

10% Increase in Attendance over 2012 Event Demonstrates the Heightened Need for Clarity in a Time of Complex Legislative and Regulatory Issues

ORANGE COUNTY, Calif., Oct. 1, 2013 /PRNewswire-USNewswire/ -- Recognized as the most influential healthcare revenue and management services association in the nation, the Healthcare Billing & Management Association, HBMA (www.hbma.org)

), announced the successful conclusion of its Fall Conference for medical billing professionals, held

September 18-20, 2013

at Caesar's Palace Hotel in

Las Vegas

. This year's conference, which focused on the legislative and regulatory issues faced by today's revenue cycle management professionals, saw an attendee increase of 10 percent over last year's event.

The opening keynote featured Steve Rizzo, author, television star and Fortune 500 presenter, who showed attendees how to "SHIFT" focus to increase productivity, improve enthusiasm and achieve new levels of success.

Additional highlights of the conference included a presentation by John Boland, managing director, Navigant Healthcare on "Evolving Physician Reimbursement and the Billing Company." The session investigated pertinent market trends and provided attendees with best practice advice to position their provider clients for future success.

Bill Finerfrock, senior vice president, health policy, Capitol Associates presented his ever-popular "Washington Update." During the session, HBMA's director of government affairs provided up-to-the-minute updates on pending legislation and regulations affecting the medical billing community.

Other important topics crucial to healthcare addressed at the HBMA conference included

sessions on practice revenue cycle analysis, technology advances, the role of billing companies in Medicare, Medicaid and third-party payor audits, successful ICD-10 implementation, administrative simplification, EHR incentive programs and more.

During the first day of the conference, the association presented a donation to representatives of Three Square, the event's chosen local charity. Three Square provides more than 18.8 million meals per year for hungry Americans. To learn more about how to support their efforts, visit www.threesquare.org.

HBMA President, Jud Neal, CHBME opened and concluded the conference with his remarks.

About HBMA

HBMA is a key stakeholder in the \$38 billion physician revenue cycle management industry, and represents more than 30,000 employees at well over 700 third-party medical billing firms and first-party billers. Every year, HBMA members submit more than 350 million initial claims on behalf of both hospital and office-based physicians, and other allied healthcare providers.

SOURCE Healthcare Billing & Management Association