



Education Committee Minutes from Tuesday, August 5th

Present: Carrie C., Julie D., Sherri D., Lyle E., Ken G., Dave J., Jud N., J. Paul O'H., Rich P., Barry R., Joe S., Kellie S., Peggy W., Brad L., Gail S. & Paul M.

Absent: Judy C., Richard U.

Approval of 7/8/08 Meeting's Minutes – Motion to approve from Barry. Second from Carrie. Passed with one abstention.

Julie updated the committee re: **membership**: Official welcome to Jud Neal who received BOD approval last month. Robin Roach has been removed from the committee due to attendance challenges and Viggo resigned from the committee due to other work-related obligations.

Old Business

2008 Meetings

- **Summer O&M** – 43 attended. Very good evaluations. Dave pointed out that 70% of the attendees were first-time attendees.
- **Fall Conference - REGISTRATIONS: 163**
 - **Evaluations** – Julie reported that Richard, Julie, Gail and Paul met via phone to discuss any changes recommended for the evaluations. We will keep the current process, add clearer directions on the evaluations as well as add a slide at the end of each session to remind the attendees that we need these evaluations and that they need to be as neat as possible. We will expand the evaluations to a slightly larger format to allow for more written comments. We will discuss further changes to the evaluations at the F2F meeting in September.
 - **Exhibitor/Sponsor Registrations** – Gail reported that one additional sponsorship has been added (since the last report to this committee): Fidelity National will sponsor the key cards.
 - **Updates for Conference Speakers** – Gail reported most information is in. If your speaker's material is still outstanding, please follow-up immediately! **ACTION: Paul will send out a reminder on GREAT SPEAKER INTROS to all committee members. PLAN NOW to make your speaker introduction GREAT!**
 - **Awards/Auction Updates** – Peggy reported a FUN event is being planned using the theme "Lei Some Money on Us". As of this report, 17 exhibitors have offered donations as well as 7 members. This year cash is also being collected so the committee can purchase items that will sell well. **ACTION: Still looking for additional donations of items as well as cash to make this a success. RECOMMENDATIONS: electronics/weekend get-a-ways/ jewelry/holiday trips were discussed.**
- **O&M – Fall – REGISTRATIONS: 23**

- **Advanced O&M** – Dave reported we are awaiting a signed contract from a speaker before we can advertise. Gail sent out the contract on 8/4/08 and received confirmation of receipt. Once a signed contract is received, advertising will commence immediately.
- **Distance Learning - 2008**
 - Survey results from 7/21/08 WebCast revealed high marks from this program. It was not attended as well as we had hoped and we should market this program for future sales.
 - August 21 “Annual Compliance Training” with Jim Wieland, Esq.
REGISTRATIONS: 20
 - September 18 “Self Pay Collections and Making Patient Phone calls” with Dennis Mock
REGISTRATIONS: 2
- **Distance Learning – 2009**
Julie, Peggy, Carrie and Paul will meet later this month to finalize speakers, discuss ways to improve evaluation feed-back and discuss package deals for '09 DL programs. This sub-committee will have recommendations to offer to the full committee at the September F2F meeting. Once this committee agrees on the recommendations it will go to the Board of Directors for approval and implementation. **ACTION:** Paul will work with WebTeam to set up the on-line registration process to accommodate this.

2008 Committee Goals - Update for current HBMA DL programs in library – Goal # 10 – Lyle and Julie have returned their 2 reviews. Sherri and Dave will submit theirs within the week. **ACTION:** Michele will send out the next set for review. Volunteers to review include Rich, Lyle, Joe and Carrie. Turn-around time will be 3-4 weeks. **RECOMMENDATION:** Michelle will see if reviewers already have the CD before sending it with the review form.

2008 Fall Education Committee Face-to-Face Planning Meeting on **Tuesday, September 9 from 5:30 – 9pm** - Julie and Paul will set the agenda on our Monday call, August 11th and send it to the committee for comments or additions.

2009 HBMA Education Calendar - Julie asked for input from the committee re: calendar need and size. Peggy recommended a mouse pad that has pages to tear off each month. **ACTION:** Paul will meet with Peggy and we will find out pricing and availability. Once this has been determined this matter will go to the Board of Directors for funding approval.

Education Committee Time-Line - Julie asked the committee to use this timeline as much as possible and to offer any recommendations for improvement.

New Business

Sites for Spring Educational Conference 2010 – following a good discussion:
MOTION from Joe S. to look into the following host cities: San Antonio, TX, Philadelphia, PA, Memphis, TN, Atlanta, GA & Santa Fe, NM. 2nd by Rich. Passed.
ACTION: Paul to pass info onto Fran to continue search.

2009 Spring Conference – see updated template from Gail.

Adjournment: **MOTION** to adjourn from Peggy. Second from Rich. Passed.

Next committee call: Tuesday, September 9 **IN PERSON in San Diego, CA
from 5:30 – 9pm**

Education Committee Goals for 2008

1. Continue to review Compliance Workshops concept – IN PROCESS

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. Two Pre-conference sessions will be offered in San Diego prior to the National Conference. One will be an Advanced course open only to members who have completed the Compliance Course but got 'stuck' along the way and the other will feature Jim Wieland leading a discussion for the small business owner – a follow-up to the August Webinar. *Julie, Holly and Paul*

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

Planning a pre-conference session led by Julie & Rich in the spring of 2009. *Sherri, Rich, Joe S., Viggo, Julie & Paul*

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. *Discuss more on October call following completion of Goal #10.*

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. *Sherri, Dave, J. Paul and Julie* - IN PROCESS

Set up a review process to review our oldest programs to ensure that they are still timely. 2 CD's and accompanying review form sent to all on July 1, 2008. Goal – have reviews completed by August 1, 2008. Next set of CD's to go out during the week of August 11-15, 2008.

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. 9th at 5:30pm. Agenda in process.

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

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. *Peggy – tie into Goal #6*