



## In the NEWS at PBS



We are thrilled to welcome our newest clients!

Breast Imaging Radiologists,  
*Long Beach, California*

*-AND-*

*Innovative Medical Imaging,  
Twin Falls, Idaho to PBS!*



## PBS NEWS

### Security Commitments to Our Clients Continue

May 2023 Press Release:  
PBS Radiology Business Experts  
Receives SOC 2 Type II  
Attestation.

*Independent Audit Verifies PBS's  
Internal Controls and Processes.*

PBS, a national revenue cycle management company exclusive to radiology, announced that it has completed its SOC 2 Type II audit, performed



*"We take the security of our client's data very seriously. SOC 2 compliance requires organizations to establish and follow strict information security policies and procedures,*

by KirkpatrickPrice.

This attestation provides evidence that PBS has a strong commitment to security and to delivering high-quality services to its clients by demonstrating that they have the necessary internal controls and processes in place.

A **SOC 2 audit** provides an independent, third-party validation that a service organization's information security practices meet industry standards stipulated by the **AICPA**. During the audit, a service organization's non-financial reporting controls as they relate to security, availability, processing integrity, confidentiality, and privacy of a system are tested. The SOC 2 report delivered by KirkpatrickPrice verifies the suitability of the design and operating effectiveness of PBS's controls to meet the standards for these criteria.

"The SOC 2 audit is based on the Trust Services Criteria," said **Joseph Kirkpatrick**, President of KirkpatrickPrice. "PBS delivers trust-based services to their clients, and by communicating the results of this audit, their clients can be assured of their reliance on PBS's controls."

*encompassing the security, availability, processing, integrity, and confidentiality of customer data.*

*For PBS, having SOC 2 compliance demonstrates that we maintain a high level of information security, thus limiting our exposure to external risks. The SOC 2 audit process requires a significant allocation of time and resources, in addition to a considerable financial investment from PBS, but given the growing number of threats we encounter daily we feel it is our duty to protect our client's data to the best of our ability, and this is our commitment to do so." **Shay Kelly**, Executive Director of IT at PBS*



**Shay Kelly**  
*Executive Director of IT*

## **PBS Appoints New President to Lead National Growth Strategy**

We are very pleased to announce the appointment of **Nicole Jones-Gerbino** as the new President of PBS to lead the company's next phase of growth.

Nicole succeeds Claudia Dwyer, who successfully led company initiatives for

the past decade. As the new President, Nicole will oversee PBS's strategic direction, operational excellence, and national expansion efforts. Nicole will continue to work closely with our teams and clients, fostering a culture of innovation, collaboration, and dedication to the business of radiology. Claudia remains an owner and member of the board at PBS.



See Full Press  
Release

PBS looks forward to sponsoring and/or attending the following fall 2023 events:

- Mid-Atlantic RBMA Inaugural Chapter Meeting  
September 21st-22nd, in Annapolis, Maryland
- Tennessee RBMA Chapter Meeting  
September 28th-29th, in Franklin, Tennessee
- RBMA SYNC Conference  
October 15th-17th, in Alexandria, Virginia
- Oregon RBMA Chapter Meeting  
October 28th, in Portland, Oregon



If you're attending any of these events our team will be on-site. We look forward to connecting with you!

To connect, contact:

Kara Connor, *Executive Director of Business Development*, [kconnor@pbsradiology.com](mailto:kconnor@pbsradiology.com) or 775-420-3513.

**RBMA**  
2023 CORPORATE PARTNER

In an **RBMA Bulletin Publication**

Kara Connor

*PBS Executive Director of Business Development*

Highlights the power of servant leadership and the daily actions conscious leaders demonstrate that inspire their team to do the

same. For this and the full leadership publication...

If an RBMA member, access the full bulletin here.

[Read Full Bulletin Here](#)

If not an RBMA member, access the article here.

[Unleashing the Power of Servant Leadership](#)

**PBS is celebrating milestone anniversaries!**



**Landi Marriott**  
Executive Director of  
Implementations  
**20 Years With PBS**



**Billie Jo Carver**  
*Regional Revenue Cycle Manager*  
*Corvallis, Oregon Office*  
**20 Years With PBS**



**Laura Manser**  
Coding Manager  
**23 Years With PBS**



**Ingrid Moore**  
*Regional Revenue Cycle Manager*  
*Maestro Sierra, Nevada Office*  
**23 Years With PBS**

## RESOURCE GUIDES

On July 13, 2023, the Centers for Medicare & Medicaid Services (CMS) issued a proposed rule that announces and solicits public comments on proposed policy changes for Medicare payments under the Physician Fee Schedule (PFS), and other Medicare Part B issues, effective on or after January 1, 2024.

### [2024 Medicare Physician Fee Schedule Proposed Rule](#)

Several changes proposed to the 2024 Quality Payment Program will present challenges for radiologists to meet the rising performance threshold and avoid negative Medicare payment adjustments.

## 2024 Quality Payment Program Proposed Rule Changes

2024 Medicare Physician Fee Schedule Quality Payment Program  
Policy Overview: Proposals and Requests for Information

## 2024 Quality Payment Program Policy Overview

Did you know? PBS offers expanded professional services  
for interim and fractional needs...

### Practice Management

- Strategic Planning
- Practice Consulting
- Fractional/Admin Services
- Payor Contracting Support

### Billing and RCM

- Client Service
- Patient Customer Service
- Quality Reporting/MIPS
- Business Intelligence
- RCM Support Services

### Software Solutions

- Analyze Utilization
- Maximize Performance
- Initial Installation Support
- Coaching and Staff Training

Questions? Looking for a free analysis?  
Go to [pbsradiology.com](https://pbsradiology.com) for more information.

## INDUSTRY NEWS

### We encourage you to Participate in the AMA Physician Practice Information Survey

We wanted to bring your attention to an *important physician practice survey being conducted by the American Medical Association (AMA)*.

The AMA has launched the Physician Practice Information (PPI) Survey to gather updated data on physician practice expenses and hours. This survey is supported by over 170 healthcare organizations, including the Radiology Business Management Association (RBMA) and American College of Radiology (ACR).

Your participation is critical to provide accurate information to policymakers and the Centers for Medicare & Medicaid Services (CMS) on current radiology practice costs. The data will be used to update Medicare fee schedules and relative value units.

Please watch your email for an invitation from [PPIsurvey@mathematica-mpr.com](mailto:PPIsurvey@mathematica-mpr.com) and respond if your practice receives one.

The deadline is September 1.

*This is a prime opportunity for the radiology community to shape future payment policy. Please take part in this important survey. Let us know if you have any other questions.*

[info@pbsradiology.com](mailto:info@pbsradiology.com)

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### **Radiology Societies Issue 'Call to Action' Against Looming Threat to Physician Offices' Financial Viability**

Radiology societies issued a "call to action", urging the specialty to help fight a looming threat to physician offices' financial viability.

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### **Members of Congress Introduce Bill Requiring All Medicaid Programs to Cover Lung Cancer Screening**

Bipartisan members of the U.S. House have introduced legislation requiring all state Medicaid programs to cover lung cancer screening for eligible enrollees.

[READ MORE](#)

### **American College of Radiology Opposes US House Bill Aimed at Increasing Imaging Price Transparency**

The American College of Radiology on Wednesday said it opposes proposed legislation requiring hospitals and other providers to disclose the consumer's upfront cost for X-ray, MRI, CT and other exams.

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### **American Medical Association Issues CPT Code For AI-Based Brain MRI Software**

The American Medical Association has issued a new CPT code for an artificial intelligence-based brain MRI software tool, the product's developer announced recently. Icometrix said the current procedural terminology code covers its FDA-cleared quantification software, "creating a path to reimbursement."

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### **UnitedHealthcare Eliminating Prior Authorization for More Than 60 Radiology Services**

The nation's largest commercial insurer is eliminating prior authorization requirements for more than 60 radiology services beginning next month.

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### **Radiology the 3rd Most Sought-After Specialty Among Healthcare Employees**

Radiologist is the third most sought-after physician specialty among healthcare employers, according to a new report from recruiting firm AMN Healthcare.

[READ MORE](#)

## Rising Patient Volumes and Staffing Challenges: 7 Takeaways From a New Salary Survey of Radiologists, Techs, and Administrators

Hiring challenges, swelling patient volumes and burnout continue to impact individuals at all levels of the imaging team, according to new survey data gathered by Radiology Business.

[READ MORE](#)



[Visit Our Website](#)

An **experienced** team of radiology-focused **experts** includes former radiology practice leaders *who have been where you are* and understand that **experience** matters.

Questions, feedback?

Contact us:

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-OR-

775-420-3513

**PBS RADIOLOGY BUSINESS EXPERTS**

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