



**Education Committee Minutes
Tuesday, Dec. 8th – NOON, EDT**

Present: Susan C., Lyle E., Dorothy H., Cindy G., Dave J., Jud N., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Kellie S., Richard U., Peggy W., Brad L., Gail S. & Paul M.

Absent: Judy C., Carrie C., Darlene E., Amy H., J. Paul O'H. & Rich P.

A Motion to approve the Minutes from 11/10/09 was made by Richard and seconded by Kellie. Motion passed.

A Motion to accept the Consent Agenda with the following changes* was made by Mary Ellen and seconded by Jud. Motion passed.

- **2009 Distance Learning**
 - December 17 **(88 registrations)*
- **2010 O&M**
 - *July in Minneapolis – (contract *signed)*

Old Business

2009 Fall Conference – updates:

- Gail reported that one additional invoice was submitted since the last report.
- Final NET was about \$108K.
- Brad stated that revenue and profitability on this conference was outstanding.
- Attendance was slightly down compared to past Vegas conferences.

ACTION: Gail will report to the Chair what the average speaker fees (all inclusive) have been for the past several conferences to assist with future budget planning.

2010 National Conferences

- **Spring – Baltimore (W-F, April 14-16)**
 - Still need some of the speaker agreement info back before we can advertise
 - Save the Date card has been mailed out
 - January/February issue of Billing will advertise this conference

ACTION: Jud and Barry will continue to work with the Bill to identify the Government guest speaker. They will provide the session information to be used in the brochure. Committee members who have speakers that have not submitted information requested by Gail should follow-up to see that the required information is sent in by Friday, Dec. 11th. Gail will send an updated spreadsheet to the committee early next week.

- **EMR Post-conference session**
 - First step = Help our members understand 'Meaningful Use'
 - ✓ Is it right for our clients or not?

- ✓ What are the ongoing costs?
- ✓ What are the culture changes we will all need to make?
- Second step = Identify ways to assist the membership in preparing their clients to pre-qualify.
- Third step = Explain how the stimulus funding works
- EHR Committee has recommended the following topics:
 - ✓ EMR Product Selection
 - ✓ Interfaces / Integration

ACTION: Paul and Joe will continue to work with Patrick Lukcas and Bill Carnes to identify and tighten up the objectives and topics for the post-conference session. Lyle will send article to Paul from HDM re: "EHR's most likely won't work" for consideration of distribution. A re-cap of the EHR Summit is slated for the Jan/Feb issue of BILLING.

- Fall – St. Louis (S-T, Sept. 12-14)
 - Recommendation from this committee for Gail to see if there would be space available for us to do less General Sessions and add more concurrent sessions (tracks) to the conference.

ACTION: Gail will follow-up and report back to the committee.

Site searches for 2011

ACTION: Gail will proceed with RFP to sites identified by committee members using more concurrent session/tracks when requesting meeting rooms.

HBMA Certification Updates – Jud reported as follows:

- By Spring Conference 2010 the committee hopes to have a tracking system in place that will make use of technology available to us.
- Following a review of company size and revenue, the committee is constructing a proposal with timelines set for individuals to complete:
 - Specified number of CEU's awarded must come from a National Conference
 - Specified number of CEU's awarded must come from a Specialty Meeting
 - ✓ Compliance 1 or 2
 - ✓ O&M
 - ✓ Modules designed by the Ed Committee on such topics as Strategic Planning, Finance, HR, Legal, Sales, etc.
 - Specified number of CEU's awarded must come from HBMA Distance Learning
 - Specified number of CEU's awarded can come from other approved courses and associations to be identified.
 - Suggestion that points also be awarded for participation in Committee work

ACTION: No action needed from this committee until additional work is completed by the Certification committee. We will discuss the mechanics of their proposal on a future call.

A Motion to adjourn was made by Richard and seconded by Barry. Passed.

Next committee call: Tuesday, January 12th, at NOON, EDT

Committee calls in 2010 on the 2nd Tuesday of the month as follows:

January 12

February 9

March 9

April 13 (*F2F on Tuesday before the conference*)

May 11

June 8

July 13

August 10

September 11 (*F2F on Saturday before the conference*)

October 12

November 9

December 14

Education Committee Goals for 2009

I. Expand offerings to diversified, broadened audiences

A. Develop new conference formats

1. multiple tracks
2. pre and post conferences
3. expand concurrent sessions
4. workshop opportunities
5. "new" vs. "old" member
6. office and hospital
7. small / medium / large
8. basic vs. advanced

B. Coordinate coding and billing education with ACMCS on a local level

ACTION: Complete by Q3 2009: Decision to push this out as a Distance Learning event not a live event. HBMA sub-committee: Judy C, Richard U. and Paul M. *IN PROCESS*

C. Retain new member event and review format – work with Membership Committee.

ACTION: Input sent to Patrick and the Membership Committee. TRANSFERRED

D. 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 view the program.

ACTION: Paul is working directly with WebTeam. Project first draft will be completed by Q3.

E. Look at scheduling Committee meetings into the Annual Conference program

ACTION: Complete by Q1 2009 COMPLETED

F. Offer new Specialty Conferences:

1. Executive Forum / Legal / HR / Mergers & Acquisitions
2. Disaster Planning Program *COMPLETED*

ACTION: General Session planned for Fall 09.

II. Seek diverse topics and speakers and explore new delivery modes, such as pre-recorded formats, pod casts and CBT (Computer Based Training)

A. Research computer based training pod casts

ACTION: Complete by Q2 2009: Joe will work with the Technology Committee. IN PROCESS

III. Develop the HBMA University concept and make recommendations to the Board

A. Develop HBMA DL library and organize content *COMPLETED*

B. Build curriculum that contributes to HBMA DL Library *IN PROCESS*

C. Create separate sub-committee to work with Certification Committee

ACTION: Complete by Q1 2009 Sub-committee: Jud, Barry, J. Paul & Susan IN PROCESS

1. Certification program connection
ACTION: Complete by Q3 2009 - work with Certification Committee
 2. Automate Certification process. **TRANSFERRED**
ACTION: This goal was sent to the Certification Committee for processing on 5/26/09
- D. Build HBMA Curriculum = HBMA University **IN PROCESS**
1. Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
 2. Create, control, and develop our own HBMA programs
 - a. Billing 101, 102
 - b. Denial Management
 - c. Internet Follow-up
 - d. Medicare 101
 - e. Disaster Recovery
 - f. CPT 101
 - g. CD9 101
 - h. Diagnosis 101
 - i. Coding Basics for the Non-Coder, etc.
 3. Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.
 4. HBMA Faculty instructing at Universities and trade Schools
 5. Offer an HBMA Executive Forum
 - a. Organizational issues
 - b. Fiscal management
 - c. See information from HFMA (December 11 e-mail from Brad)
 - d. Create a training program for new hires = 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.

ACTION: Rich, Joe and Paul have had conversations with MedicalBilling.com re: potentially working with them. Proposal received and is being reviewed.

IV. Document the effectiveness of programs via evaluations, surveys, testing, website responses – and trend information in a report to the Board annually

- A. Graph attendance and 1st time attendees. **COMPLETED**
- B. Expand survey questions on evaluations to get more information. **COMPLETED**
- C. Conduct survey to the membership to determine how the economy could potentially influence HBMA Educational opportunities in the near future. **COMPLETED**

On-Going Goals: *In Process*

- **Continue to re-evaluate the pros and cons of booking conferences 18 months out.**
- **Carefully monitor and review all profit/loss reports for each meeting.**
- **Continue to produce cost-effective Distance Learning.** Tune in to new technology to reduce expenses and produce a consistently better quality product. **Sub-committee: Peggy, Carrie, Roxanne & Joe**

- **Review conference sites to increase attendance and make recommendations to the Board** Determine most effective sites and if certain cities should be a hit each year.
- **Expand opportunities for new speakers**