



## **HBMA Announces New Educational Business Summit for 2011**

*HBMA University's first annual CHBME Summer Summit offers five modules dedicated to mastery of business competency and practice*

LAGUNA BEACH, Calif. – June 28, 2011 – The Healthcare Billing & Management Association ([HBMA](#)), a non-profit educational resource and advocacy group representing third-party medical billers and practice management billing professionals, today announced details of a new conference event to the association's educational lineup. The first annual CHBME Summer Summit will be held at the Westin Denver Downtown in Denver, Colorado, July 14-16, 2011.

"One of the tenets of our association is its ability to provide superior educational resources for our members and the industry as a whole," said HBMA President, Jackie Willett, CHBME. "Events like the CHBME Summer Summit provide the relevant, business-specific education needed to succeed in today's competitive marketplace, while giving participants an opportunity to obtain the coveted CHBME (Certified Healthcare Billing and Management Executive) distinction. The summit will not only instruct attendees on strategic principles and best practices for the medical billing business community, but will offer a demonstration of how these business management practices can be effectively applied across any business vertical."

Available to both HBMA association members and non-members, the educational summit will feature five distinct modules addressing core business competency:

- **Strategic Planning** – SWOT Analysis, strategic plan development, succession planning and disaster preparedness;
- **Financial Management** – Accounting principles, financial reporting and organizational structure;
- **Legal/Operations** – Human Resources development, risk management, corporate development and benchmarking;
- **Marketing** – Social media and the Five P's – product, price, place, promotion and people; and
- **Technology** – System security, automation, connectivity, communications and system software.

The conference's faculty has been selectively comprised of leaders in the strategic business community, including Robert Burleigh, CHBME, president of Brandywine Healthcare Services; Phil Ellis, MBA, senior vice president and CFO of CIPROMS, Inc.; David Jakielo, CHBME, president of Seminars & Consulting; Judson Neal, CHBME, MBA, president and CEO of Physicians Billing Network; and Ian Taylor, business continuity specialist of Network Management Group, Inc.

Attendees of this two and a half-day event will have the opportunity to acquire 20 credits toward their CHBME professional certification. To register or to view the agenda for the summit, please visit HBMA's [CHBME Summer Summit page](#).

### **About HBMA**

A non-profit, member-led trade association, the Healthcare Billing & Management Association (HBMA) represents more than 30,000 employees at well over 700 third-



party medical billing firms. Annually, HBMA companies submit more than 350 million initial claims on behalf of hospital-based physicians, office-based physicians and other allied healthcare providers. Founded in 1993, HBMA and its members foster personal development, advocate on the behalf of the profession, and promote cooperation through a wide range of business resources, educational events, networking opportunities, certification programs and adherence to the Medical Biller's Code of Ethics. As the only trade association representing the interests of medical billers in Washington D.C., HBMA works with legislative stakeholders and federal agencies to improve the business of medical billing and the practice of healthcare. Learn more about how HBMA is elevating the medical billing profession at [www.hbma.org](http://www.hbma.org).

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