

2024 ACR-RBMA Practice Leadership Forum

RBMA Update

Kit Crancer, President, RBMA



American College
of Radiology™
Radiology Leadership Institute



Radiology Business
Management Association

Faculty



Christopher "Kit" Crancer

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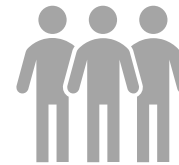
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Inside and outside the beltway
initiatives to further our efforts



RPAN/MITA 2023 Medicare Beneficiary Survey

- Survey Conducted by Remington Research Group.
- Survey conducted October 6 through October 11, 2023.
National survey sample consists of 1,023 Americans. Margin of Error is +/-3% with a 95% level of confidence. Totals do not always equal 100% due to rounding.

Q4: Centers for Medicare and Medicaid Services (CMS) have proposed significant cuts to Medicare payments to doctors. In the coming years, some medical specialties may face 10 percent cuts or more.

This comes at a time of rising personnel costs, supply shortages and patient backlogs. Please select the response below that most accurately describes your level of concern.

- *Extremely concerned: 49%*
- *Somewhat concerned: 31%*
- *Not concerned at all: 11%*
- *I would need to know more: 9%*

Bottom Line: *“80% of Americans (84% of women) are concerned about reimbursement cuts to doctors”*

Q10: Do you believe women should receive screening mammograms for free, but then be forced to pay over \$1,000 for diagnostic mammograms and follow-up imaging to diagnose potential cancer?

- *Yes: 19%*
- *No: 62%*
- *Not sure: 20%*

Q11: Should cancer survivors be asked to pay more for their annual mammograms?

- *Yes: 4%*
- *No: 88%*
- *Not sure: 9%*

Bottom Line: Between 80 and 90% of Americans believe the surprise coverage gap between screening and diagnostic mammograms should be closed

Q12: Do you agree or disagree with the government's proposal to pay healthcare providers less for women's annual mammograms and other lifesaving imaging services?

- *Agree: 10%*
- *Disagree: 74%*
- *Not sure: 16%*

Q13: Do you agree or disagree with the government's proposal to pay healthcare providers less for your Medicare services?

- *Agree: 9%*
- *Disagree: 76%*
- *Not sure: 15%*

Bottom Line: *"Americans overwhelmingly oppose reimbursement cuts to imaging services"*

Q14: Do you believe that cutting payments to healthcare providers for Medicare services is equivalent to a Medicare cut?

Agree: 53%

Disagree: 24%

Not sure: 23%

Q15: Do you believe the government should be investing more in health care services including lifesaving diagnostic imaging like mammography?

Agree: 73%

Disagree: 11%

Not sure: 16%

Bottom Line: *“Most Americans agree cuts to Medicare providers are equivalent to Medicare cuts, and nearly three quarters believe we should be investing more into diagnostic imaging.”*

Q16: The Centers for Medicare & Medicaid Services' (CMS) defines health equity as the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, and other factors that affect access to care and health outcomes. Do you believe everyone deserves access to health equity?

Yes: 76%

No: 12%

Not sure: 12%

Bottom Line: *“Over three quarters of Americans believe every American should have access to health care services regardless of geography or individual characteristics.”*

Q17: In the past two years, have you experienced any of the following barriers to access for imaging care? [Select all that apply, verbatim only]

Closure of doctor's office or imaging center: 14%

Having to travel farther for imaging care: 13%

Longer times to schedule imaging care: 16%

Longer office wait times in to receive imaging care: 6%

Longer times awaiting results of imaging exams: 3%

Last-minute cancellation or rescheduling of imaging exams: 3%

Other/none [CAPTURE VERBATIM]: 45%

Bottom Line: *Nearly half of Americans have experienced delays or impediments to receiving vital diagnostic imaging services over the past two years*

Mammography coverage mandate success

- Earlier this year, RBMA partnered with the Komen Foundation and others to introduce legislation mandating that “diagnostic” mammography be covered for patients at no co-pay or cost sharing to patients needing more than a “screening” mammogram
- 12% of women are called back for a “diagnostic” test following a “screening” mammogram, but the Komen Foundation estimates that the cost of a “diagnostic” mammogram results in nearly 20% of patients simply skipping their test altogether

We’ve helped to pass bills in the following states:

- Maryland
- Minnesota
- Missouri
- Tennessee
- Washington State
- Maine
- Oregon
- Delaware

We have legislation pending in the following state(s):

- Wisconsin
- California - **vetoed**

FIND Act – Our state legislation is being mirrored at the federal level via the bipartisan FIND Act.



Closing the coverage gap: How to empower patients in mammography



Kit Crancer, Bob Still | July 10, 2023 | Radiology Business | Policy & Regulations



Christopher "Kit" Crancer, RBMA president

“But my mammograms have always been free!” reply frustrated patients across the United States. Their frustration is justified: They’ve just been referred for an expensive “diagnostic” mammography test following an initial

Diagnostic services could be provided free of charge after initial mammogram

By Tessa Pieper

February 9, 2023 5:11 PM

One in eight women will get breast cancer. It is the most common cancer found in women, though it affects men as well. [HF390](#) seeks to assist in early diagnosis and, ultimately, save lives. Sponsored by [Rep. Patty Acomb](#) (DFL-Minnetonka), it would require Medical Assistance, MinnesotaCare and other health plans to cover any additional diagnostic services after a mammogram to ensure a complete breast cancer screening. The House Health Finance and Policy Committee approved the bill, [as amended](#), and referred it to the House State and Local Government Finance and Policy Committee. The amendment specifies that certain enrollees must meet their deductible first. “The importance of early detection is reflected in the requirement by the Affordable Care Act to include breast cancer screening as an essential health benefit at no cost to patients,” Acomb said. The only problem is that for a small percentage of people, the initial mammogram is inconclusive, Acomb continued. Those patients need additional testing with large copays ranging from several hundred to over a thousand dollars.



Americans Agree: Cuts to Medicare Providers *ARE* Medicare Cuts.

Tell Congress and CMS:

“Don’t Cut Doctors
especially for those who need it most”

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Education

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Opportunities for everyone in the radiology practice, from C-Suite executives, to billing managers and marketers, operations team members and radiology coders.

RBMA has something for everyone.



RBMA *Upcoming Webinar*



January 30, 2024

**Lean Radiology: Efficiency
and Waste Reduction**

*Presented by Nicole Dhanraj, PhD,
SHRM-SCP, CPPS, GPHR, PSM1*

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RBMA.org/webinars

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- **Dynamic Skill Representation:** Digital badges visually represent skills with metadata, providing a comprehensive view beyond traditional credentials.
- **Recognition of Diverse Skills:** Digital badges acknowledge a range of skills, promoting a holistic understanding beyond formal education.
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ADDITIONAL PROGRAMMING

- **SPARK** Radiology Marketing Webinars, Virtual Discussion and Virtual Workshops
- **Coding Academy Series** – Spring, Summer and Fall
- **SYNC** – AI and Innovation Conference – Fall 2024
 - Westin Alexandria, Va. - Oct. 6-8, 2024

RBMA YEAR-ROUND CALL FOR SPEAKERS

RBMA looks for qualified speakers all year round. Submit your information to be added to our **RBMA Chapters** and **Webinars** Topic Bank.



Scan the QR Code to complete the submission form. We're looking for fresh insights, future-focused perspectives, and deep dives into radiology's ongoing transformation. Sign up to speak today!

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Tools that further your radiology practices, creating efficiencies, low-cost options specific to healthcare, and benchmarking data.



2023 RBMA Compensation Survey is now available!

Get comprehensive data on income, benefits, and various forms of compensation for high-level positions during the 2022 calendar year.



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A/R Data

- 2024 A/R Survey Opening in February ▶ 2455
- Collecting 2023 Data
- Participating Practices Receive the Results FREE

Community

STRATEGY

Building a network of professionals with similar challenges, goals, and creative solutions to problems.

Aligning with organizations that further the RBMA's mission and vision.



RBMA CONNECT

members-only
community





Join Us for the Next Episode

January 25, 2023 / 1 p.m. ET

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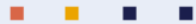
Get recognized among your industry peers! Submit an entry for the 3rd Annual RBMA RAD Honors Awards!

Submission Deadline: Feb. 28, 2024

[RBMA.ORG/RAD_HONORS](https://rbma.org/rad_honors)

RBMA is a proud member of the Radiology Health Equity Coalition

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COMMIT TO ACT

EMPOWERING WE

We see a need to positively impact health care equity in radiology

While disparities and inequities in health care have been evident for many years, the COVID-19 pandemic has magnified the disproportionate numbers of people of color and rural residents in the U.S. affected by barriers to care, and we are coming together to do something about it. Will you join us?

COMMIT TO ACT

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PLEDGES



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Thank You

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