



**Education Committee Minutes  
Tuesday, April 15, 2008**

**Present:** Judy C., Carrie C., Julie D., Sherri D., Lyle E., Ken G., Dave J., Terry M., J. Paul O'H., Rich P., Barry R., Joe S., Brad L., Gail S., Paul M.

**Absent:** Viggo M., Robin R., Peggy W., Richard U.

**ACTION ITEMS**

**MOTIONS**

**MOTION to approve 3/4/08 Meeting's Minutes from Barry. Seconded by Lyle. Passed.**

**Old Business**

**A. 2008 Meetings**

**Spring Conference – 15th Anniversary – April 6-8 at Contemporary Resort, Orlando, FL** was well-received. Final attendance was 183 making this the 2<sup>nd</sup> highest Spring Conference attendance to date. KUDOS were offered to this committee and to the ISAM staff for their hard work and energy that made this an exceptional 15<sup>th</sup> Anniversary celebration. Special thanks to Julie, Rich and Bing for their efforts in setting up the event at Epcot.

**Compliance Course – May 6-9 at Fashion Island, CA.** Currently 29 are registered. Efforts to 'go green' are being considered as much as possible. **ACTION: Promote Dave J. as a speaker.**

**O&M – Summer – July 10-12 at Sheraton Station Square Hotel in Pittsburgh, PA.** Currently 3 registrations.

**Fall Conference - September 10-12 at Paradise Point, San Diego, CA**

**ACTION: Gail asked all committee members to review the template she sent and to follow-up with their speakers for information requested.**

Updates to this template include:

- Barry has secured Dr. Bill Rogers as a speaker. Dr. Rogers has accepted our invitation to speak at our Fall Conference September 11<sup>th</sup> from 1:30 to 3:00 PM. If you have any input on what content should be included in his presentation, please pass it on to Barry or Julie.
- Randy Johnston has verbally agreed to do one of the pre-conference sessions as well as a session from 4-5:30pm on Wednesday.
- There will be ONE Compliance pre-conference session – it will be brand new – hopefully using Chris Parrella offering case studies. If Chris receives high marks at the Compliance Course in May we will pursue this with him.

- There is a possibility that a third pre-conference session would still be offered on Disaster Planning if Julie and Rich can get the materials together in time. If not, this will be offered as a pre-conference session in the spring of 2009.

**GREEN Initiative:** Comments from the committee were favorable to the changes made. We will also review the comments from the evaluations when they are completed. **ACTION:** Gail will return to the original addition of printing speaker bios in the books right in front of their session when she creates the fall conference book.

**ACTION:** It was strongly recommended that we HIGHLY PUBLICIZE the dates for the 2009 Fall Conference as we are moving to a new format of Wednesday-Friday.

**O&M – Fall – October 23-25, 2008 – The Pfister Hotel, Milwaukee, WI. REGISTRATIONS: 1**

### **Disaster Plan Workshop**

The sub-committee recognizes the membership feels a need for this education but recommended we not offer a weekend event at this time due to lack of membership support financially. As noted previously in these minutes we are working on offering a Pre-Conference session led by Rich & Julie in the near future.

### **Distance Learning - 2008**

April 17 "Retaining Excellent Employees" Dave Jakielo

*REGISTRATIONS: 46 as of 8am PDT 4.16.08*

May 15 "Building your Billing Business" with Viggo Madsen

June 18 "Outsourcing PRO & CON" joint WebCast with RBMA

July 17 "Public Speaking Skills" with Lori Miller (to be taped on June 18<sup>th</sup>)

### **B. Distribution of 2008 Committee Goals**

**ACTION:** Committee members are asked to review the goals for 2008 and let Julie know if they would be willing to assist with any specific goals. These minutes will reflect the names of those who volunteered over the phone to take the lead on several items.

### **C. 2008 Fall Education Committee Planning Meeting**

**ACTION:** Reminder to all committee members when making your travel arrangements for San Diego, we will be meeting as a committee face-to-face on Tuesday, Sept. 9<sup>th</sup> from 5:30 – 9:00pm. Dinner will be provided. Julie welcomes any input from committee members on what should be on the agenda for this meeting.

## **New Business**

### **A. Program with HFMA in September**

Brad shared this is a work in process. Ken and Karen are slated to speak and he will find one additional speaker to present at the meeting in Newport Beach this September.

### **B. HBMA & APF**

Brad has presented 3 topics for the APF G2 Meeting in Washington DC this fall. Their education committee is in the proceeds of making final decisions.

## C. Calendar

Julie presented the idea of creating a calendar similar to the one she received from HCCA which outlines all of the Education for the year for that association. Good discussion included some alternate ideas:

- Create a small wallet-sized card instead
- Incorporate the calendar into a tool that can also be used on the desk top
- Offer an electronic version that would sync with their electronic calendars
- Send it on a flash-drive

Ultimately the goal is to have all 2009 HBMA Educational offerings established by November of 2008.

## D. Advanced O&M Julie

The following Advanced Owners and Managers course was presented to the Board of Directors at the Spring Conference last week and was approved pending further review of the curriculum and it being presented to the Education Committee for input. This was originally brought to the Board due to the budget changes that would occur for 2008.

Program date: December 3-5, 2008

Location will be either Southern California or Scottsdale

Contract with faculty will be similar to the current O & M contract

Executive Committee will determine who will review the proposed curriculum

Program will only go forward with the approval of the Executive Committee

Program pre requisite:

- Must have attended two prior O & M's
- Must hold the CHBME certification
- Must be the company owner/CEO or COO
- Must read advanced reading materials

Program topics:

- Strategic planning
- Management development
- Business development
- Competitive analysis
- Attendee advance suggestions of additional topics
- Guest speaker will be a professional speaker, industry luminary, university professor and/or an author of an applicable business reference book.

Course fee: \$2,695

Maximum course participants: 30

**ACTION:** Julie encouraged this committee to give her any input via an e-mail in the next couple of days so she can present it to the Executive Committee to assist them in making a final decision.

## E. Committee member updates

Julie reported the following:

- Keri Jennings has been removed from the committee due to lack of attendance.
- Viggo Madsen is no longer with AdvancedMD but is still a member of this committee.
- Robin Roach will be contacted regarding her lack of attendance as well.
- Kellie Swartz offered interest in joining this committee. Julie will bring her name to the Board for consideration and Paul will send her a purple binder once she is confirmed.

**ACTION:** Paul will send an updated contact list to all on this committee once the dust settles.

**MOTION:** Sherri moved for adjournment. Judy Seconded. Passed.

**Next committee call: Tuesday, May 6, NOON, EDT**  
**PLEASE WRITE DOWN THE NEW CALL-IN INFORMATION!**  
**#866 642-1665 Pass code: 6235245**

Education Committee Goals for 2008

### 1. Continue to review Compliance Workshops concept – IN PROCESS

*Julie, Holly and Paul*

Future workshops will be coordinated with the Compliance Committee. We will continue to build concepts into pre-conference compliance courses. We will add at least one Compliance DL program in 2009. Considering adding a new pre-conference session that will follow-up with members who have completed the Compliance Course but got 'stuck' along the way.

### 2. Consider offering a Disaster Planning Writing Workshop - IN PROCESS

*Sherri, Rich, Joe S., Viggo, Julie & Paul*

Workshop concept has been put on hold due to lack of membership support financially. There is interest for this topic and we are currently considering hosting a pre-conference session led by Julie & Rich in the fall of 08 or spring of 09.

### 3. Consider offering an Executive Forum

- Organizational issues
- Fiscal management
- See information from HFMA (December 11 e-mail from Brad)

**4. Continue to produce cost-effective Distance Learning.** Tune in to new technology to reduce expenses and produce a consistently better quality product. Determine if we should offer discount pricing for participating in multiple Distance Learning programs in 2009.

**5. Update Distance Learning evaluations** to establish the best value of information is received and is being used to promote better education.

*Carrie, Peggy, Julie & Paul*

**6. Build HBMA Curriculum = HBMA University.**

- Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
- Create, control, and develop our own HBMA programs for Billing 101, 102, Denial Management, Internet Follow-up, Medicare 101, Disaster Recovery, CPT 101, CD9 101, Diagnosis 101, Coding Basics for the Non-Coder, etc.
- Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.

**7. 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 join the program.

**8. Continue to re-evaluate the pros and cons of booking conferences 18 months out.** – IN PROCESS

**9. Establish a draft of the 2009 Educational Calendar by May 1, 2008. Finalize DL speakers by August 31, 2008 for 2009 sessions.** - IN PROCESS

**10. Review materials offered in HBMA library.** Determine needs and fill those gaps.  
*Sherri, Dave and KELLY (?)*

**11. Consider not offering Regional Meetings in 2008.** – COMPLETED. (Midwest still in discussion.)

**12. Carefully monitor and review all profit/loss reports for each meeting.** - ONGOING

**13. Schedule Education Committee Planning Meeting in September, 2008.** – set for SEPT. 9<sup>th</sup> at 5:30pm. Agenda in process.

**14. Prepare master calendar of to do lists and due dates for the Education Committee.** – IN PROCESS

**15. Create a training program for new hires.** IE: 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.