



## Education Sub-Committee Minutes Call on 7/30/07

Present: Julie D., Sherri D., Rich P., Brad L & Paul M.

Kim Stahl, Education Director for RBMA joined us initially on the call. She mentioned that she and Mike really liked the HBMA WebCast they attended. They are not getting the attendance on their e-seminars that they would like and requested we talk about arranging a partnership educational program between HBMA and RBMA early in 2008.

**ACTION: Paul will get info from Kim on the service RBMA uses: "Link Conference"**

We also discussed **opening up an O&M to RBMA members** before Kim left the call. This raised the following comments:

- There is a large disparity of cost between our programs and theirs. We could remedy this by removing faculty limitations on class size. Adding up to 15 more would not change the dynamics of the current course.
- There is a great risk to opening up an HBMA Member Only benefit program to non-members. We need to be very clear that this process would not allow pure HBMA education to become diluted RBMA education. Our members stay with HBMA for the education they can ONLY get by being a member.
- Perhaps a way to solve this would be to create a new educational opportunity and not use O&M.
- Concern was expressed that some HBMA members might feel that we are training potential clients thus decreasing revenue opportunities. Further discussion needs to be held with HBMA members who do Radiology billing for their thoughts before pursuing this.

Discussion about a **joint Distance Learning program with RBMA** raised the following comments:

- RBMA are more Practice Manager focused than HBMA members are. Perhaps this is why they find it difficult to take time away from their workday for an hour-long WebCast. Is their packaging not as good? Do we know WHY they are unhappy with their own programs and not supporting them? Currently they pay about ½ of the cost we ask. What topics have they covered? What are their expectations vs. the actual they achieved in their programs? Is there their focus different that ours?
- If we do offer a joint learning program, should we open it to AHRA, Family Medicine Group, APE as well as to RBMA? HBMA would still be the sponsor; each organization would have a separate code to enter so we could define who registered.

Is there a reason to **PURSUE joint education** with these associations?

- ONLY if we do not lose sight of the needs of HBMA members or dilute the education. We need to be careful we don't give away our 'tricks' to the neighbors!
- We need to keep the focus of education on BILLING or we will lose HBMA members.
- If we off-set it with a higher cost to non-members it will not be a financial hardship to do a joint venture.
- Ultimately we need to establish our OWN curriculum, i.e. 'Train the Trainer'. We should not give away what we have worked so hard to achieve. As we develop our own HBMA programs the 'University' and 'Library' become a significant value to HBMA members. What we now have is what others want – without the price and support of their membership.
- Even with a new Education Director, we still have work to polish our own programs before we should consider opening them up to the general public. At that time we can offer these resources for purchase.
- Our closest competition is AMBA. They educate more on the Nuts and Bolts level – do we need to offer more of that? Should we be offering modules on Medicare, Medicaid, Compliance, etc?
- Would we create a threat to our own existence? Is there a clear indication that HBMA would benefit from such a joint venture? We do not HAVE to co-sponsor. There really is nothing they have that we need or want. Would we be violating our own members' trust by offering these opportunities?
- Could we offer these distance learning programs 6 months AFTER HBMA members have already seen them live?

Should we compose an **Education sub-committee 'Design Team'**?

There were many good ideas used by AHRA that led to this question:

- Award scholarships based on application process. Used for education taking someone on a Leadership track. Offer advanced CHBME accreditation? Offer to a company or individual? Based on hardship? Honor outstanding business owners or exemplary business practice? Based on size of company?
- How about different book bags – something that becomes a backpack?
- Can we offer smaller conference books with materials on a flash drive? Handouts would not be in the book but could be handed out if people chose to take them at each session.  
**ACTION: Bring this idea to the Education Committee for discussion. (added to 8/7/07 agenda).**
- CEU's – do we need to be stricter about how people apply? What value do we, HBMA, put on these credit hours? WHEN this becomes an issue, Barry Reiter and his committee will take action as they are already in discussion about this.
- What would a design Team accomplish that isn't already being done?
- This team would/could create enthusiasm before as well as during the conference by being highly visible. How would **ewe you** defend this as a value to the membership? What would they do that ISAM is not currently accomplishing?

- AHRA is MUCH larger – at this conference there were over 900 attendees. Their Design Team were active in MULTIPLE sessions going on at the same time as well as monitoring of evaluations, offering directions, etc.
- Design Team members could be visible by wearing bright shirts, bowling shirts, Mickey Mouse ears, etc.
- This team would be responsible for more PROMOTION on-site of future conferences or HBMA events. This could also be handled by identifying HBMA Board members on the screens between sessions. **ACTION: A PPT will be created to flash Board Member faces on the screens at the 2007 fall conference.**

Options for 2008 fall conference sites:

- San Diego – possible we will be their second option. Brad will need to make a decision on this before the end of next week.
- Chicago – space is fine, room rates would be \$229. This is not the first option of anyone on the call.
- Las Vegas – Caesar’s was the only hotel to reply at this time. Their rate of \$229 is competitive. Brad will talk with them to see if they will match the \$199 rate from prior years. Bellagio room rates are too high to consider going back.

Future Speaker:

Sherri has a tape coming from Cheryl (last name?) and will review her program. WE should consider it for the 2008 Spring Conference or for a 2008 WebCast??

AMBA Meeting in October 2007:

What would we gain by attending? We know what we need to offer. However it is nice to know that the ‘competition’ offers. Could we gain some ‘Nuts and Bolts’ educational ideas from them? Are there potential join efforts from other associations?

**ACTION: 2008 O&M curriculum is being worked on by the faculty. It will be passed on for review when competed.**

**ACTION: Paul will update the HBMA Meetings spreadsheet and get it to Sherri before the executive Committee meeting in Dallas in August.**

Respectfully submitted,  
Paul Myers