



In the NEWS at PBS

Did you know that PBS provides consulting, interim leadership & RCM services *exclusively* to Radiology?

- Interim CEO & Administrator Services
- Fractional Services: Filling Role Gaps
- Strategic Planning & Practice Aggregation/Growth
- *ImagineSoftware* Consulting From Recognized Experts
- Payor Contract Analysis & Negotiation Support
- Administrative Services: Accounting, Payroll, & Benefit Management

Experience Matters

Do your partners come from a radiology practice leadership background, or are they lifelong vendors?

We have been where you are, and we leverage that experience to the fullest for our clients.

RESOURCE GUIDE(S)

PBS is committed to supporting our clients with ongoing documentation improvements. Please review the following.

[Ultrasound Guidance for Vascular Access](#)

"The alternative payment models to traditional Fee for Service reimbursement are here to stay. Payors are increasingly complex in their quest to reduce provider reimbursement and their bottom-line patient care cost, without noticeably sacrificing quality." Read more about the benefits of participation in Alternative Payment Models (APMs), written by Chief Strategy Officer, **Nicole Jones-Gerbino**.

MEET THE TEAM

CODING MANAGER:

*Laura Manser, CPC, CPMA,
CEMC, CIRCC, RCC*



Laura Manser is a highly experienced medical coding manager with over 22 years of experience working in the radiology industry. She currently serves as our Coding Manager where she oversees a team of expert coders who ensure that the radiologists they serve receive accurate and compliant coding services. Laura holds multiple coding certifications through the RBMA and AAPC with specialization in diagnostic radiology, interventional radiology, evaluation and management services and auditing.

REGIONAL REVENUE CYCLE

**MANAGER FOR
CORVALLIS, OREGON:**
Billie Jo Carver



Billie Jo Carver is a regional revenue cycle manager with PBS, managing the teams and daily operations for multiple clients nationally. Billie's expertise in revenue cycle management began with a love of investigation in medical billing, and has continued for over two decades. She specializes in the nuances of radiology and is experienced in all aspects of the revenue cycle as well as System Analysis, Business Development, and Client Relations. She also holds a certified Human Resources Professional designation through the Society of Human Resource Management.

INDUSTRY NEWS

ACR Updates Influential Imaging Appropriateness Criteria With 4 New Topics

ACR outlined revisions to 11 of its existing criteria, along with four new topics that it did not previously address. The latter included guidance related to abnormal liver function tests, congenital or acquired heart disease, dialysis fistula malfunction, and both staging and assessment

of head and neck cancer.

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Lawmakers Want to Tie Physician Payment Updates to Inflation

The bill introduced by a coalition of doctors in Congress aims to address the physician shortage for Medicare beneficiaries because of physician payment uncertainty.

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Staffing, Costs, Payers, & Technology: 2023's Top Financial and Revenue Cycle Concerns for Providers

In recent years, financial challenges have topped the list of issues that keep hospital and health system executives up at night -- and 2023 is no exception. Contributing factors include concerns about the economy, increased expenses, persistent labor shortages, contentious payer relationships and more.

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Rad Partners, Rayus Radiology and RadNet urge CMS to Address 'Systemic Threats' to Imaging Access

Three of the biggest names in the specialty are urging the Centers for Medicare and Medicaid Services to address what they say are "systemic threats" to imaging services. They may have a powerful advocate in their corner, after MedPAC recommended a pay hike for physicians on March 15th, a move that drew praise from the nation's largest physician association.

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UnitedHealthcare to Cut Back on Prior Authorization Paperwork

The nation's largest health insurance company is cutting back its use of prior authorization, a restriction placed on certain medications, tests, or health services by insurers that requires doctors to receive coverage approval from payors before providing certain services.

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Provider Groups Blast 'Woefully Inadequate' CMS Pay Update for Inpatient Care

Hospital groups are blasting what they say is a "woefully inadequate" payment update for inpatient providers, announced by CMS on April 10. The agency is proposing a 2.8% increase in payment rates for acute care hospitals reimbursed under the 2024 Inpatient Prospective Payment System.

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Radiology-Specific Alternative Payment Model in the Works to Counter 'Devastating Decline' in Reimbursement

RBMA is eyeing the creation of a new radiology-specific alternative payment model to help counter flagging reimbursement rates in the specialty.

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American College of Radiology Releases New Breast Cancer

Screening Guidelines

The American College of Radiology released new breast cancer screening guidelines on Wednesday, calling for increased vigilance among certain patient populations.

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The Radiologist Shortage is Here

For today's needs and today's technology, we have simply produced far too few radiologists. There is a sizable and worsening radiologist shortage, and there is no end in sight on the basis of increased radiologist supply.

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Google's Latest Large Language Model is Poised to Give ChatGPT a Run for Its Money in Imaging

Not to be outdone by OpenAI's ChatGPT, Google recently introduced the latest version of its own large language model (LLM), which could be particularly beneficial within the realm of medical imaging, according to CEO Sundar Pichai. PaLM 2 is Google's answer to OpenAI's GPT-4, offering improved multilingual, reasoning and coding capabilities.

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We continue to position our company as the Radiology Business Experts, for our clients to receive the best outcomes in their practices.

Questions, feedback?

Contact us:

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-OR-

775-420-3513

PBS NEWS

PBS was a corporate sponsor and exhibitor of the 2023 RBMA PaRADigm Conference last month in Hollywood, Florida.

PBS sponsored the first in-person event of the NEW

RBMA
2023 CORPORATE PARTNER

RBMA Mid-Atlantic Chapter. Board Member and PBS Executive Director of Business Development, **Kara Connor**, helped lead the event on April 2nd.



Lynda Murdock, Executive Director of Human Resources, presented "What's Your Culture?" at the Northern Nevada Human Resources Association on April 12th.



Lynda highlighted ways PBS prioritizes positive impact and the well-being of employees and teams.



Chief Operations Officer, **Desiree Overcast**, Software Development Manager, **Kelley Hendrix**, and Executive Director of Implementations, **Landi Marriott**, attended the *2023 ImagineSoftware Client Conference* in San Antonio, Texas, May 10th-12th.



PBS RADIOLOGY BUSINESS EXPERTS

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