



Education Committee Minutes  
Tuesday, April 7, 2009

MOTIONS

ACTION ITEMS

RECOMMENDATIONS

**Present:** Judy C., Carrie C., Lyle E., Cindy G., Dave J., Jud N., J. Paul O'H., Rich P., Barry R., Mary Ellen S., Joe S., Kellie S., Richard U., Gail S., Paul M. Special guests: Kathy Canny & Dennis Mock

**Absent:** Susan C., Ken G., Roxanne S-K., Peggy W. & Brad L.

Rich welcomed all to the call and made sure all knew of the update in committee chair position.  
Minutes for the 3/10/19 call were moved for approval by Barry. Second from Lyle. Passed.

### Old Business

**Self-Pay Regional Program:** Kathy & Dennis offered additional information on this program to the committee per our request. This committee feels the information is potentially important enough to bring to the HBMA membership. A sub-committee was formed to create general input for a program to offer HBMA members. Richard Usry will act as chair of this sub-committee and work with Dennis, Kathy, Kellie and Cindy.

**ACTION:** Sub-committee will meet and bring a document containing recommendations to this committee on our May 12<sup>th</sup> Ed Committee call.

**Spring Conference:** Paul reported that as of 30 days out we have 108 registrations. As a comparison, 30 days out in 2007 = 110 / 178 registrations (Scottsdale, AZ on March 8-10) and in 2008 = 155 / 182 registrations (Orlando, FL on April 6-8)

Using the spreadsheet of information sent to the committee, Gail reported we are in good shape overall with speaker materials. Gail also shared the break-down of registrations for the concurrent sessions.

**ACTION:** The National Office will follow-up with 18 individuals who have registered and not identified which session they will be attending or if they will be leaving early.

**ACTION:** Dave J. will review the 161 slides from John Howard and contact him with recommendations.

**ACTION:** Paul will contact Holly and Bob to determine the deadline for their Hot Topics info.

**MOTION:** Lyle moved that we print the attendee conference books with the same information as we did for the fall 2008 program. Second from J. Paul. Passed.

**ACTION:** Gail will produce a book with all General Sessions PPT slides in it along with the usual Committee, Exhibitor, and General conference info. The BONUS session – Hot Topics – will be available to attendees online prior to the conference as well as the Concurrent session info.

**RECOMMENDATION:** The committee discussed putting ALL of the PPT slides online so attendees could download and share with their staff upon return to their offices. There was no opposition to this recommendation.

**2009 Education:** Paul reported the following updates to the current Distance Learning programs:  
Jim Wieland: HITECH Audio cast taping on Thursday, 4/9 = *ADDED PROGRAM* with a Q&A scheduled for Tuesday, 4/21 at 1pm ET. This is a FREE member benefit.

**ACTION:** Paul to determine if Jim can do a 60 minute Q&A, depending on the amount of questions submitted.  
WEBCAST – April 23 “Disallowing Charges” = 34 REGISTRATIONS as of 4/7/09  
WEBINAR – June 18 topic is *being changed* to another Technology topic.

**Fall Conference:** Caesar’s Palace, Las Vegas, NV Sept. 23-25, 2009

Good discussion re: topics/speakers as well as committee contact for all sessions. Still many slots awaiting information.

**ACTION:** J.Paul will call Gail following the EHR call this week to determine if they would like to use 2 general sessions = 1.5 hours / break / 1 hour + 30 minutes Q&A.

**ACTION:** Gail will send out an updated template for all once she has confirmation of information from J. Paul.

**ACTION:** Paul will send the committee a compiled listing of the Call for Speakers submissions as well as a listing of the topics that were submitted by attendees re: future conferences.

**ACTION:** Committee needs to make final decisions on topics and speakers before or on the May 12<sup>th</sup> call if we want to remain within the time-line established for recommended advertising.

**ACTION:** Gail will work with John to create a SAVE THE DATE postcard to send out to the membership. Paul will create a brief PPT to be shown in Boca Raton to advertise the location and dates of the 2009 fall conference as he has done for the past several conferences.

## New Business

Gail reported we are currently doing a site search for fall 2010 in the following cities: Chicago, St. Louis, Indianapolis, Los Angeles and Washington, DC. The committee strongly recommends we keep it in the middle of the country if possible.

**MOTION** to adjourn from Joe. Second from Lyle. Passed.

Next committee call: Tuesday, May 12<sup>th</sup>, 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 Q3 2009:** work with ACMCS sub-committee. HBMA sub-committee: Judy C, Richard U. and Paul M.

#### 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 gave at the 2008 O&M meetings and we will attach it to the website. *Brad is in the process of creating this. New benefits/value being added.*

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

**ACTION: Complete by Q1 2009** *COMPLETED*

#### 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: Rich, Joe S., & 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 *In Process*

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

**ACTION: Complete by Q1 2009** *Sub-committee: Jud, Barry, J. Paul & Susan* *Jud will schedule time for a meeting of the sub-committee during the Spring Conference to include: Barry, Brad, Randy, J. Paul & Andy. Susan will not be at the conference.*

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 *COMPLETED*
- 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 *IN PROCESS*

#### 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 *IN PROCESS*

#### On-Going Goals: *In Process*

- 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.