

2025 ADVOCACY AGENDA



We are here for you, so you can be there for
your physicians, your team, and your patients.

INTRODUCTION

The Radiology Business Management Association (RBMA) has meticulously crafted its 2025 Advocacy Agenda, centering its efforts on pivotal aspects that will shape the future of the business of radiology. The agenda is designed to serve as a framework that addresses reimbursement, workforce issues like virtual supervision, public policy education, and ongoing legislative involvement. RBMA's commitment to these priorities underscores its dedication to enhancing the radiology profession and ensuring high-quality patient care.

KEY ADVOCACY POINTS

- Promote and Advocate for Fair and Accurate Reimbursement for Radiology
- Encourage Legislative and Regulatory Policies to Address Workforce Issues
- Educate Influential Stakeholders on the Value of Radiology
- Advocate for Permanent Virtual Supervision
- Focus on the No Surprises Act

Promote and Advocate for Fair and Accurate Reimbursement for Radiology

One of the top priorities of the RBMA is to promote and advocate for fair and accurate reimbursement for radiology services with governmental and commercial payors. The current Medicare Physician Fee Schedule (MPFS) is a ticking time bomb for radiology, threatening patient access and the sustainability of practices nationwide. Decades of compounding cuts and budget neutrality constraints have pushed the field to a breaking point, forcing providers to do more with less—while patients pay the ultimate price in delayed diagnoses and compromised care. The Radiology Patient Action Network (RPAN) is leading the charge to demand reform, working alongside the RBMA to rally providers, patients, and policymakers against this systemic erosion. RPAN isn't here to tiptoe around the issue—it's here to mobilize action, provide data, and push Congress to overhaul a system that penalizes innovation and jeopardizes lives.

Encourage Legislative and Regulatory Policies to Address Workforce Issues

The radiology field faces significant workforce challenges, including shortages of qualified professionals and the need for ongoing training and development. RBMA is actively encouraging legislative and regulatory policies that address these workforce issues including global recruitment of additional radiologists, supporting appropriate ordering of test and funding sources for additional residency slots. By advocating for supportive measures, RBMA aims to ensure a robust and well-prepared radiology workforce capable of meeting the evolving demands of healthcare.

Educate Influential Stakeholders on the Value of Radiology

Educating those with influence about the critical role of radiology in patient care is a priority for RBMA. This includes engaging with legislators, regulators, and other key decision-makers to highlight how radiology contributes to accurate diagnoses, effective treatment plans, and improved patient outcomes. Radiology's role in preventative healthcare is invaluable, offering significant cost savings through the early identification and management of medical issues. Through targeted educational initiatives, RBMA seeks to elevate the visibility and appreciation of radiology's value in the healthcare ecosystem.

Advocate for Permanent Virtual Supervision

The RBMA is advocating for the permanent adoption of virtual direct supervision in radiology. The COVID-19 pandemic highlighted the efficacy and necessity of virtual supervision of contrast studies, allowing radiologists to guide procedures and consultations remotely. Making this a permanent fixture will enhance flexibility, efficiency, and access to radiological expertise, particularly in underserved areas.

Focus on the No Surprises Act

The No Surprises Act aims to protect patients from unexpected medical bills, but its implementation has posed significant challenges for radiology practices. The calculation of Qualified Payment Adjustments (QPA) and the burdensome Independent Dispute Resolution (IDR) process have created economic and administrative hurdles for radiology. To ensure fair reimbursement and reduce the operational burden on radiology practices, it is essential to address the issues of transparency, compliance with timelines, and the limitations on claim batching. By advocating for these changes, radiology practices can better navigate the complexities of the No Surprises Act and continue to provide high-quality diagnostic services to patients.

WHAT'S NEXT?

- Continued Involvement in Federal & State Legislation and Regulation
- Monitoring State Activity for Impactful Legislation
- Collaboration with Relevant Partners and Organizations
- Bringing Data to the Public Policy Arena
- Promoting Health Equity and Patient Access

Continued Involvement in Federal & State Legislation and Regulation

RBMA will maintain its aggressive involvement in both federal and state legislative and regulatory processes to ensure fair and accurate reimbursement for radiology services – including various state Medicaid programs. This ongoing engagement is essential for adapting to new policies and regulations that impact the field along with advocating for the interests of radiology professionals and patients.

Monitoring State Activity for Impactful Legislation

RBMA is committed to vigilant monitoring of state-level activities to identify and respond to legislation that impacts its members. By staying informed and proactive, RBMA can address state-specific challenges and opportunities that arise, ensuring that its members are well-represented and supported.

Collaboration with Relevant Partners and Organizations

Continuing to collaborate with the American College of Radiology (ACR), Association for Medical Imaging Management (AHRA), American Registry of Radiologic Technologists (ARRT), American Society of Radiologic Technologists (ASRT), Advanced Medical Technology Association (AdvaMed), Medical Group Management Association (MGMA), and other relevant partners is a key strategy for RBMA. These collaborations enhance collective advocacy efforts and support unified approaches to issues affecting the radiology field.

Bringing Data to the Public Policy Arena

RBMA recognizes the importance of data in shaping public policy. By gathering and presenting data to policymakers, RBMA can effectively advocate for evidence-based decisions that benefit the radiology community and healthcare at large. The latest example of this commitment is RPAN harnessing the power of data-driven advocacy to ignite meaningful reform in radiology. Through groundbreaking annual polling conducted with the Remington Research Group, RPAN revealed that 76% of Americans oppose Medicare cuts to imaging services, with 80% of women specifically rejecting cuts to mammography. This data highlights widespread public concern about barriers to care, amplifying RPAN's push for congressional action and informs policymakers. By transforming public sentiment into actionable insights, RPAN is strategically leveraging these findings to compel policymakers to protect diagnostic imaging services, ensuring access and quality care for millions of patients.

Promoting Health Equity and Patient Access

The RBMA will continue promoting health equity and patient access to radiological services through grassroots advocacy is an integral part of RBMA's agenda. Ensuring that all patients, regardless of their background or location, have access to high-quality radiological care is a fundamental goal. RBMA will engage in advocacy efforts that promote equitable healthcare policies and practices.

CONCLUSION

The RBMA's 2025 Advocacy Agenda is a comprehensive plan that addresses the critical issues facing the radiology profession today. By promoting fair reimbursement, addressing workforce challenges, educating stakeholders, and maintaining active legislative involvement, the RBMA and RPAN coalition are poised to make significant strides on the critical issues impacting radiology business.

OUR CONTACT INFO

For more details or any questions you may have, please don't hesitate to reach out to us. We're here to provide you with the information you need and look forward to assisting you further. Contact us today to learn more!

PHONE :

888-224-7262

WEBSITE :

RBMA.org

ADDRESS :

PO Box 1636, Evansville, IN 47706

EMAIL:

info@rbma.org