



Education Committee Minutes from Tuesday, February 10th

Present: Carrie C., Julie D., Lyle E., Cindy G., Dave J., Jud N., J. Paul O'H., Rich P., Barry R., Joe S., Roxanne SK, Kellie S., Peggy W., Gail S., Paul M.

Absent: Judy C., Susan C., Mary Ellen S., Richard U., Brad L

Julie welcomed all to the call.

Approval of 1/13/09 Minutes – MOTION to approve from Rich. Second from Jud. Passed.

Old Business

2009 Committee Goals – Julie led the committee through the goals set for Q1:

I. Expand offerings to diversified, broadened audiences

B. Coordinate coding and billing education with ACMCS on a local level

ACTION: Complete by Q1 2009: work with ACMCS sub-committee.

This is currently on-hold awaiting feed-back from the ACMCS leadership and Brad.

D. Push out a re-run of the Audio Cast: "What Does HBMA Do for You - 101" Offer it as a free marketing tool to all members. Invite members who have not renewed to view the program.

ACTION: Complete by Q1 2009: Brad will record the presentation he has given at the O&M meetings and we will attach it to the website. (note: this isn't part of the 2009 program)

Paul will work with Brad to complete this before the deadline.

E. Look at scheduling Committee meetings into the Annual Conference program

ACTION: Complete by Q1 2009

Gail has this set in motion for the 2009 Spring Conference in Boca.

III. Develop the HBMA University concept and make recommendations to the Board

A. Develop HBMA DL library and organize content

ACTION: Complete by Q1 2009

Committee members were reminded to return any outstanding programs that they have to review. Paul will send an updated listing of the completed work to the committee.

C. Create separate sub-committee to work with Certification Committee

ACTION: Complete by Q1 2009

Sub-Committee established: Jud (Certification Chair), Barry, J.Paul and potentially Susan. Other committee members are encouraged to offer input during the process as well.

2009 Education

Distance Learning: Paul updated that we have on confirmed 2009 DL Sponsorship from a vendor for the October DL program from CPU

Registration updates as of today:

WEBINAR – Feb. 19 “Mergers & Acquisitions” = 38 REGISTRATIONS

WEBINAR – March 19 “Legal Matters” = 10 REGISTRATIONS

O&M – all registrations are open

Winter – Dana Point, CA, Feb 5-7, 2009 = 44 total attendees

Summer – Chicago, IL, July 9-11, 2009 = 2 REGISTRATIONS

Fall – Seattle, WA, Oct. 22-24, 2009 = 2 REGISTRATIONS

Compliance Course - New Orleans, March 10-12, 2009 – 23 REGISTRATIONS

9 for the Post conference session on March 13, 2009

Spring Conference – Boca Raton, FL on May 6-8, 2009

On-line registration is now open. An e-blast will go out to the membership today. Gail reported we currently have 6 sponsorships. Those vendors returning will have the option to register on Monday, Feb. 16th. The brochure is in the design process right now. A flyer was designed and used for advertising at the recent O&M as well as at Compliance if the brochures are not printed by that time.

All speaker info is up-to-date. Gail reminded all of the committee members who are responsible to review speakers' materials that the **due date for review is Friday, March 6th**. Please be ready to offer any updates to the committee on our next call, Tuesday, March 10th.

AHRA Sub-Committee: Julie reported that Sherri has identified 4 topics and speakers for the upcoming AHRA conference. She is still looking for a speaker who would be a good fit for financial reporting / trends/ etc. Paul sent her the information for our DL speaker in May who will be presenting “Finance and Accounting for the Non-Financial Manager”.

ACTION: If any committee members have a recommendation of a CPA who would be a good fit for this program, please pass that information onto Paul and/or Sherri.

Self-Pay Regional Program: Paul will be receiving the program outline from Dennis or Kathy and forwarding it for review to this committee.

New Business

Education Committee Survey: Thank you to all committee members who offered their input on the original drafts of this Education Committee survey. **MOTION to send current survey to the Survey Committee for consideration was made by Barry and seconded by Carrie. Passed.**

Good discussion re: offering an incentive for members who complete the survey. Julie and Paul will ‘crunch the numbers’ to see what the cost would be to offer archived DL session on CD. Once a cost is set we will look to the committee for recommendations on how many of these \$200-value prizes we will award.

An excellent by-product of this listing of programs available will be member awareness of the MANY exceptional HBMA DL Educational programs that are available.

Adjournment: MOTION from Rich. Second by Barry. Passed.

**Next committee call: Tuesday, March 10, NOON, EDT
#866 642-1665 Pass code: 6235245**

Education Committee Goals for 2009

I. Expand offerings to diversified, broadened audiences

- A. Develop new conference formats
 - 1. multiple tracks
 - 2. pre and post conferences
 - 3. expand concurrent sessions
 - 4. workshop opportunities
 - 5. "new" vs. "old" member
 - 6. office and hospital
 - 7. small / medium / large
 - 8. basic vs. advanced
- B. Coordinate coding and billing education with ACMCS on a local level
ACTION: Complete by Q1 2009: work with ACMCS sub-committee IN PROCESS
- C. Retain new member event and review format – work with Membership Committee
- D. Push out a re-run of the Audio Cast: "What Does HBMA Do for You - 101" Offer it as a free marketing tool to all members. Invite members who have not renewed to view the program.
ACTION: Complete by Q1 2009: Brad will record the presentation he gives at the O&M meetings and we will attach it to the website. IN PROCESS
- E. Look at scheduling Committee meetings into the Annual Conference program
ACTION: Complete by Q1 2009 SET FOR SPRING 2009
- F. Offer new Specialty Conferences:
 - 1. Executive Forum / Legal / HR / Mergers & Acquisitions
 - 2. Disaster Planning Program**ACTION: Workshop concept has been put on hold due to lack of membership support financially. Sub-committee: Sherri, Rich, Joe S., Viggo, Julie & Paul**

II. Seek diverse topics and speakers and explore new delivery modes, such as pre-recorded formats, pod casts and CBT (Computer Based Training)

- A. Research computer based training pod casts
ACTION: Complete by Q2 2009: work with technology Committee
- B. Expand Speakers

III. Develop the HBMA University concept and make recommendations to the Board

- A. Develop HBMA DL library and organize content
ACTION: Complete by Q1 2009 IN PROCESS
- B. Build curriculum that contributes to HBMA DL Library
- C. Create separate sub-committee to work with Certification Committee
ACTION: Complete by Q1 2009 *Sub committee established: Jud (Certification Chair), Barry, J. Paul and (potentially) Susan.*
 - 1. Certification program connection
ACTION: Complete by Q3 2009 - work with Certification Committee
 - 2. Automate Certification process
ACTION: Complete by Q3 2009 - work with Certification Committee
- D. Build HBMA Curriculum = HBMA University
 - 1. Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
 - 2. Create, control, and develop our own HBMA programs
 - a. Billing 101, 102
 - b. Denial Management
 - c. Internet Follow-up
 - d. Medicare 101
 - e. Disaster Recovery
 - f. CPT 101
 - g. CD9 101
 - h. Diagnosis 101
 - i. Coding Basics for the Non-Coder, etc.
 - 3. Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.
 - 4. HBMA Faculty instructing at Universities and trade Schools
 - 5. Offer an HBMA Executive Forum
 - a. Organizational issues
 - b. Fiscal management
 - c. See information from HFMA (December 11 e-mail from Brad)
 - d. Create a training program for new hires = PowerPoint self-paced basics about the inter-workings of a billing office, how a "bill becomes a law", and other basics such as specialty overviews, etc.

IV. Document the effectiveness of programs via evaluations, surveys, testing, website responses – and trend information in a report to the Board annually

- A. Graph attendance and 1st time attendees
- B. Expand survey questions on evaluations to get more information
- C. Conduct survey to the membership to determine how the economy could potentially influence HBMA Educational opportunities in the near future

V. Review conference sites to increase attendance and make recommendations to the Board

- A. Determine most effective sites and if certain cities should be a hit each year

On-Going Goals:

- **Continue to re-evaluate the pros and cons of booking conferences 18 months out.**
- **Carefully monitor and review all profit/loss reports for each meeting.**
- **Continue to produce cost-effective Distance Learning.** Tune in to new technology to reduce expenses and produce a consistently better quality product.