



HBMA Board of Directors  
Wednesday August 11, 2009  
2:00 PM EST

**Present:**

Randy Roat, President	Joe Schendel, Director
Scott Everson, Vice President	Jud Neal, Director
Jackie Willett, Treasurer	Barry Reiter, Director
Patrick Lukacs, Secretary	Don Rodden, Director
Ken Goodin, Past President	Brad Lund, Executive Director
Bill Carns, Director	Michelle Botana, Membership Services
Andy Kokosa, Director	Paul Myers, Director of Education
Holly Louie, Director	

**Absent:**

Shawn Keough-Hartz, Director

**Agenda:**

1. **Call to order, Roll Call and Approval of the July minutes**  
*Motion to approve the minutes by Don Rodden, seconded by Barry Reiter; All approved, none opposed. Motion Passed.*
  
2. **Consent Agenda**
  - a. **Financial Report**
  - b. **National Office Report**
  - c. **Capitol Associates Report**
  - d. **Committee Reports**

Government Relations, Certification and Finance reports were pulled from the Consent Agenda.

**Motion to approve the consent agenda without the above items by Scott Everson, seconded by Joe Schendel; All approved, none opposed. Motion Passed.**

Government Relations – Barry Reiter advised that the Committee is thinking about engaging cap wiz or a similar service in order to assist the mobilization of members in contacting elected officials on pertinent issues.

Finance – Brad Lund advised the board that there will be a full audit of the 2008 books primarily due to the low incremental cost over a review.

Certification – Jud Neal advised that he is looking into different ways for attendees to earn credits at National Conferences. The committee is also considering certifying companies, not individuals and requiring attendance at Compliance & Owners and Managers Conferences to become and maintain CHBME.

**Motion to approve the above reports by Jackie Willett, seconded by Bill Carns; all approved, none opposed. Motion Passed**

### **3. Fall Conference**

- **Board Meeting** – Friday afternoon 12:00pm – 5:00pm
- **Business Meeting** – lunch on Thursday, absentee ballots are going out
- **Awards Dinner & Auction** – set for Thursday night
- **Committee Meetings** – all are set

Scott Everson asked if any group function were being set up for Friday night.

**Brad Lund will look into what is available.**

### **4. Medical Group Management Association (MGMA)**

HBMA will be co-marketing their respective fall meetings to each other's members. Paul is working with MGMA to prepare a joint message that will go out to the respective memberships. This is not a contractual relationship but a shared marketing opportunity.

### **5. National Society of Certified Healthcare Business Consultants (NSCHBC)**

HBMA has been asked to speak at their fall conference in Washington DC with regards to our legislative work.

**6. ACMCS Taskforce**

Discussion was held and the consensus was that the Taskforce should continue exploring educational coding resources for HBMA member company executives, their staff, as well as clients.

**7. ICD-10 & 5010 Task Force**

Holly Louie has been invited to attend the "Freezing the Code Set" meeting given by CMS; the Executive Committee has approved the related expenditures. The AMA approached Holly Louie and asked her to work with them on developing specific ICD-10 educational materials.

**8. Medical Banking Project**

No discussion held.

**9. EHR/EMR Task Force**

The survey results are in; the taskforce will be meeting tomorrow to begin moving ahead with the results.

**10. KLAS**

HBMA was approached by this group who has offered to share their research with our members, free of charge.

**11. AHIP (Emblem Health Plan)**

Brad Lund and Sherri Dumford were to have a meeting with AHIP, this has been rescheduled.

**12. Electronic Voting**

Paul Myers has researched this and likes the votenetsolutionsinc. Electronic voting is being explored for 2010.

**13. New Distance Learning Production Tool**

The National Office has acquired WebEx which is half the cost of Premier. The first distance learning program utilizing this new resource will be conducted next week.

**14. Committee Highlights**

❖ **Regional Development / Membership**

The Committee has developed new language for the HBMA application form that will require the inclusion of off shore employees in membership counts for dues calculation purposes.

❖ **Education**

The committee is considering reducing the amount of distance learning programs in 2010; all the topics have been chosen and will be promoted at the Fall 2009 Conference. They are also considering 2 different styles of conferences for 2010; the spring would be for lower managers and the fall for owners and upper managers.

**Motion to approve St Louis as the location for Fall 2010 Conference by Scott Everson, seconded by Barry Reiter; all approved, none opposed. Motion Passed**

❖ **Public Relations**

The committee is working on revamping the logo. The newsletter has not done as well as anticipated and will be promoted again at the Fall conference. Dodge has been a great asset so far and is looking for more ideas from the board with regards to press releases. It has been suggested to add a page to the website for all the press releases.

**Motion to adjourn by Andy Kokosa, seconded by Jackie Willett; call ended at 3:45 pm ET**