

# CONFERENCE INFORMATION



**RBMA**

Radiology Business  
Management Association

## 2015 Fall Educational Conference

SEPT. 27-29, 2015 ☆ HILTON AUSTIN ☆ AUSTIN, TEXAS

# Join RBMA in Austin for the 2015 Fall Educational Conference!

The Fall Educational Conference is designed to accommodate higher level learning and in-depth coverage of topics affecting the business of radiology today. What you can expect:

- Less time away from the office – the Fall Educational Conference begins on Sunday afternoon and ends on Tuesday
- Intense learning – a selection of compacted two-hour deep-dive sessions will be offered
- Concentrated buying time – spend time during breaks and receptions in the Exhibit Hall visiting a wide range of booths on display, or make an appointment with a vendor to visit the Exhibit Hall at any time during the conference
- Connecting with colleagues – more time to network during evening receptions and “Lunch on Your Own” on Monday. Take a break from conference cuisine by choosing and experiencing one of the Hilton Austin restaurants or escape to nearby 6th Street for some fresh air and fresh fare!
- Key takeaways – return to the office with valuable, trusted information and strategies to improve your practice’s performance

Join the leading professional organization for advancing the business of radiology for two and a half days of a rich knowledge-based curriculum and collegial camaraderie.



[www.rbma.org/FEC](http://www.rbma.org/FEC)

Register to attend today!

## IMPORTANT DATES FOR ATTENDEES

### Sept. 8, 2015

Deadline to make hotel reservations at Hilton Austin and receive the special RBMA rate.

### Sept. 11, 2015

Early bird registration deadline. Please note that all registrations (online, mail and fax) must be received by 5 p.m. EDT. All registrations received thereafter will be processed at the post-early bird registration rate.

### Sept. 11, 2015

Last date written cancellation will be accepted.

### Sept. 21, 2015

Please note that all registrations (online, mail and fax) must be received by 5 p.m. EDT. All registrations thereafter will be on-site at the on-site rate.

### Sept. 27-29, 2015

RBMA 2015 Fall Educational Conference

RBMA has chosen the following hotel as the official hotel for the 2015 Fall Educational Conference

## Hilton Austin

500 E. 4th St. ■ Austin, TX 78701

The Hilton Austin is surrounded by the city’s most vibrant shopping, dining and entertainment scene. The famous 6th Street Entertainment District, Warehouse District, and 2nd Street District are all within walking distance. Room accommodations offer amazing views of the city and Lady Bird Lake. Savor American cuisine at Liberty Tavern or Finn & Porter. The Skyline Spa & Health Club features a dedicated cardio room, weight room, heated saltwater outdoor lap pool, sauna, steam room and whirlpool. Enjoy Austin’s skyline from the outdoor pool and whirlpool.



RBMA has reserved a limited number of rooms at a special rate of \$239 per night, single or double occupancy. In order to reserve your room, your registration must be processed with an approved payment. After your application has been processed, a confirmation letter will be emailed to you within two business days containing a code with which to reserve your hotel room at the special RBMA rate.\* This special rate is offered until Sept. 8, 2015, based on availability.

*\*Please note that RBMA is not affiliated with any outside hotel room booking organizations. If you are contacted by one of these groups, please disregard as it may be part of a scam. RBMA's hotel room reservation policy outlined above is the only official way to book hotel rooms.*

# CONFERENCE SESSIONS

## SUNDAY, SEPT. 27, 2015

1-2:30 p.m.

### GENERAL SESSION:

#### Health Care's Pursuit of Value: Easier Done Than Said?

*Richard Duszak, MD, FACR, FRBMA*

Value has become the elusive holy grail of health care. Much attention has been focused on "value based purchasing" but value remains yet to be rigorously defined using clinically valid and reproducible metrics. Intended to be both provocative and informative, this session will provide perspectives on how value has been defined in health care (and specifically medical imaging) in the past, and how physicians (and specifically radiologists) can take a leadership role in both their practices and national policy development.

2:45-3:45 p.m.

### CONCURRENT SESSIONS:

#### ■ What's Next for Health Care: A View From Capitol Hill

*Representative Michael C. Burgess, MD*

Congressman Michael Burgess (retired OBGYN) will discuss what health care issues Congress will tackle next now that the SGR has been permanently repealed.

#### ■ Reinventing Radiology: A Vision for the Future

*Richard Duszak, MD, FACR, FRBMA*

This presentation is based on concepts related to the ACR's new Imaging 3.0 initiative and early work of the Harvey L. Neiman Health Policy Institute. Health care delivery and payment systems are clearly changing, and physicians who "get it" and lead that change will prove quite disruptive to others, and be able to profoundly change how care is delivered.

4-5 p.m.

### CONCURRENT SESSIONS:

#### ■ Decoupling Your Imaging Data From Imaging Vendors

*(Repeated Monday at 1:45-2:45 p.m.)*

*Worth Saunders, MHA, FACHE, FRBMA, and Stephen Willis*

The traditional model of housing radiology images in the PACS archive has worked well in the past, but with the proliferation of visible light and other "ology" imaging combined with the influx of value-based reimbursement models, this traditional approach is limited in its usefulness. Enter the vendor neutral archive (VNA), which can allow a facility or

region to control its own data and end the migration cycle forever. At the same time, the VNA allows life cycle management, data governance, and analytical benefits over siloed data.

#### ■ Dancing With the Devil *(Repeated Monday at 10-11 a.m.)*

*Ron Howrigan*

The outcome of contract negotiations with managed care companies directly impacts the financial success of a medical practice. Managed care companies recognize this and are equipped with highly trained negotiators to tip the balance of power in their favor. This presentation is designed to demonstrate how to successfully negotiate managed care contracts using the trade secrets from a former managed care negotiator.

#### ■ Raising Reimbursement: Radiology Specific Bad Debt Recovery Strategies

*Nick McLaughlin*

Reimbursement cuts come from every angle these days, but there is one opportunity to raise reimbursement per service. The fastest growing payors in health care today are the patients themselves. Since many patients do not respond promptly to billing statements, smart account follow up is more important than ever. This session will delve into what it takes to profitably call \$10 accounts, when you should send accounts to collections, and how to lower statement costs with a frequent flyer program.

## MONDAY, SEPT. 28, 2015

8:30-9:30 a.m.

### GENERAL SESSION:

#### The Future of the Health Care Marketplace: Playing the New Game

*Ian Morrison, PhD*

All health care stakeholders must prepare to play a new game in a reformed health system. Organizations and individuals need to be flexible to adjust to additional modifications in the reform agenda, including the push for more widespread reimbursement reform, the growth in transparency and accountability, and the relentless quest for value in health care driven by patients and purchasers. This presentation will focus on the political, economic and strategic context of change in health care, describe the possible scenarios we face and examine how the various players are preparing for the future.

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## Exhibit Hall Hours

### Sunday, Sept. 27, 2015

4-5 p.m.

**New Member and First Time Attendee Reception in the Exhibit Hall**  
*(by invitation only)*

5-6:30 p.m.

**Exhibit Hall Grand Opening**

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### Monday, Sept. 28, 2015

8-8:30 a.m.

Breakfast in the Exhibit Hall

9:30-10 a.m.

Break in the Exhibit Hall

4-5:30 p.m.

**Networking Reception in the Exhibit Hall**

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### Tuesday, Sept. 29, 2015

9-9:45 a.m.

Break in the Exhibit Hall

Noon-1:30 p.m.

**Networking Lunch and Exposition in the Exhibit Hall**

10 a.m.-12:15 p.m.

**DEEP DIVE SESSIONS:**

■ **Radiology Coding in a Post ICD-10 World**

Even with a comprehensive ICD-10 plan and solid preparation, much could still go wrong after the ICD-10 compliance date. Coding could go slower than expected. Edits may be more abundant than normal. Payors could deny more claims than anticipated. Case volume could be higher than planned. Or you just may not get the results that your leaders expect. Changes made for ICD-10 implementation can't just be "set and forget." Practices will need to pay extra attention to revenue and compliance issues, and have a plan in place to address gaps. Learn how to utilize your data to recognize ICD-10-related problems, how to identify solutions, and how to determine when to apply training and/or staffing resources.



■ **Reset the Clock: Practical Employee Relations for Leaders (Part 1)** *Michael Mirarchi, JD*

A continuing challenge facing employers is staying litigation-free. Compliance training programs are necessary, but only a partial solution. As a result of losing more lawsuits than they won after the EEO laws came into effect, employers adopted compliance training programs and began to see a decline in the number of lost lawsuits. The shortcoming of compliance training programs is that they focus almost exclusively on "what not to do." Through role playing, situational scenario training and case studies, this highly engaging session provides a leadership framework that concentrates on what matters: Attendance – Performance – Conduct.

10-11 a.m.

**CONCURRENT SESSIONS:**

■ **Radiology Economics and RADPAC Update**

*(Repeated Tuesday at 1:30-2:30 p.m.)*

*Ted Burnes, MPA, and Michael Mabry*

This session will cover current economic issues and will identify future trends relating to payment policies. Topics will include payor interactions, coding, and the latest regulatory and legislative updates impacting imaging reimbursement.

■ **Hospital Based Practices Roundtable**

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

■ **Dancing With the Devil**

*(Repeat of Sunday 4-5 p.m. session)*

11:15 a.m.-12:15 p.m.

**CONCURRENT SESSIONS:**

■ **The Miracle of Breast MRI** *David Strahle, MD*

Breast MRI has been used to define the extent of breast cancer only after initial identification by mammograms. Our research used breast MRI to determine the presence of occult cancers missed by mammograms and identified those cancers up to six years earlier than mammography. As the result of our research, the first insurance carrier in the nation began paying for annual screening breast MRIs for all women with dense breast tissue with estimated savings across eight major financial categories due to super-early detection.

■ **Value Innovation Lab**

Radiology practices are pursuing various ways to demonstrate their value to health systems, hospitals, referring physicians, and patients. This session will showcase the value initiatives submitted in response to RBMA's "Call for Value." This highly interactive session will feature brief case studies from those who have successfully implemented new processes aimed at demonstrating value and the results achieved.

■ **Safeguarding Against Health Care Cybersecurity Threats** *Zal Azmi*

Protecting against cyberattacks has emerged as one of the most significant challenges of this century and is one that affects nearly all of us in a myriad of ways, from personal information protection to national security concerns. The impact of these new threats can be devastating, as many health care organizations struggle to find the most appropriate proactive remedies for mitigating, preparing for, responding to, and recovering from the potential destruction of hackers and cyber criminals.

1:45-4 p.m.

**DEEP DIVE SESSIONS:**



■ **What Metrics Should a Radiology Practice Measure, to Determine the Effectiveness of Its RCM Solution?** *T. Scott Law, CPA*

In this course, radiology practice leaders and administrators will achieve a basic understanding of the capability and inter-

operability that a sound revenue cycle management (RCM) solution can provide, to ensure they are analyzing and measuring appropriate silos of practice data in order to get the most out of their revenue. It will not only focus on metrics critical to a practice's financial health, but will also discuss the importance of business intelligence solutions that put analytic capabilities and digital data dashboards at the fingertips of radiology administration.

■ **Reset the Clock: Practical Employee Relations for Leaders (Part 2)**

*Michael Mirarchi, JD*

The second half of this highly engaging program continues the conversation regarding preventing, rather than resolving, employee legal problems. A significant portion of this session will be dedicated to allowing attendees to pose their toughest employee challenges to the speaker. Leaders who know what to do and how have a significant advantage in avoiding lawsuits over those who don't!

1:45-2:45 p.m.

**CONCURRENT SESSIONS:**

■ **Strategic Planning for Radiologists: Proactive Strategic Planning for Challenging Times**

*Robert Maier, CPA*

This program is presented to help practice leaders, radiologists and their practice managers focus on the strategic planning aspects of the business of radiology in order to position their practice and relationships for continued success in the near term (one to two years) and further develop its resources for the mid-term (three to five years). All radiology practice administrators should have an understanding of the key components that make up strategic planning so as to provide support and understanding of the steps that will need to be taken by successful practices.

■ **Decoupling Your Imaging Data From Imaging Vendors**

*(Repeat of Sunday 4-5 p.m. session)*

■ **Clinical Decision Support: Standardized Processes for 2017 Deadlines** *Julie Pekarek*

In March 2014, as a part of the Protecting Access to Medicare Act (PAMA), new legislation was enacted to mandate the use of Clinical Decision Support for advanced imaging. Because

the act also delayed ICD-10 and the SGR, this component may have been overlooked. However, it will have a dramatic effect on the current imaging ordering process. This session will explain both the legislation and the progress made to date on ensuring that providers are ready to implement it.

3-4 p.m.

**CONCURRENT SESSIONS:**

■ **Hospital Contracting in an Era of Realignment**

*(Repeated Tuesday at 9:45-10:45 a.m.)*

*Thomas Greenson, JD, and Paul Pitts, JD*

Radiology is at a crossroads with increasing economic and competitive pressures. Hospitals are requesting new terms and express commitments in their professional services agreements that are designed to ascertain and document high quality, efficient services while achieving patient and physician satisfaction. This session will focus on hospital-radiology group alignment and contracting in an era of value-based relationships. We will explore various models of alignment and specific contracting terms and issues.

■ **Do More With Less: Data Technology Success Strategies for Radiology Groups**

*(Repeated Tuesday at 1:30-2:30 p.m.)*

*Eric K. Jones, CPA, and Jeff Maze, MBA*

Radiology is a mature business market that is currently witnessing consolidation, erosion of profit margins and commoditization. However, at the same time the radiology industry is experiencing unprecedented pressure, practices have access to evolving technology that can produce abundant, powerful data. This session will teach practices strategies to marry data across the organization's various systems to produce meaningful, actionable information that is paramount for achieving greater focus, execution, brand value and service.

■ **Strength Not Size: Create an Effective Digital Footprint**

*Kim Longeteig, FRBMA*

Do you question where your customers are engaging online content and what your group has to offer that fits that space? Learn how to combine good ol' fashioned hard work and marketing with the top tactics for increasing the depth and strength of your digital footprint. With an effective digital strategy, your group will build relationships, become valuable and remarkable, and worthy of publishing.

**TUESDAY, SEPT. 29, 2015**

8-9 a.m.

**GENERAL SESSION:**

■ **Re-Engineering Radiology to Optimize Value Innovation: The Return of the "Doctor's Doctor"**

*Paul Chang, MD*

Radiology practices have benefited from the adoption of electronic-based information technology, especially with respect to practice efficiency. However, electronic tools, such as PACS, RIS and speech recognition (along with their associated workflow), are still relatively immature and arguably support only commodity-level capability. Accordingly, these technologies can and have been exploited to commoditize and outsource radiology services. There is a critical need for a new generation of "meaningful innovation" in radiology IT that will allow radiology to maximize value to patients and other stakeholders throughout the enterprise. Radiologists must be value innovators who maximally leverage information technology to ensure their relevance and value to patient care through measureable improvements in quality, efficiency, and safety.

9:45 a.m.-noon

**DEEP DIVE SESSION:**

■ **Building on the Basics: A Microsoft Excel® Workshop for Health Care Professionals**

*Nate Moore, CPA, MBA, FACMPE*

Microsoft Excel is a powerful spreadsheet program used by medical practice managers across America to evaluate practice data, understand trends and act on opportunities. This workshop is a basic introduction to Excel focusing on medical practice applications. Learn several ways to import your data, practice a variety of ways to analyze your data, and see several ways to extract your data. Sample medical practice data will be used to introduce dozens of shortcuts, tips and tricks to use Excel faster and more reliably. Discover amazing shortcuts that can be implemented immediately that will save time each week. To follow along with the examples, participants are encouraged to bring their laptops with Excel 2007, 2010, or 2013 installed.

9:45-10:45 a.m.

**CONCURRENT SESSIONS:**

■ **Hospital Contracting in an Era of Realignment**

*(Repeat of Monday 3-4 p.m. session)*

■ **Imaging Centers Roundtable**

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

■ **Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) and Its Impact on the Future of Radiology Reimbursement**

*Robert J. Kebbekus, MBA, CHBME*

While there was a moment of celebration when MACRA was signed into law and permanently repealed the sustainable growth rate (SGR) formula that had threatened physician payments on an annual basis, it also created 2019 deadlines related to government efforts to reward quality in health care. How will radiology fit into these value-based incentives? Attend this session and find out!

■ **ICD-10: After the Implementation**

*(Repeated 11 a.m.-noon)*

*Melody Mulaik, PCS, FCS, CHC, CPC-H, RCC*

This session will address the new challenges that will arise after the implementation of ICD-10 on Oct. 1. Payor rejections and denials as well as new edits, documentation challenges and more will be reviewed so that attendees can return with a checklist to validate their processes and educate their staff and stakeholders.

11 a.m.-noon

**CONCURRENT SESSIONS:**

■ **Be the Most Valuable Resource in Your Practice!**

*Michael Mabry*

Practices need to make operational decisions based upon the most recent and reliable data available. RBMA is here to help you furnish your practice with the data it desperately needs! Attend this session to learn about RBMA's data warehouse and how easy it is to input and extract data in order to be the most informed radiology professional possible.

■ **Optimizing Radiologist Efficiency With Radiologist Coordinator Support Models**

*Charles McRae, MBA*

The pressure for radiologists to be efficient is at an all-time high due to decreases in reimbursement across modalities. As a result, many groups have begun investigating ways to add capacity without hiring additional partners. The radiologists' day can be filled with non-value added work answering

and placing phone calls, searching for referring physicians as well as paperwork and additional study views. A well-executed radiologist coordinator program can reduce this non-value added time significantly and get your physicians back to their most meaningful work – reading exams and providing consultative services to referring physicians. In this roundtable session, two operational leaders from separate and private radiology practices will each share their unique radiologist coordinator business models, their “lessons learned” and entertain questions from the audience.

■ **Meaningful Interoperability and the Business of Imaging** *Steven Tolle*

Relying on imaging expertise is no longer enough for radiologists to succeed. Health care is becoming big business, where imaging specialists must follow sound strategies for their practice, incorporating available technologies to automate their operations. Now is the time to address your referral challenges to grow your business without disrupting patient care. Attend this session to learn how to increase both physician referrals and facility efficiency to improve your bottom line.

■ **ICD-10: After the Implementation**

*(Repeat of 9:45-10:45 a.m. session)*

1:30-3:45 p.m.

**DEEP DIVE SESSION:**

■ **Business Intelligence and Custom Reports for Medical Practices**

*Nate Moore, CPA, MBA, FACMPE*

Are you trying to run your practice like a business but struggling to get the information you really need to make good business decisions? Discover three built in SQL Server Business Intelligence (BI) tools to really take your practice analytics to the next level. Combine all three SQL BI tools to analyze, combine and distribute critical practice data throughout your practice in a variety of powerful and exciting new ways.

This deep dive session will include a live demonstration of several models to create interactive, customized reports for your practice. Learn how to connect those Excel reports to SQL Server so that when the data in SQL Server change, the reports and charts automatically update every time Excel is opened. See a demonstration of SSRS and learn how to schedule email alerts and create Web pages that show just what you need to know when you need to see it.

1:30-2:30 p.m.

**CONCURRENT SESSIONS:**

■ **MVrP – Most Valuable Radiology Practice: The Practical Guide to Imaging 3.0**

*Mark Bernardy, MD*

By this time most, if not all, radiology business managers are aware of the drive to move radiology from a volume to value based model. And most people would agree that infusing value into radiology will not only benefit patients, but will result in operational improvements as well. But how do you really make the move from volume to value? While there's no universal blueprint, having an understanding of the impact on the clinical, physician, administrative and leadership components of a practice will ensure the best chance of success.

■ **Billing Services Roundtable**

A roundtable is an opportunity for discussion and Q&A with colleagues on a focused topic.

■ **Radiology Economics and RADPAC Update**

*(Repeat of Monday 10-11 a.m. session)*

■ **Do More With Less: Data Technology Success Strategies for Radiology Groups** *(Repeat of Monday 3-4 p.m. session)*

2:45-3:45 p.m.

**CONCURRENT SESSIONS:**

■ **Executive Idea Swap**

This session is for experienced practice management professionals who are interested in a high level exchange of ideas, thoughts and suggestions.

■ **Data-Driven Financial Management: How to Crunch the Numbers and Crush Your Practice Performance Goals**

*Sandy Coffta*

Billing systems and EHRs can generate massive amounts of data about practice performance. The challenge is how to convert that barrage of numbers into actionable information. Looking at individual data points in a vacuum can be misleading, but putting the pieces together can point out opportunities to improve your bottom line. This presentation is designed to help experienced practice management professionals understand key performance metrics that they need to consider and

find meaningful correlations and patterns within the numbers. Recent case studies from radiology practices will be included, highlighting some of the hidden opportunities to break through troublesome revenue challenges.

■ **Managing the Self-After Patient Population Can Improve Collections in Your Practice**

*David Johnston*

There is a growing category of self-pay patients whose individual contributions to their insurance have increased, and therefore paying their bills after services are rendered has become too difficult. The responsibility of the “self-after” patient has taken a sharp increase – by as much as 40 percent – and many of these patients are now seeing the same rate as uninsured patients, in spite of being insured. The increase in patient responsibility with self-after patients is a relatively new phenomenon that has caught many radiology practices off guard, especially in their collections efforts. Hospital-based providers in particular have not been accustomed to educating insured patients about their plan coverage and given the amount of money at stake, radiology groups are learning that change must come rapidly to accommodate this new payment population.

## CONTINUING EDUCATION

RBMA is pleased to offer the following continuing education credits for this program:

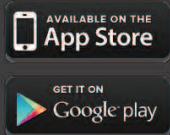
- AAPC CEUs
- ACHE Qualified Education credit (non-ACHE)
- Category A CE Credits
- NASBA CPE
- RBMA Continuing Education
- RCC Credits Toward Recertification

Visit [www.rbma.org/fec](http://www.rbma.org/fec) for the most up-to-date information regarding continuing education credits.

## The RBMA Fall Educational Conference App

Accessing conference information is easier than ever and at your fingertips! The RBMA meeting app offers the following benefits:

- Create a personalized agenda with a few simple taps of your mobile device – before you get on-site
- Improved profiling allowing attendees to connect with others based on interests, professional titles, and more
- Push notifications from exhibitors offering special incentives
- Activity feed with conference attendees' comments and check-ins
- Gamification of the app allowing users to earn badges and points for the completion of specific actions. RBMA will award attendees who have earned the most points with prizes.



MOBILE APP SPONSORED BY



The app will be available for download through the Apple Store and Google Play before the conference. Watch your inbox for details and be sure to add the Fall Educational Conference app to your preferred device to get the most out of your conference experience.

An HTML version of the app is also available for download to Windows and Blackberry devices as well as laptops.

## Social Media

### Follow the Fall Educational Conference on Facebook



“Like” RBMA on Facebook and then post on our Facebook wall! Find out who is attending and start networking early. Watch for real-time conference coverage on Facebook and tag yourself in our daily photos!

### Tweet About Us



Use hashtag **#rbmafec15** to let others in the radiology community and beyond know about the Fall Educational Conference! Encourage colleagues to join you at the conference. Track everyone's tweets at [hashtag.org](http://hashtag.org).

## CONFERENCE REGISTRATION

### REGISTRATION FEES

Full registration includes two and a half days of educational sessions, light continental breakfasts, Tuesday networking luncheon, refreshment breaks and evening receptions on Sunday and Monday.

	By Sept. 11 5 p.m. EDT	By Sept. 21 5 p.m. EDT	On-site
<b>RBMA Member</b> .....	\$760	\$840	\$940
<b>Additional RBMA Member</b> .....	\$695	\$775	\$875
<b>Non-Member*</b> .....	\$980	\$1,060	\$1,160
<b>Guest Reception-Only</b>			
Sept. 27/28 evening receptions only .....	N/C first / \$25 each additional		
<b>Exhibit Hall Grand Opening Pass</b>			
Sept. 27, 5-6:30 p.m. ....	\$75		

\*Includes RBMA membership from Oct. 5, 2015, through Dec. 31, 2015. Previous year members do not qualify.

### HOW TO REGISTER

Visit [www.rbma.org/fec](http://www.rbma.org/fec) to register in one of two ways:

1. Complete the online registration form
2. Download the attendee registration PDF and either:
  - Mail to: 10300 Eaton Place, Suite 460, Fairfax, VA 22030
  - Fax to: 703.621.3356

### REGISTER EARLY AND SAVE!

Registrations received on or prior to **Sept. 11, 2015**, will save \$80!

### QUESTIONS?

Contact RBMA at 888.224.7262 or email [info@rbma.org](mailto:info@rbma.org).



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\*At time of publishing.