



**Board of Directors Minutes
December 10, 2008
2:00pm EST**

Present:

Ken Goodin, President
Scott Everson, Treasurer
Jackie Willett, Secretary
Sherri Dumford, Past President
Bill Carns, Director
Julie Demerath, Director
Holly Louie, Director
Barry Reiter, Director
Jud Neal, New Board Member
Brad Lund, Executive Director
Michelle Botana, Membership Services
Paul Myers, Director of Education

Absent:

Randy Roat, Vice President
Andy Kokosa, Director
Patrick Lukacs, Director
Don Rodden, Director
Shawn Keough-Hartz, New Board Member

Agenda:

1. Call to order, Roll Call and Approval of the November minutes

Ken welcomed the new board members to their first board call. He acknowledged that this would be Sherri's last board call after 6 years of hard work and dedication to HBMA. Ken expressed his sincere thanks to the Board for all of their efforts during the past year. He reminded the Board of the growth the organization experienced during the past twelve months. The past year HBMA has produced the Marketing Video, created a new membership category, developed more member communication/Town hall meeting, increased transparency, increased GR visibility, etc. Ken also acknowledged ISAM's support.

Barry motioned to approve the minutes, Julie seconded.

All approved, none opposed. Motion passed

2. Financial Report

Scott reported that everything is tracking well.

3. National Office Report

Brad reported that the Education calendar for 2009 is set. This year HBMA is experiencing the largest net loss of principal members than years past.

4. Update on the 2009 budget

The Finance Committee will be meeting on Thursday 12/11 to discuss the budget. It will be sent out to all board members shortly after for review, Scott asked everyone to pay close attention to all items that they are affected by. The Finance Committee hopes for it approved on the January board call.

5. Related Associations

Brad gave a short update on the different associations that HBMA is maintaining strong relationships with.

Brad will send out the document that outlines all activity taking place between HBMA & related associations.

6. Payer Relations Activity

Sherri reported that the meeting in DC that she & Brad attended with Blue Shield / Blue Cross went very well. AHIP has invited HBMA to present to their group in February. Sherri has been asked to chair this new committee and will ask for board approval on the January call.

7. ACMCS Update

Ken announced that a call was in place for Ken, Randy & Brad; after that a call between the two executive committee would be coordinated.

8. Committee Reports

- ❖ Affinity Program Committee

- ❖ Certification

- ❖ Education

Julie motioned to approve Baltimore for the Spring 2010 Conference location, Jackie seconded.

All approved, none opposed. Motion passed

- ❖ Ethics & Compliance

- ❖ Government Relations

Barry gave the report. GR is currently working on comments for the 2009 Medicare Fee Schedule, Mac transitions and the evaluation of State Net.

- ❖ Organizational Effectiveness

- ❖ Public Relations

Brad gave the report. PR will be having an SPS in Chicago on December 16-17.

- ❖ Publications

- ❖ Regional Development & Membership

Brad gave the report. R&M is working on an action plan for member retention and marketing to 1st party billers.

- ❖ Survey

Jackie gave the report. The deadline for days in A/R survey has been extended to December 31st and the PQRI survey will launch tomorrow.

- ❖ Technology

Bill gave the report. Technology is working on a project to help companies' with applicant management.

- ❖ Vendor Affiliates

Brad gave the report. The vendor committee is working on a policy that would allow vendors to sponsor the same item at two consecutive conferences and then they must move to different one.

Ken wished everyone a happy holiday and adjourned the call at 3:05pm EST