



HBMA Board of Directors
Friday September 25, 2009
12:00 PM PST

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	Bill Finerfrock, Legislative Consultant
Bill Carns, Director	Brad Lund, Executive Director
Andy Kokosa, Director	Michelle Botana, Membership Services
Holly Louie, Director	

Agenda:

1. Call to order and Roll Call

Randy Roat called the meeting to order, Michelle Botana took roll call.

2. Consent Agenda

- a. Approval of the August minutes
- b. Financial Report
- c. National Office Report
- d. Capitol Associates Report

Motion to accept the consent agenda by Barry Reiter, seconded by Holly Louie; all approved, none opposed. Motion carried.

3. Print Proposal for Billing

Don Rodden explained the thoughts of the Publications Committee with regards to publishing the bi-monthly journal. It is anticipated that readership would be improved, professionalism and exposure enhanced and the printing costs absorbed through increased advertising revenue.

SPS Preparation

Scott Everson explained that initial interviews have been set with certain board members and the moderator, Paul Meyer. This year's SPS will be spent mostly on the macro issues of effective association leadership.

4. Related Association Presentation

Brad Lund presented a spreadsheet categorizing related associations into three categories. Category I associations are the most important to HBMA. This category is comprised of twelve associations. Category II is comprised of four associations and includes EDPMA, HCCA, HFMA, and RBMA. It was suggested that HBMA memorialize the history, work efforts, goals, meetings attended, and perceived benefits of maintaining relationships with each of the associations. As HBMA leadership changes each year, new members will be aware of the past achievements which have led to these relationships. This will be discussed further at SPS.

5. Secession Planning for Executive Director

Discussion was held. Some ideas are to obtain key person insurance, or partner with another management company.

6. ACMCS Taskforce

Brad Lund gave the report. The taskforce has met three times and would like to survey the membership. They have a rough draft of survey questions ready for the Survey Committee to review.

7. EHR/EMR Task Force

Patrick Lukacs gave an update. Brad Lund explained that a survey was sent to the companies who have implemented EMR technology and are using it, 18 are willing to attend a Summit in the Phoenix area. The Taskforce is asking the board for funds (\$3K - \$6K).

Motion to approve the funds up to \$10,000K by Holly Louie, seconded by Andy Kokosa; all approved, none opposed. Motion Carried.

8. Executive Session

9. Committee Highlights

❖ Vendor Affiliates

There is a written report in the consent agenda from Judy Cardenas, Chair.

❖ Technology

Bill Carns gave the report. The project management tool is on hold until a product can be found that is liked by all. PowerDMS has submitted a contract that Bill will submit to the board for approval. Discussion was held regarding

whether or not this product and EmployerPages should be treated as an affinity program or not.

❖ **Survey**

Randy communicated that Shawn Keough-Hartz had communicated that she needed to resign from the Board of Directors. Her work hindered her ability to invest the time she had hoped to have. Randy has regretfully accepted the resignation, though was anticipating receiving a formal written resignation. Randy is working with Jackie and Patrick in the interim that both serve on the committee. Randy will work with Scott as incoming President in the placement of a newly elected board member to chair this committee. An opportunity does exist to fill the open board position in which case the full board will be approached.

Jackie Willett gave the committee report. The Billing fee survey is in the works and will be released in the upcoming weeks. The committee is awaiting the survey from the coding taskforce.

❖ **Regional Development & Membership**

Patrick Lukacs gave the report. New members are tracking well; currently have three 1st party affiliate biller members. The language has been changed on the website to reflect FT outsourced employees as well in the companies count when renewing dues.

❖ **Publications**

Don Rodden gave the report. Don asked for the board to suggest upgrades to Billing.

❖ **Public Relations**

Andy Kokosa gave the report. Andy explained the Blog and how HBMA can use this to generate more traffic to the website. Also, the committee has written a logo usage page that will be given to everyone who uses HBMA's logo. The committee recommends to run the paper by legal and also to have the logo copyrighted. Andy will email the different logos chosen by the committee to the board for their choice.

❖ **ICD-10 / 5010**

Holly Louie gave the report. Bill Finerfrock, Bob Burleigh and Holly Louie attended a CMS meeting related to ICD-10. While HBMA's paper and position related to code set freezes was perceived as being an outlier, the meeting opened

with the topic of code set freezes. Only the AAPC spoke out against code set freezes.

❖ **Government Relations**

Barry Reiter gave the report. Committee is currently working on an advocacy tool for members. The tool allows member to send messages to elected officials based on templates set up by the committee.

❖ **Ethics and Compliance**

Holly Louie gave the report. The committee is thinking about writing a White Paper on compliance issues in EMR. New FAQ's are being added to the website and a disciplinary recommendation will be forthcoming to the board for the actions of a non member at the Fall Conference.

❖ **Education**

Joe Schendel gave the report. Distance Learning topics are set for next year. ISAM is now using WebEx to produce the Webinars, which is saving HBMA money.

❖ **Commercial Payor Relations**

There is a written report in the consent agenda from Sherri Dumford, Chair.

❖ **Certification**

Jud Neal gave the report. Certification is looking to make significant changes to providing credits for certification; the Committee is looking at ways to keep track of what meetings members attend and building modules of classes that members would take to maintain their certification. The next step is to partner with the Education Committee to discuss the organization and creation of the modules out of existing educational programs.

Motion to adjourn by Barry Reiter, seconded by Holly Louie; all approved, none opposed.

Meeting adjourned.