

## FOR IMMEDIATE RELEASE

---

Contact:

Daphne Brown

Director of Communications and Development

Radiology Business Management Association

10300 Eaton Place, Suite 460

Fairfax, VA 22030

888.224.7262

E-mail: [daphne.brown@rbma.org](mailto:daphne.brown@rbma.org)

Web site: [www.rbma.org](http://www.rbma.org)

### **RBMA is Pleased to Announce a New Sponsorship Agreement with CodeRyte**

FAIRFAX, VA- July 9, 2009 —The Radiology Business Management Association (RBMA) recently entered into an agreement with CodeRyte, Inc. to sponsor the inaugural coding/billing educational track offered at the RBMA 2009 Fall Educational Conference.

According to a recent member needs assessment conducted by RBMA, members rate attending meetings and conferences as one of the top RBMA membership benefits. These educational events offer members valuable classroom education as well as peer-to-peer learning opportunities. As members' demands for education venues change and competition for their education dollars increases, RBMA had a goal of revamping its Summit and the Fall Educational Conference programs to clearly distinguish one from the other. The Summit will become the identified "Annual Meeting" of the RBMA and will feature beginner, intermediate and advanced tracks on a variety of subjects. The Fall Educational Conference will offer distinct tracks that are "subject matter-based."

At the 2009 Fall Educational Conference RBMA will for the first time offer two tracks within a broader scope of topics. One track will focus on coding/billing and the second track will focus on legal education. By offering an in-depth approach on a single topic, RBMA is seeking to appeal to a niche audience whose expertise is divided among varying educational levels.

In order to provide the best possible resources for our members, RBMA sought a partner who is aligned with its mission and who shares the association's vision for growth, sustenance and viability to sponsor each track. The sponsorship of a track program is a unique and great opportunity for a company to demonstrate its expertise in a focused topic. A focused track will attract those individuals who are involved in, responsible for, or manage an aspect of that particular domain. CodeRyte, a long-time member and supporter of the RBMA, agreed to sponsor this pioneer program.

"During turbulent times it is often the quality of a community that defines the difference between thriving and struggling. It is no coincidence that RBMA members seem to be thriving—even in the midst of this down economy. That is why CodeRyte is proud to be able to support the RBMA in its delivery of meaningful value and relevant education."

— Andy Kapit, CodeRyte chief executive officer

As a leader in the computer-assisted coding industry, CodeRyte's sophisticated technology streamlines the coding process and identifies clinically relevant information from medical records. CodeRyte's clients secure their rightful reimbursement, and enhance compliance and efficiency through computer-assisted coding. CodeRyte's data extraction solutions analyze the language of physician narratives and elevate previously undiscovered data for critical treatment and business decisions. Many of the nation's top physician practices, billing companies and academic medical centers rely on CodeRyte as the centerpiece of their coding and data mining operations.

For more information on CodeRyte, visit [www.coderyte.com](http://www.coderyte.com).

Additional information regarding RBMA can be found at [www.rbma.org](http://www.rbma.org).