



**Board of Directors Minutes
May 21, 2008**

Present:

- Randy Roat, Vice President
- Scott Everson, Treasurer
- Sherri Dumford, Past President
- Bill Carns, Director
- Julie Demerath, Director
- Andy Kokosa, Director
- Holly Louie, Director
- Patrick Lukacs, Director
- Don Rodden, Director
- Brad Lund, Executive Director
- Paul Myers, Director of Education
- Michelle Botana, Membership Services

Absent:

- Ken Goodin, President
- Jackie Willett, Secretary
- Barry Reiter, Director

1. Call to Order, Roll Call and Approval of April minutes

Randy called for a motion to approve the April minutes

Holly Louie motioned, Sherri Dumford seconded

All approved, none opposed – Motion Passed

2. Financial Report

Brad gave the report noting that we are performing to budget for 1st quarter.

3. National Office Report

Brad gave the report.

4. Town Hall Conference

Patrick gave the report. He noted that there were 39 participants, 6 of which commented and 2 of those commented more than once. The general consensus was that the members who participated were supportive yet cautious. The call was taped and will be uploaded on the website next week.

5. Membership Committee Report

- **Recommendation pursuant to Town Hall Call**

Patrick gave the recommendation and report.

The HBMA membership committee requests the Board of Directors support by allowing the Bylaws committee to utilize the following in developing a by-laws change allowing a new membership category.

This new affiliate member category will be comprised of any individual or organization involved in the process of coding, billing, or revenue cycle management. This member category will have full voting privileges. A maximum of three seats in the combined categories of the (existing) Affiliate Membership and the (new) Affiliate Membership may sit on the Board at any given time.

Since the Bylaws Committee will not define the dues structure we will work to better define those details when required, though the membership committee supports a structure similar to that of the Principal Member category.

Much discussion was held regarding how this recommendation was worded and what it allowed or didn't allow. The directors posed questions and/or concerns in the following areas:

1. Voting rights of the new category
2. Competitive Concerns. Don Rodden reiterated that this new membership category would enable potential competitors, i.e. collection agencies to join. He clarified his reference to collection agencies as an example only.
3. Board Eligibility and the degree of organizational control this new class might wield in the short or long term.
4. Education. Would our content be diluted to appeal to a broader audience?
5. Networking and Open Sharing. Would the addition of competitors and potential clients limit the sharing within the organization?
6. Dues.
7. A general concern that our presentation of this change implied board support of the change.

Randy revisited the goals and rational for expanding our membership. He cited President Goodin's recent article in Billing for specific information. Brad also encouraged the board to listen to the Town Hall meeting recording.

- a) Positive financial impact of more dues paying members.
- b) Competitive concerns about more associations, i.e. RBMA, offering training on billing, revenue cycle management, and billing department management.
- c) HBMA should "own" the billing management niche, and needs to respond to market demand in a timely manner or risk losing relevance.
- d) Government Relations. Increase our voice and credibility on issues.

Brad informed the board that the motion was put forth for an up or down vote to approve the new membership class be moved to bylaws committee for final draft and submittal to members at the fall meeting.

The board agreed to move the motion to the bylaws committee and membership committee for further drafting and definition. The board desires an opportunity to review the work product prior to voting up or down on presentation to the members at the fall meeting. Everyone agreed that more definition is needed and that the membership and bylaws committees will collaborate together.

Randy suggested that waiting until the next board meeting for a report might upset our current time line. The board agreed to be available for a single topic call on this issue.

- New Member Drive

Patrick reported that the new member survey went out to 2585 non member billing companies. 200 were returned with bad addresses and 57 surveys have been returned, 2 of which have joined as principal members.

6. Bylaws Committee appointment

- Amend Bylaws consistent with board directions regarding membership categories if approved.

7. Nominating Committee Report

Sherri gave the report. There are 9 candidates that have been proposed. 2 interested individuals came forward; they are not board material yet but want to get more involved with committees. She asked that the board bring any other candidates or questions to her attention before May 22, 2008 at 9:00am.

Sherry asked for a motion of approval of policy and procedure NO3rjr_3.

Andy Kokosa motioned, Holly Louie seconded.

None opposed, motion approved.

8. HBMA Credit Card Processing

- Provider change from Moneris to InstaMed.

Not ready at this time, also looking at Bank of America.

- Affinity Program change from Moneris to InstaMed

Preliminary discussion was held and, at Brad's suggestion, the issue was tabled until the next board meeting when Brad and Scott will have more clarification on the details.

9. Ethics and Compliance Committee approval of all compliance publications and educational programs.

Holly motioned that all HBMA sponsored articles, educational offering and any compliance specific items be reviewed by the Ethics and Compliance Committee before being published.

Andy Kokosa seconded

None opposed, Motion passed.

10. Committee Reports

- Certification
- Education

Julie gave the report. She stated that this year's spring conference had the highest net profit ever of \$80,000.

Approval for Kellie Swartz to join the committee

Julie Demerath motioned, Holly Louie seconded.

None opposed, Motion passed.

- **Ethics & Compliance**
Holly reported that this years Compliance course evaluations had the highest score than previous ones.
- **Government Relations**
Randy gave the report. The Government Relations committee met with CMS and Capitol Hill last week May 14th and 15th. He informed the board of their meeting with Karen Jackson who oversees the MACs nationwide. HBMA is to follow up with Karen, at her request, to assist with drafting MAC quality control measures. This is a huge success for HBMA.
HBMA sent a letter to Secretary Leavitt citing our concerns about commercial carrier readiness. We asked they consider delaying the process for 60 days and if the carriers weren't ready at the end of that term a fine should be imposed. This letter has also been sent o the executive directors of other associations.
- **Publications**
Approval for Jon Noel to join the Committee
Randy Roat motioned, Julie Demerath seconded.
None opposed, Motion passed.
- **Public Relations**
Andy gave an update on the production of the web video.
- **Organizational Effectiveness**
Sherri reminded everyone of the SPS meeting to be held in Chicago on October 8th and 9th.
- **Regional Development & Membership**
- **Survey**
- **Technology**
- **Vendor Affiliate**
Approval for Mark Snow to join the Committee
Randy motioned, Andy seconded.
None opposed, Motion passed.

Randy reminded everyone to continue working on there groups policies and procedures.

Sherri asked Brad for any information he may have regarding MedAvant.

Action: Brad will look at MedAvant's financial situation and their service level and report back to the Board. Patrick will join Brad on the conference call next week.

Action: The Executive Committee will meet regarding the ISAM survey and call an Executive Board Session.

Andy motioned to adjourn, everyone seconded.

Call ended at 3:50 CST.