



Education Committee Minutes
Wednesday, April 4th at Noon EDT

Present: Carrie C., Eric W., Joe S., Judy C., Julie D., Kathy C., Peggy W., Rich P., Sherri D., Viggo, M., Gail S., Paul M.

Absent: Barry R., Dave J., Joe W., Ken G., Keri J., Lyle E., Richard U.

Approval of Previous Meeting's Minutes – 3/6/07 Motion from Julie. 2nd from Carrie. Passed.

Old Business

2007 Meetings

Spring Educational Conference, March 8- 10 at the Hilton Scottsdale Resort, Scottsdale, AZ
FINAL Attendance: Total = 178 / Pre-Conference: First Steps = 19, Hot Topics = 22 / Vendors = 46. Evals sent to all speakers on 4/2/07. Overall good marks.

Fall Annual Conference – Sept 6-8 at the Bellagio in Las Vegas, NV

Good comments and concerns about this conference from everyone on the committee:

- Kathy felt this was a 'light weight program' in content. **ACTION: She and the committee are charged with offering options to 'beef up' the content before we have our next call on May 8th.**
- Will Dick Keenan be able to hold the audience with contracts yet again – is this topic overdone with an upcoming web cast on contracts and a point/counterpoint on contracts at the spring meeting? **ACTION: Sherri will talk with Dick to see what his 'angle will be.** Dick will also be submitting articles for Billing so we will have a good lead-in to this session. Sherri reminded us that we often cycle educational material. Kathy reminded all that we need to look carefully at the outlines presented by the speaker for content. **ACTION: the committee is encouraged to send questions to Sherri that she will pass on to Dick to be included in his presentation.** There was a recommendation from the committee that he spend some time on approaches to negotiate contracts.

Carrie reminded us that these ARE the issues and we need to be reminded of them over and over. Julie recommended it is good to get insight from different speakers on the same topics.

- Joe S. recommended we add more Technology sessions to future education. His recommendation is the session titled, "Technology for the CEO". The other strong recommended course is "How to deal with a Paperless Office" Kathy requested separate sessions for 'Beginner's and Advanced'. Peggy suggested we ask attendees ahead of time for their questions so the course can be better tailored to fit their needs. **ACTION: The committee recommended we add a pre-conference session on Technology. Joe will contact Randy Johnston and group to see what would be available from them. Gail will work with the hotel to secure space.**

Sherri has appointed a 'Special task Force' – including Richard Usry, Education Committee Member, to look into ways to address technology issues of the membership. They have been charged to identify technology issues and to then identify direct objectives to overcome those issues.

ACTION: Gail will post information on the website as soon as she can with the information available to her. We cannot open registration until more information is solid, however.

ACTION: Gail needs confirmation of speakers so she can send out contracts and we can begin to advertise the fall meeting. Committee members need to finalize any details they are responsible for and get the info to Gail right away. Paul will contact Ken & Richard U. re the status of their sessions.

Peggy W. shared a 'new' concept for consideration at this meeting - "Grand Rounds" Concept as an alternative to the Breakout Sessions. Good discussion included the following points:

- This will offer more people a networking opportunity and an informal way to contribute and ask questions.
- It will be vital that the facilitator has strong knowledge of the topic and keeps things on track and moving along.
- The facilitator will not be the 'talking head' with all of the knowledge or answers - This is like a live forum – encouraging participation by all who attend. The answers and questions will come from the attendees.
- Questions will be solicited by Paul via email to each person who signed up for sessions and submitted to Paul ahead of time - A flip-chart will be created by the facilitator to use in the session.
- We will offer 4 concurrent sessions with 4 different topics in the Fall to introduce the concept but there will not be a 2nd session for each topic.
- We need to be sure we advertise this event properly. The Moderator will need to be sure to have a good intro – especially for this first try.
- Is the end a good place to have this event – can we move it to another time in the schedule? We will consider this for future conferences. For now we are locked into this schedule due to space allocation of the hotel.
- **ACTION:** Paul will send an e-mail to the committee with topics that have been generated so each member can submit their recommendations for Grand Round discussion topics. It is important the each member submit those choices to Paul as soon as possible so he can compile the results and we can make a decision on our next call, May 8th.

Sherri and Paul announced that Bruce Katcher, PhD, from Discovery Surveys, Inc. will be the Keynote speaker – author of 30 Reasons Employees Hate Their Managers.

Spring 2008 Conference – 15th Anniversary – April 6-8 in Orlando, FL **Booked**

Rich, Julie and Bing are researching ideas for a special event at DW. They have narrowed the 11 choices to 4 options and will be researching those options onsite next month. They will bring a recommendation back to this committee for approval.

Site recommendations for Fall 2008 Conference

MOTION from Julie: The RFP will include a request for a Wed-Fri format – Noon to Noon. Seconded by Viggo. Motion passed. Gail will research locations in: Nashville, San Diego, Chicago and Las Vegas.

Marketing Schedule for Educational Programs (*document sent on 3.26.07*)

This document was created to more formalize the marketing of all HBMA meetings. If we follow this document there will be about 72 e-mails sent to the membership = 1.5 per week on average over the course of a full year. Comments of concern included:

- Will this be too many contacts to the membership?
- Are we de-sensitizing them to advertisement of educational opportunities?
- Are we not promoting enough?
- Can we be sure the subject line is distinctive enough that it will be opened?

Overall the committee was pleased with this document. MOTION from Julie that we adopt it as written. Seconded by Judy. Passed. ACTION: Paul will send the document to the Board of Directors for their approval at their next meeting.

Adjournment: Motion from Sherri. Second from Julie. Passed.

Next committee call, **Wednesday, June 6th** at Noon, EST.

Goals for 2007

EC 1 - Implement the Compliance Workshop concept: **SET for June 8-10 in Chicago.**

EC 4 - Establish a speaker remuneration policy for various types of speakers (National, Regional, General vs. Breakout session, etc.): **Brad will research and determine what other associations do. The committee recommended ISAM staff also put together a history of costs to HBMA in various categories to give us a base line to work with.**

EC 5 - Conferences booked 18 months in advance or more. **Gail is in process**

EC 6 - Work with RBMA to implement the speaker swap: **Paul is currently on hold since we have 'lost' our connection with RBMA.**

SPS 1 - Add Medicare 101, CPT101, 1CD9101 & Billing 101 Course: **ISAM staff**

SPS 2 - Audio Cast HBMA 101 to help employees understand what HBMA does: **Julie and Carrie to review and set up.**

SPS 3 - Review Management and Staff Program Tracks at conferences: **Brad to review and recommend**

SPS 4 - Ask Committee Chairs for ideas and speakers: **ISAM will continue to do this**

SPS 5 - Minimize vendor presenters: **Ed Committee to take this into account in future planning**

SPS 6 - Develop HBMA Library and organize content: **Brad is in process**

SPS 7 - Build Curriculum that contributes to the HBMA Library: **in process**

SPS 8 - Certification program connection: **Brad and Sherri are working with Barry, Certification Chair. Currently on hold.**

SPS 9 - Continue to offer cost-effective distance learning: **Julie and committee are in process**

SPS 10 - Price regional and National Meetings to allow additional staff to register at a lower price: **Recommend we get input from the Treasurer. Consider how this would affect us financially using the current statistics.**

SPS 11 - Move break-out sessions so they are not last on the program: **Committee recommends we consider a Noon to Noon timeline. Committee to discuss this more next month as we plan for the fall 2007 conference.**

Completed 2007 Goals

EC 2 - Develop Glossary of Medical Billing Terms. *With thanks to Kathy Canny.*

EC 3 - Develop a policy on sale of books and other materials by speakers - update verbiage on speaker documents.

EC 7 - Develop an online evaluation form for Webinars, web casts & audio casts.

EC 8 - Set the 2007 education calendar by January 2007.

EC 9 - Sub-Committee is reviewing the overall Educational Program to determine effectiveness. (Reviewing content, format, length and frequency of meetings, etc.): *Richard U. and committee have COMPLETED this.*

EC 10 - Develop a system / set of questions to do speaker reference checks for potential speakers.

SPS 12 - Graph attendance and first time attendees.

SPS 13 - Encourage evaluation completion by offering incentives: *Committee recommends we stick with the current policy for now.*

SPS 14 - Replace New Member Breakfast by establishing new member curriculum packet: *goal turned over to the Membership Committee – Patrick Lucas.*

SPS 15 - Call for Speakers tool.