



**Education Committee Minutes**  
**Tuesday, February 9<sup>th</sup> – NOON, EDT**

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

**Absent:** Judy C., Carrie C., Amy H., Peggy M., Rich P.

**MOTION** to approve the 1/12/10 minutes from Barry. Second from Richard. Passed.

**MOTION** to approve the Consent Agenda from Richard. Second from Lyle. Passed.

**Old Business**

**2010 Spring Conference in Baltimore (W-F, April 14-16):** Gail requested a count for committee attendance at the on-site Ed Meeting, Tues 4/13.

**ACTION:** Susan, Lyle and J. Paul noted they will not be in attendance.

**ACTION:** Gail will follow-up with those committee members not on this call to secure a final count. Paul will add this list to the consent agenda on the next call.

**ACTION:** Government Relations committee will create an agenda for their Open Committee Meeting in Baltimore on their call, 2/23/10 and get the information to Gail so she can set up the room as well as the National Office can advertise the event.

**ACTION:** Joe will follow-up with Bill Carnes to determine the same for the Technology Committee meeting in Baltimore.

**ACTION:** Gail will be asking for committee volunteers to monitor the tables at the Networking Lunch in Baltimore once we have an indication of attendance from registrations.

**ACTION:** Committee Members who are responsible for a speaker at the spring conference in Baltimore are reminded that speaker materials are due to them for review on Monday, March 1.

- Joe = Jonathan Blum (Keynote)
- Mary Ellen = Leslie Berkeyheiser
- Richard = Dave Jakielo and Roxanne Smith-Kovac
- Kellie = Cindy Parman
- Rich = Terry Finn & Bob Burleigh
- Jud = Bill Finerfrock
- Dave = Holly Louie & Melody Mulaik
- Darlene = Tim McMullen & Doug Bilbrey
- Cindy = Don Yeager (Concurrent & Closing General Sessions)
- Joe = Ron Sterling (POST conference session)

**2010 Fall Conference in St. Louis (S-T, Sept. 12-14):** Good discussion re: speakers and topics. It was determined that we have three General Sessions to fill and 10 breakout/concurrent sessions as well as a pre-conference session to plan. Bill Finerfrock will present his 'Washington Report' as the first General Session following the Keynote speaker on day one.

**ACTION:** **National Office** will review the keynote speaker selected to see if he is a good fit for us or not. Materials that will help to 'vet' this speaker will be offered to **committee members** for review.

PRE-CONFERENCE: Technology / speaker will be requested to be available to do a concurrent session on Social Media - Facebook, Twitter, etc. **Joe** will follow-up with **Randy Johnson** or **Dr. Bob**.

KEYNOTE: **Tim Wright** - [tim@wrightresults.com](mailto:tim@wrightresults.com) '*Leadership Turnaround: Changes Required to Lead Through the 21<sup>st</sup> Century*'

GENERAL SESSIONS:

**Bill Jesse, CEO of MGMA**

**Ted Stack** - '*A Global View of Healthcare*'

**Daniel Moreno** - [dmarino@healthdirections.com](mailto:dmarino@healthdirections.com)

( 2 sessions were recommended by this group: '*Enhance Your Value Proposition by Coaching Physicians on Maximizing Reimbursement*' & '*How to Build Continuous Improvement into the Revenue Cycle*'

**Lee Philips** - [lee@icw.com](mailto:lee@icw.com) '*Using the Law to Make More Money in Business and Protect Your Assets*'

BREAK-OUT/CONCURRENT SESSIONS:

**Debra Beauregard** - [dbeau@mdexec.net](mailto:dbeau@mdexec.net) '*Creating Remarkable Client Loyalty*'

**Sheri Poe Bernard** - [sheri.bernard@aapc.com](mailto:sheri.bernard@aapc.com) '*Preparing for ICD-10 Implementation*'

**Nitin Kapila** - [nkapila@grmgrou.net](mailto:nkapila@grmgrou.net) '*Risks and Rewards of Moving Healthcare Processed Offshore*'

**EHR** - recommendations from the HBMA Task Force Committee

**HBMA Employer Resources Page**

**National Certified Business Healthcare Consultants**

**ACTION:** **Committee Members** are to review the selection of speakers and topics above. Send your comments to Paul. Prior to the next call, he will compile a report and we will complete the selection of speakers and topics for the fall conference on our March 9<sup>th</sup> call.

**Site searches for 2011:** Gail provided a very preliminary report via e-mail to the committee prior to the call on the results of our site selection efforts so far. No negotiations have taken place with the potential properties. Some venues will not consider our meeting this far out and some consider us too space intensive based on the ratio of our sleeping rooms to meeting space needs. Additionally, "unavailable" could mean that the property is not available now but could become so in the future, either because a pending group did not go definite or because the meeting is closer at hand and the hotel wants something on the books. In this, as in all else, timing is everything.

Gail indicated some properties we may want to further pursue as possible locations for the Spring 2011 conference. These are some general parameters we consider in determining a specific venue:

- Date availability
- Function space allocation
- Guest room rate
- Minimums for Food/Beverage
- Location – ease of accessibility
- Other costs
- Concessions

Also, very generally, we look to cities east of the Mississippi for our spring meetings and west of the Mississippi for fall alternating with a central or Midwest location. Nothing on this list is so compelling that she can offer any recommendation at this time. Washington DC is appearing to be out of the question. Also, Nashville had nothing to offer. As always, committee input is most welcome.

Discussion also included the idea of looking into specific cities or hotel chains to work with in order to secure rates and space allowing us to work through this process easier. Many committee members expressed a preference for varying the locations. Gail also noted that it is not always possible for one particular chain to meet our needs. Committee members are welcome to send recommendations to Gail via e-mail at any time.

**HBMA Certification Updates:** Jud reported that we began the new program at the O&M last week. Right now we are using the manual method of recording session numbers at the end of each session and attendees turn in paperwork to receive credit for attendance. Richard offered to work with Jud to discuss other ways to further automate this process. The HBMA Certification Committee will continue to discuss ways to improve this process. Testing for HBMA Certification is one of the items this committee is discussing as well.

**Vendor advertising for Distance Learning programs:** Judy was not able to attend this call due to weather. She did report via e-mail that the Vendor committee will be discussing the DL program sponsorship and several other issues.

## New Business

**Task Force work:** Joe referred to the e-mail sent by Paul to the committee during this call.

**ACTION:** Committee members are to review the information presented and offer their thoughts on moving to this process.

*Proposed Task Forces within the Education Committee:*

- ✓ EHR Education [Joe, Mary Ellen, Darlene, Patrick Lukcas]
- ✓ Soft Skills Proposal (Steve W.) [Richard, J. Paul, Barry]
- ✓ HBMA University [Rich, Dave, Jud (Certification Chair), Susan]
- ✓ Vendor advertising in DL programs [Judy, Kellie, Lyle]
- ✓ DL Program development and review [Roxanne, Carrie, Peggy]
- ✓ Review of National Conference Call for Speaker submissions [Cindy, Amy, Dorothy]

**CONCEPT:** There is MUCH work to be done with HBMA Education. As we now stand, we are a large and often unwieldy group. There is a great deal of time and energy required of all members currently. Moving to Task Force work would ease the workload of the entire committee membership and focus that time and

energy on specific projects. **Input would continue to be welcome and encouraged from all committee members on an ongoing basis.**

Those members in **green** would be the leaders of each task force. They would attend all Ed Committee monthly calls, or assign someone from their task force to attend the call. An update would be presented in written form prior to each call as necessary. Leadership of any task force would be open to adjustment as desired by that group or as mandated by workload.

ALL members would be welcome on any call and are requested to continue to be available to offer recommendations as requested from the task forces or National Office. Examples of such recommendations could include input on:

- ✓ Topics/speakers for all educational programs
- ✓ Site searches for HBMA education

**ACTION:** Pending approval and comments from the committee, we will solidify these Task Forces and their responsibilities at our F2F meeting in Baltimore on Tuesday, April 13<sup>th</sup> from 6 – 9pm.

**Technology for Educational Evaluation:** Joe reported he is working with the HBMA Technology Committee and Certification Committee to discuss potential devices to assist with Certification.

**2010 Goals:** Upon receipt of the goals set by the Board at the SPS, leadership will push these out to the committee – potentially to the Task Forces established. Brad reported these goals should be disseminated following the next Board call on March 17<sup>th</sup>.

**MOTION** to adjourn from Jud. **Seconded** by Mary Ellen. **Passed.**

**Next committee call: Tuesday, March 9<sup>th</sup>, at NOON, EDT**  
**#866 699-3239    Pass code: 20074474**

Committee calls in 2010 on the 2<sup>nd</sup> Tuesday of the month as follows:

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