman, MBA*
3:30 pm – 4:00 pm Overview of RBMA Member Benefits – *Rose Broderick, FACHE and Lauren Krebs*
6:00 pm – 8:00 pm Exhibit Hall Grand Opening *Sponsored by*

MONDAY, MAY 24, 2010

- 8:00 am – 8:30 am RBMA Morning Café
8:30 am – 8:45 am **President's Welcome** – *Cindy Pittmon, RCC, CHBME, RBMA President*
8:45 am – 10:15 am KEYNOTE LECTURE SERIES *Sponsored by* KEYNOTE SESSION: **Leading at the Speed of Trust** – *Stephen M.R. Covey*
10:15 am – 11:00 am Break in the Exhibit Hall
11:00 am – 12:30 pm KEYNOTE LECTURE SERIES *Sponsored by* KEYNOTE SESSION: **Leading at the Speed of Trust (continued)** – *Stephen M.R. Covey*
12:30 pm – 1:30 pm Networking Lunch
1:30 pm – 2:30 pm CONCURRENT SESSIONS: (select only one)
 1) **At the Precipice: Are We Going to Fall?** – *Michael Bohl, RT, MHA, Christie James, MS, and Robert T. Still, MBA*
 2) **Hospitals and Radiologists: Perilous or Partnership?** – *Patricia Kroken, FACMPE, CRA* *Sponsored by*
 3) **Diagnostic Imaging – Stark and Fraud and Abuse Laws Affecting Diagnostic Imaging Facilities** – *Lisa Ohrin, Esq. and Andrew B. Wachler, Esq.*
 4) **ACR Economics & Legislative Report (Repeated on Tuesday)** – *Ted Burnes, MPA and Maurine S. Dennis, MPH, MBA*
 5) **Basic Benchmarking: What New Managers Need to Know** – *Susan Cox, CPA*
2:30 pm – 3:15 pm Break in the Exhibit Hall
3:15 pm – 4:15 pm ROUNDTABLES: (select only one)
 1) **Data** 3) **Imaging Center** 5) **New Manager Roundtable: HIPAA/Compliance**
 2) **Federal Affairs/Advocacy** 4) **Hospital Based Practices**
4:30 pm – 5:30 pm CONCURRENT SESSIONS: (select only one)
 1) **Point-Counterpoint: Payor Relations and Practice Profitability: An Oxymoron?** – *Rosemary Broderick, FACHE, Robert E. Gontarek and Ron Howrigan*
 2) **Nationwide Radiology – What Will it Take to Build a 1000 Radiologist Group Practice?** – *Joseph P. White, CPA, MBA, CMPE*
 3) **Diagnostic Imaging – A Comprehensive Approach: Anti-Markup Payment Limitations, IDTF Rules and Their Interplay with Stark and Fraud and Abuse Laws** – *Lisa Ohrin, Esq. and Andrew B. Wachler, Esq.*
 4) **Toxic Behaviors and Incivility in Healthcare: Research Indications** – *Elizabeth Holloway, PhD and Mitchell Kusy, PhD*
5:30 pm – 6:30 pm Networking Reception in the Exhibit Hall

TUESDAY, MAY 25, 2010

- 8:00 am – 8:30 am RBMA Morning Café
8:30 am – 9:30 am CONCURRENT SESSIONS: (select only one)
 1) **Buy In and Buy Out Methods for Radiology Groups and Related Entities** – *Joseph P. White, CPA, MBA, CMPE*
 2) **To Be Par or Non-Par, That is the Question: A Guide to Deciding Whether or Not to Participate with a Managed Care Plan** – *Ron Howrigan*
 3) **Building Successful Radiologist-Administrator Relationships: Advice from the Real World** – *Philip Carmody, MD, Patricia Kroken, FACMPE, CRA and Kip McMillan*
 4) **Toxic Behaviors and Incivility in Healthcare: Practice Indications** – *Elizabeth Holloway, PhD and Mitchell Kusy, PhD*
9:30 am – 10:15 am Break in the Exhibit Hall
10:15 am – 12:00 pm GENERAL SESSION: **Re-Engineering Radiology in an Electronic and Flattened World: Radiologist as Value Innovator** – *Paul Chang, MD*
12:00 pm – 1:15 pm Lunch in the Exhibit Hall
1:15 pm – 2:15 pm ROUNDTABLES: (select only one)
 1) **Hospital Based Practices** 3) **Imaging Centers** 5) **Teleradiology**
 2) **Billing Services** 4) **Toxic Behaviors**
2:15 pm – 3:00 pm Break in the Exhibit Hall
3:00 pm – 4:00 pm CONCURRENT SESSIONS: (select only one)
 1) **Efficiently Dealing with Self Pay, Higher Deductibles and Health Savings Accounts** – *T. Scott Law, CPA and Taylor Moorehead*
 2) **Billing 101: What New Managers Need to Know** – *Christie James, MS*
 3) **Minimizing the Impact of Rising Unemployment on Your Payor Mix and Self Pay Collections** – *Greg Killinger*
 4) **ACR Economics & Legislative Report (Repeat of Monday session)** – *Ted Burnes, MPA and Maurine S. Dennis, MPH, MBA*

WEDNESDAY, MAY 26, 2010

- 8:00 am – 8:30 am RBMA Morning Café
8:30 am – 9:30 am GENERAL SESSION: **Changing Times: How Healthcare Reform will Impact Medical Imaging** – *Robert Maier, BS, CPA*
9:30 am – 9:45 am Break
9:45 am – 10:45 am CONCURRENT SESSIONS: (select only one)
 1) **Radiology Practice Planning and Trend Analysis Key to Economic Success** – *Greg Killinger*
 2) **Denials Management: A Case Study** – *Patricia Kroken, FACMPE, CRA and Jennifer Kroken, MBA*
 3) **Project Management for the New Manager – Your GPS for Success** – *Laura Martin Davis, CNMT, MBA*
10:45 am – 11:00 am Break
11:00 am – 12:00 pm CONCURRENT SESSIONS: (select only one)
 1) **Radiology Resources for New Practice Managers** – *Lori Shore, BS, CPC, RCC*
 2) **Brave New World: Will Your Radiology Group Be Ready for RACs?** – *Edward R. Gaines, III, JD, CCP*
 3) **CMS Accreditation Requirements Under the Medicare Improvements for Patients and Providers Act (MIPPA)** – *Leonard Lucey, JD, LLM*