



**Education Committee Minutes**  
Tuesday, August 7, 2007 at Noon EDT

**MOTIONS: Blue**

**ACTION: Red**

**Present:** Kathy C., Judy C, Carrie C., Julie D., Sherri D., Lyle E., Ken G., Dave J., Viggo M., Terry M., Rich P., Richard U., Brad L, Gail S., Paul M.

**Absent:** Keri J., Barry R., Joe S., Peggy W., Joe W.

**Approval of Previous Meeting's Minutes** – 6/6/07: **MOTION** to accept from Richard / Second by Carrie. Motion Passed. 7/5/07: (with one correction of 'EC' to 'Executive Committee' in section A – second bullet, second sentence) **MOTION** to accept from Lyle / Second by Kathy. Motion Passed.

## Old Business

### 2007 Meetings

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

Registrations: Brad reported that we are now beyond the date of early registration and here is where the statistics are:

August 7 <sup>th</sup> , 2006	196 registered
August 7 <sup>th</sup> 2007	183 registered

We have closed the gap a bit and now are 6% below last years Fall Conference registration at this date.

After the cut off date last year we received an additional 119 paid registrations. If the percentage holds true, we should enjoy another 111 registrations for a total of 294. We will push out marketing e-mails about the Conference over the next three weeks to assure we are doing all we can to attain these numbers.

Auction: Marla Harmon is working with Fran Cashen (ISAM) on the Auction. E-mails reminders have gone out to the membership about this event. E-mails will go out to Corporate Sponsors requesting and recommending potential donations later this week.

Grand Rounds: A brief paragraph has been prepared for all facilitators to read at the beginning of their session to remind all in attendance that this is a networking session and not a lecture. A notice will go out to all who have registered for each session about 3 weeks in advance of the meeting to send in their ideas and questions specific to that session to assist the facilitators in their preparation.

Gail reported as of today:

- Strategic Planning = 36 registrations
- Productivity = 28 registrations
- Technology = 21 registrations
- Small Companies = 38 registrations

**ACTION:** Paul will send an e-mail to all who have signed up for each Grand Rounds session later this week and will request a reply from them by 8/22/07. He will consolidate the replies and forward them to the facilitators for each session so the facilitators will have this information before our training call on 8/24/07. Paul will also update all facilitators at the end of the month, right before the conference, with any last minute replies from attendees as well.

Pre-Conference: registration as of last Friday, 8/3/07:

- 1<sup>st</sup> time Compliance = 12
- Hot Topics = 20
- Technology = 16

Gail reported that 20-30 is an average attendance over the years and reminded the committee that we have 3 instead of 2 sessions this year so the spread in attendance could be wider. **ACTION:** Gail will send updated counts to the committee this week.

Speakers: Gail reported we are in good shape.

**ACTION:** Paul will add to the agenda (for the face-to-face meeting at the Bellagio) time for a discussion regarding going to ONE national conference vs. TWO per year.

Awards: Gail and Judy welcome your nominations as soon as soon as possible. Ken has set up a call with Patrick Lukacs and the Awards Committee later this week to finalize the awards that will be presented in Las Vegas. They are still taking nominees for awards. For a description of the awards that were presented last year, look in the Nov//Dec issue of Billing. The Awards Committee has a list that outlines all recipients of awards since the inception of this program.

Hotel: Ken requested additional information regarding our room block at the Bellagio. Gail reported that we are sold out of rooms, with the exception of perhaps one or two more. We have contracted with the Westin, just a block away, for overflow rooms. At this time there is plenty of availability, however we have asked for only 20 rooms to start. The Westin offers the same low rate for all nights of our conference. If we need more than the initial 20, we will contact the Westin and, if they have availability, they will be happy to accommodate.

- **Regional Meetings**

- Atlanta, GA - Oct.5
- Baltimore, MD - Oct. 9
- Chicago, IL - Oct. 11

Gail reported that the brochure has been printed and will be mailed out later this week.

- **November – Compliance Workshop Part 1** (Policies)
- **February - Compliance Workshop Part 2** (Procedures)

Rich explained to the committee that the first Compliance Workshop held in Chicago this past June turned out to be focused more on completing the Policies rather than the Procedures. In discussion with the faculty, Holly and those Education Committee members who attended, it was determined that we should offer this identical workshop once again in November of this year – with modifications gleaned from the evaluations and discussion. The faculty has been contacted and is on ‘stand-by’ basis for another Step ONE course during the second weekend of November.

The recommendation from this small group is to hold a Step TWO workshop in January or February of 2008 that would focus on Procedures - with a stipulation that attendees would need to have already attended Step ONE in order to attend Step TWO.

Good discussion from the committee included:

- Would it be better to hold these workshops after the established HBMA Compliance Course – offering an opportunity to attend that first?
- When we schedule these events in the future, consider that the Compliance Course will drive attendees to want to take the Compliance Workshop. As we move forward in the process a comment was made that it may make sense to have these workshops follow the Compliance Course already established and successful. That could be a problem also since the costs are dramatically different.
- If we continue to offer both, it allows for flexibility of members who have a variety of budgets to work with as well as different audiences and learning styles.
- Eventually the ideal workshop would include both Policies and Procedures in one workshop.
- Could we offer the Step TWO as a pod-cast or WebCast to offer more assistance with funding for those companies who already completed Step ONE? Problem is that the course is an intensive 2 day program so splitting into 2 hour segments would be difficult.
- Would Step TWO offer more printed materials and guidance than Step ONE?
- Make sure we do a thorough evaluation of each workshop.
- Work closely with the Ethics and Compliance Committee in all steps of the process.

**MOTION:** Julie moved that we carry forward these workshops and offer another Step ONE in November of 2007 and a Step TWO in Jan/Feb of 2008 to those who attended either Step ONE Compliance Workshop. / Second by Carrie. Motion Passed.

**ACTION:** Chair will forward to the Board for approval. ISAM (Gail or Fran) will locate a site for these Compliance Workshops and we (ISAM) will begin the advertising ASAP. Once a contract is signed the faculty will be notified and contracted.

- **Distance Learning**

**ACTION:** Paul will send copies of the compiled evals from the most recent WebCast to the Education Committee as well as to the speaker by the end of this week.

Kathy raised concerns as to the quality of these programs and the review process of the materials used. Rich and Julie both explained the procedures we currently have set in place for speakers and material. Another factor they brought to our attention is the difficulty of speaking to a camera vs. a live audience. Carrie remarked that her staff thought this event was quite good. This brought to mind a reminder that our HBMA audience is diverse and what is attractive to some will not meet the needs of others. Further, sometimes the affirmation that what you are already doing is correct, offers a sense of being ‘ahead of the curve’ and that is worth something to the staff as well.

**ACTION:** When marketing Distance Learning we need to pay special attention to the Target Audience and make our marketing as clear as possible. Using bullet points, we will focus on specific skill levels

so managers can better judge who on their staff should attend. We will continue to strive for the BEST in all Distance Learning programs as we do for any HBMA Educational Program.

Sherri asked that this group consider developing 5-6 BASIC HBMA WebCasts in 2008 that offer a solid basic curriculum for HBMA members. She recommends that a sub-committee be developed to create a 'Train the Trainer' program that could be used as a foundation for the HBMA University.

**ACTION:** Paul will add this to the September agenda for discussion.

## **2008 Meetings**

- **Distance Learning:**

Julie, Carrie and Peggy have developed an outline of topics, bullet points and potential speakers for 2008 DL programs. They welcome input for speakers and topics from anyone on this committee.

### **TENTATIVE listing of potential 2008 date/topics**

- January 17, 2008 – **Ask the Expert Panel Discussion (WebCast)**
- February 21, 2008 – **Patient Collections in the Era of Consumer-Driven Health Care (Webinar)**
- March 20, 2008 – **Understanding Medicare Advantage Plans & the 5 Levels of Medicare Appeals (Webinar)**
- April 17, 2008 – **Hiring & Retaining Excellent Employees (WebCast)**
- May 15, 2008 – **Compliance Annual Staff Training – OIG Compliance Guidelines and HIPAA Privacy Overview (Webinar)**
- June 19, 2008 – **Back to Basics – Billing 102 (Webinar)**
- July 17, 2008 – **Maximizing Your Power By Improving Your Public Speaking and Presentation Skills (WebCast)**
- August 21, 2008 – **Now That You've Completed an E&M Audit – What's Next and How Do You Make the Most of It for Your Client? (Webinar)**
- September 18, 2008 – **Back to Basics – Self-Pay Collections and Making Patient Phone Calls (Webinar)**
- October 16, 2008 – **Technology Topic (WebCast)**
- November 20, 2008 – **Back to Basics – Billing 103 (Webinar)**
- December 18, 2008 – **Documentation Retention, Destruction & E-Storage Issues (Webinar)**

- **Compliance and O&M site selection:**

**MOTION:** To approve potential sites recommended for both the:

Compliance Course – March 4-7, 2008: Marina del Rey, CA; San Diego; Phoenix/Scottsdale; San Francisco &

O&M Winter – February 7-9, 2008: Marina del Rey, Dana Point, San Diego, Santa Monica from Kathy / Second by Judy. Motion Passed.

Brad floated out the idea of potentially holding the Compliance Course and O&M at the same time/same site in the future. This could allow for more efficiency of ISAM staffing, member time out of the office, budgeting of funds & better hotel rates for a larger overall group. Downside would be that attendees could only attend one or the other – with the potential that they could attend another O&M later that same year.

Concerns from the committee:

- If meetings were held one after the other would this be a potential information overload?
- If held these at the same time would it mean too much of our membership's staff would potentially be out of the office at one time?
- Compliance attendees typically look for a lower hotel rate than O&M attendees.
- Will this affect Bob Burleigh who teaches both?
- Look at list of COMPANIES who attend both and see what kind of overlap there is currently. (Brad reported there are very few *individuals* who overlapped in prior years).
- Will combining these two programs hurt attendance for both by drawing away from one or the other?

**ACTION:** Brad will review these concerns and reply back to this committee with more information. Paul will add this item to the September agenda.

- **Spring Conference** – 15<sup>th</sup> Anniversary – April 6-8 in Orlando, FL

Transportation for special event: TABLED for future discussion.

Cost per person for special event: Gail reported that the following actual costs will be incurred for the special event planned:

- Dinner = \$61.34
- Beverages (soft drinks/ water) during the laser show = \$17.25 (for 2.5 hours)
- Option – HBMA could offer drink tickets = \$14 per person (good for 2 drinks, alcohol included) and we would offer a cash bar to individuals after both tickets are used.
- One-way bus ride = \$6 (round trip would be \$8-9)
- **TOTAL cost @ \$96.34 per attendee.**

Our goal is to make this affordable for as many as possible – not to make money for HBMA from non-registrants on this event. We hope this will encourage as much participation as possible.

**MOTION:** Judy moved that we round up the ACTUAL cost of this event for non-registrant of the conference to the next dollar, not to exceed \$100. / Second by Kathy. Motion Passed.

Disney Tour Options: Rich presented the idea that HBMA members will be able to go to the HBMA website to select the tour they would like to take. HBMA will not be financially responsible for payment to fill tours that do not meet the 20-participant requirement. He presented 4 options narrowed down from the list of tour options provided by Disney World:

- Innovation in Action
- Inspiration through Walt's Eyes
- Back Stage Pass
- Gardens of the World

Disney experts recommended that we limit it to 1-2 selections to assure a better chance of achieving the group size minimum requirement. Anyone can sign up for any of these events. We wanted to offer the ability for HBMA members to go as a group on at least one of these tours since they are available.

**MOTION:** Viggo moved that we offer the ‘Gardens of the World’ and Inspiration through Walt’s Eyes tour to our membership via the HBMA website. / Second by Kathy. Motion Passed.

**ACTION:** Rich will follow-up with Laura at Disney World to set these tours up. “Gardens of the World” will be the one tour HBMA will offer as an optional group event on Saturday afternoon from 1-4pm; one day before the conference begins.

Keynote Speaker: Rich, Julie and Paul are still working on a few options. We want the topic to be relevant and of course ‘Disney themed’. Rich reminded the committee what options were available on the PDF sent from the Disney Institute for Keynote speeches and asked for input.

**MOTION:** Richard moved that we ask a Disney Institute speaker to deliver the keynote ‘Walt Disney World Success Formula’. / Second by Sherri. Motion Passed.

‘Streetmosphere’ Character: Rich explained the concept and referred to the PDF provided by Disney World. Discussion from the committee included:

- Yes, we would like to have this as part of the event.
- Can we get an exhibitor to sponsor this?
- Allow the exhibitor to choose the character.
- If there is no exhibitor interested we will not spend HBMA funds to add this.
- This is strictly for entertainment purposes and will add value to the exhibitor.

**MOTION:** Kathy moved that we offer this option to the exhibitors. If no one wants to do this, we will not include it. / Second by Dave. Motion Passed.

**ACTION:** ISAM (Gail) will offer this option to all exhibitors in Las Vegas. If it is picked up, the exhibitor will select a character and ISAM (Gail) will work with Disney World to set it up.

- **O&M – Summer** – June 19-21, 2008

**MOTION:** To approve potential site recommended (Seattle) from Richard. / Second by Lyle. Motion Passed.

- **Fall Conference** – September 10-12, 2008

A contract has been signed with the Paradise Pier in San Diego, CA. Contract is for a Wednesday-Friday pattern, Noon - Noon per recommendation of this committee.

- **O&M – Fall** – October 30- November 1<sup>st</sup>

**MOTION:** To approve potential site recommended (Salem, MA, Philadelphia, PA, Providence RI) by Kathy. / Second by Lyle. Motion Passed.

- **2008 Fall Compliance Workshop** – TABLED for discussion at next meeting.

**MOTION:** to adjourn from Richard. / Second by Kathy. Motion Passed.

Respectfully submitted,  
Paul Myers

**Next committee meeting: Thursday, Sept 6<sup>th</sup> at the Bellagio, 5pm.  
Room to be announced.**

**Completed 2007 Goals**

EC 1 - Implement the Compliance Workshop concept: **COMPLETED**

EC 2 - Develop Glossary of Medical Billing Terms: **COMPLETED** – with recommended updates from the committee as determined.

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

EC 7 - Develop an online evaluation form for Webinars, web casts & audio casts: **COMPLETED**

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

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. **COMPLETED**

SPS 1 - Add Medicare 101, CPT101, ICD9101 & Billing 101 Course: **ISAM staff**

SPS 2 - Audio Cast HBMA 101 to help employees understand what HBMA does: **Delegated to the Public Relations and Membership Committees for completion. Recommend taping and adding to website for future new members to be able to view.**

SPS 3 - Review Management and Staff Program Tracks at conferences: **COMPLETED with recommendations that HBMA is not ready to proceed at this level at this time.**

**ACTION:** Report to the Organizational Efficiency Committee that we do not recommend offering this option at this time due to the fact that we are still small enough not to warrant a need for these tracks at this time.

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

SPS 5 - Minimize vendor presenters: **Ed Committee already takes this into account when 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: **PASSED ON to Certification Committee, Barry R.**

**Chair.**

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

SPS 12 - Graph attendance and first time attendees: **COMPLETED.**

SPS 11 - Move break-out sessions so they are not last on the program: **Committee recommends we consider a Noon to Noon timeline. COMPLETED for the fall 2008 conference.**

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: **COMPLETED**

**Goals remaining for 2007**

EC 4 - Establish a speaker remuneration policy for various types of speakers (National, Regional, General vs. Breakout session, etc.): **Current Honorarium cost worksheet has been submitted. Policy is in process.**

EC 5 - Conferences booked 18 months in advance or more. **Gail & Fran are in process**

**ACTION:** ISAM is currently working on this effort. However, Brad stated that we could potentially lose some of the sites we have been getting due to the fact that we have not been booking so far in advance.

**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.*

**ACTION:** We do not see value in offering this on the National Conference level. It could have a larger impact for the membership on the Regional Meeting level. This will be a topic of discussion at the September face-to-face meeting.