



NEWS RELEASE

MDHBA SALES & MARKETING INSTITUTE DRAWS HIGH MARKS FROM ATTENDEES

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Elmhurst, Illinois, June 12, 2006—The Medical-Dental-Hospital Business Associates' (MDHBA) Sales & Marketing Institute, held June 9-10 in Austin, Texas, received an overall satisfaction rating of 92% from attendees. According to Mike Landrum, CPBE, president of MDHBA and vice president, sales & marketing, E.A. Uffman & Associates, Baton Rouge, Louisiana, the high mark is a reflection on the organization's renewed commitment to education and the excellent content delivered by presenters throughout the event.

One attendee, commenting on "Marketing Ball: Why Marketing Is a Lot Like Baseball", presented by David Morrissey, director of development, General Audit Corp., Lima, Ohio, noted, "I learned so many strategies and questions to ask *and* avoid. This was a very good speaker." Another delegate had this to say about the topics, issues and presenters: "Each one was great. Each had enthusiasm and great tools/information. I learned so much and had a great time."

The association will conduct a detailed review of the conference evaluations, looking for ways to enhance future programs. "We've already gotten feedback that we're planning to introduce as a new educational format at next year's SMI," according to Landrum. "We plan to focus not only on what we did right, but on ideas and suggestions that will help us make further improvements."

MDHBA offers a variety of educational opportunities for its members, including its Annual Meeting, which will be held this October in Palm Springs, California. Additionally, the association supports a growing audio conference series, which kicks off June 28 with "Legal Update 2006". The next Sales & Marketing Institute will be held June 7-9, 2007, at the Marriott Cincinnati at Rivercenter in Covington, Kentucky. Details on all MDHBA programs are available on the web at www.mdhba.org, or by calling the association at 630.941.8100.

Medical-Dental-Hospital Business Associates is a nation-wide network of independent businesses that provide accounts receivable management services and products to the healthcare industry. Formed in 1939, MDHBA and its members set a tone of collaboration and continuous improvement within the demanding and competitive world of healthcare financial services. With more than 70 qualified agency members nationwide, MDHBA provides a forum for idea exchange, continuing education and certification. For more information, contact: MDHBA, 350 Poplar Ave., Elmhurst, IL 60126. Telephone 630.941.8100. Fax 630.359.4274. E-mail info@mdhba.org. www.mdhba.org.

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