

RBMA's 2025 Legislative and Advocacy Accomplishments

The Radiology Business Management Association achieved significant milestones in 2025, advancing its mission to advocate for radiology practices and influence policy at both federal and state levels. Through strategic engagement, policy influence, and member mobilization, RBMA shaped a sustainable future for radiology nationwide.



Early Year Momentum

January: 2025 Advocacy Agenda

RBMA launched its comprehensive 2025 Advocacy Agenda, outlining strategic priorities and initiatives to guide the association's efforts throughout the year.

1

February: Capitol Hill Engagement

RBMA partnered with Strategic Radiology to meet with congressional representatives, advocating for support of HR 879.

3

2

February: HIPAA Security Measures

RBMA submitted a comment letter to HHS addressing proposed HIPAA security enhancements, highlighting financial and operational burdens on radiology groups and recommending a proportional approach.

4

March: Call to Action

RBMA issued a nationwide call to action, urging members to contact congressional representatives to avert cuts to Medicare physician reimbursement.

Expanding State-Level Impact

RBMA engaged with Washington and Minnesota on state legislation impacting radiology. The Radiology Patient Advocacy Network (RPAN) created member-focused websites enabling direct communication with state representatives on critical issues.

Key Focus Areas

- Reimbursement reform initiatives
- Prior authorization process improvements
- Direct member-to-legislator communication tools
- State-specific policy advocacy



Spring Advocacy Initiatives



CMS Discussions

RBMA initiated discussions with CMS to reverse the requirement to bill based on the radiologist's interpretation location rather than the patient's service location.



AMA PPIS Survey

RBMA attended AMA's annual RUC meeting and contributed to discussions on the PPIS Survey results.



OMB RFI Response

RBMA submitted comments to the Office of Management and Budget regarding the costs and administrative burden of prior authorization processes.



MARCA Support

RBMA wrote a letter supporting the Medicare Access to Radiology Care Act of 2025, recognizing Radiology Assistants as advanced-level technologists under radiologist supervision.

Summer and Fall Legislative Victories



May: Capitol Hill Advocacy

RBMA joined ACR members in visiting congressional offices to educate lawmakers on issues critical to radiology.



August: HR 1 Guidance

RBMA developed a comprehensive guide to help radiology groups prepare for the One Big Beautiful Bill Act, identifying strategies to mitigate risks and capitalize on opportunities.



September: MPFS Advocacy

RBMA through its Federal Affairs Committee submitted comments on the 2026 Medicare Physician Fee Schedule Proposed Rule and provided members with a detailed summary of the Final Rule.

Virtual Direct Supervision Breakthrough



After meeting directly with CMS, RBMA, alongside other radiology organizations, supported CMS's proposal to make virtual direct supervision permanent. This landmark achievement advocated for safe and effective implementation frameworks that expand access to care while maintaining quality standards.

This policy change represents a significant step forward in modernizing radiology practice and improving patient access to essential diagnostic services.

Year-End Achievements

1

RPAN Expansion

RBMA expanded the Radiology Patient Advocacy Network by forming a Strategic Advisory Board and raising \$90,000 in support to amplify patient voices in policy discussions.

2

Medicare Beneficiary Survey

RBMA conducted its 4th annual Medicare Beneficiary Survey, leveraging results to strengthen advocacy efforts and inform press releases on patient access challenges.

3

Tariff Relief Advocacy

RBMA submitted comments to the Secretary of Commerce requesting exemptions from tariffs on medical equipment, devices, and supplies to protect radiology practices from financial strain.

4

Contrast Supervision Policy

RBMA collaborated with the ACR Committee on Drugs and Contrast to ensure accuracy in policy statements regarding contrast supervision responsibilities.

2025 Impact by the Numbers

30+

Media Mentions

RBMA and RPAN was quoted in Radiology Business Journal, significantly enhancing visibility and influence within the industry

\$90K

RPAN Funding

Raised to expand patient advocacy network capabilities and reach

12

Months of Action

Continuous advocacy efforts throughout every month of 2025

2

State Initiatives

Active engagement in Washington and Minnesota on critical legislation



▶▶ LOOKING AHEAD

RBMA Advocacy Priorities for 2026

As the healthcare landscape continues to evolve, RBMA remains committed to advancing policies that protect radiology practices, ensure patient access, and promote fair reimbursement. The association's 2026 priorities reflect a proactive approach to shaping healthcare policy at both federal and state levels.



Support MARCA

Advocate for passage of the Medicare Access to Radiology Care Act, ensuring services performed by qualified Radiologist Assistants under direct supervision receive full Medicare reimbursement.



State Legislation

Monitor and engage in high-priority state initiatives, including Medicaid reimbursement, prior authorization reform, and virtual supervision of Level 2 diagnostic tests.



Breast Cancer Testing

Advocate for no-cost follow-up diagnostic breast cancer testing, eliminating out-of-pocket costs for mammography, ultrasound, MRI, and biopsy services after abnormal screenings.

Advocating for Fair Reimbursement in 2026

Fair reimbursement is critical for the sustainability of radiology practices and ensuring patient access to essential diagnostic services. Radiology faces unique challenges, including declining Medicare Physician Fee Schedule rates and inappropriate application of efficiency factors. RBMA is committed to a multi-faceted advocacy approach to champion equitable payment policies.



Direct Congressional Engagement

RBMA will facilitate targeted meetings with congressional representatives, educating them on the vital role of radiology and the financial pressures impacting practices and patient care.



Data-Driven Advocacy

We will present compelling data illustrating the severe impact of Medicare Physician Fee Schedule cuts on practice viability, highlighting potential consequences for access to care.



Challenging Efficiency Factors

RBMA will vigorously demonstrate why blanket efficiency factor applications are inappropriate for radiology, advocating for metrics that accurately reflect the unique complexities of our specialty.

By actively engaging policymakers with clear evidence and real-world impacts, RBMA aims to secure policies that stabilize reimbursement, allowing radiology practices to continue investing in technology and delivering high-quality patient care.

Empowering Patient Voices in 2026

The Radiology Patient Advocacy Network (RPAN) is dedicated to elevating the patient perspective in healthcare policy discussions. By amplifying individual experiences, RPAN ensures that regulatory decisions truly reflect the needs and challenges faced by those seeking diagnostic care. Our 2026 tactics are designed to integrate patient voices directly into the legislative and public discourse.



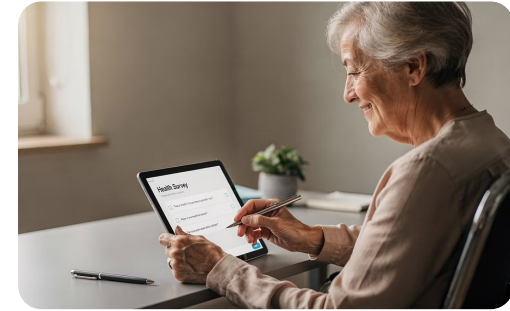
Targeted Op-Eds

We will publish opinion pieces in key markets, leveraging personal stories to highlight how policies impact patient access and quality of care, directly influencing public opinion and legislative priorities.



Share Patient Stories

By collecting and disseminating compelling patient narratives, RPAN will humanize the impact of healthcare barriers, making it impossible for policymakers to ignore the real-world consequences of their decisions.



Annual Beneficiary Survey

The 5th annual Medicare Beneficiary Survey will provide crucial data, validating patient concerns and offering actionable insights that underpin our advocacy efforts and inform policy reform discussions.

State-Level Impact: Amplifying Our Voice

State-level advocacy is increasingly critical as key healthcare policies and reimbursement decisions are shaped in legislatures nationwide. RBMA collaborates closely with local chapters, empowering a grassroots network to influence policy, protect practices, and ensure patient access to vital radiology services.



Monitor State Bills

Proactively track health policy legislation across all state legislatures, identifying potential impacts and opportunities for early engagement.



Mobilize Chapter Leaders

Empower local RBMA chapter leaders to activate grassroots advocacy, ensuring rapid and effective responses to state-specific issues.



Track Medicaid Changes

Closely monitor evolving Medicaid policies under the OBBBA (Omnibus Budget Reconciliation Act) to advocate for equitable reimbursement and patient access.

By maintaining vigilance and fostering strong local partnerships, RBMA ensures radiology's voice is heard where it matters most, influencing policies that safeguard our practices and benefit patients across the country.

Bridging the Divide: Rural Access to Radiology in 2026

Rural communities across the nation face critical healthcare disparities, often due to geographic isolation, limited infrastructure, and workforce shortages. Access to timely and accurate diagnostic imaging is paramount for early disease detection and effective treatment, yet many rural areas lack sufficient radiology services. RBMA's 2026 initiatives focus on innovative solutions and robust advocacy to ensure equitable access to high-quality radiology care, no matter where patients live.



Promote Remote Virtual Supervision

Advocate for policies that enable and expand remote virtual supervision for radiology services, allowing specialists to serve multiple locations and improve access in underserved rural areas.



Streamline Licensing & Credentialing

Work to reduce regulatory hurdles by streamlining multi-state licensing and credentialing processes, making it easier for qualified radiologists to practice in rural settings.



Monitor Rural Hospital Closures

Analyze the impact of rural hospital closures on local radiology services and patient access, advocating for support and alternative solutions to mitigate service gaps.

Through strategic engagement at federal and state levels, RBMA will continue to lead efforts that ensure radiology remains a cornerstone of quality care, protecting practices while improving patient access to essential diagnostic services.