



Education Committee Minutes
Tuesday, July 14th

Present: Susan C., Carrie C., Lyle E., Dave J., Jud N., J. Paul O'H., Rich P., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Richard U., Gail S., Paul M.

Absent: Judy C., Cindy G., Kellie S., Peggy W., Brad L.

Approval of June 9, 2009 Meeting's Minutes – **Motion to approve from Jud. Second from Barry. Approved.**

Old Business

Paul reported that the **Education Survey** was launched on June 30th. The survey will be open for 3 weeks; members will receive weekly reminders with a close date of July 21st. Results will be reported back to this committee following the closing of the survey.

MOTION from Richard: 2010 Educational Survey will be launched in June of 2010. Second from Mary Ellen. Passed.

ACTION: Paul will relay this information to the HBMA Survey committee.

Gail reported that the financials from the **2009 Spring Conference wrap-up** show an estimated profit of \$78,000. (This is a 40% profit.) A request was made to see comparison figures against other conferences.

Paul agreed to add that information to these minutes, as follows:

<u>Dates</u>	<u>Hotel & Location</u>	<u>Attendees</u>	<u>Profit/Loss</u>
April 10-12, 2003	Caesars Palace, Las Vegas, NV	190	\$ 41,120.00
Sept. 11-13,2003	Marriott - Philadelphia, Pennsylvania	162	\$ 39,906.00
		TOTAL:	\$ 81,026.00
April 22-24, 2004	Hyatt Regency, San Francisco, CA	165	\$ 37,421.00
Sept. 9-11, 2004	Boca Raton, FL	132	\$ 56,095.00
		TOTAL:	\$ 93,516.00
April 21-23, 2005	Pointe S. Mountain, Phoenix, AZ	136	\$ 43,234.00
Sept. 8-10, 2005	Marriott Downtown, Chicago, IL	190	\$ 38,491.00
		TOTAL:	\$ 81,725.00
April 9-11, 2006	Fairmont, Dallas, TX	120	\$ 27,174.00
Sept. 10-12, 2006	JW Marriott, Las Vegas	308	\$ 94,033.00
		TOTAL:	\$ 121,207.00

March 8-10, 2007	Hilton, Scottsdale, AZ	178	\$	22,084.00
Sept. 9-11, 2007	Bellagio, Las Vegas	282	\$	126,126.00
		TOTAL:	\$	148,210.00
April 6-8, 2008	Disney Contemporary, Orlando, FL	155	\$	87,582.00
Sept. 10-12, 2008	Paradise Point Resort & Spa, San Diego, CA	205	\$	84,569.00
		TOTAL:	\$	172,151.00
May 6-8, 2009	Boca Raton Resort & Club, Boca Raton, FL	177	\$	78,000.00
Sept. 23-25, 2009	Caesar's Palace, Las Vegas, NV			

Rich led a lively discussion re: **Going Green** using the report that was submitted from the National Office and sent to all committee members for review prior to this call. Discussion included some of the following points:

- ✓ In reality we NEED to go green to save money as well as the environment. This committee supports both.
- ✓ If HBMA had to pay for them, the price of the flash drives would not exceed the cost reduction from printing less in the conference books.
- ✓ Offering flash drives as a vendor sponsorship would remove the expense to HBMA's bottom line.
- ✓ Perhaps HBMA members are not ready to go 'cold turkey' and we should offer options for them to print on-site.
- ✓ Be sure all PPT slides are numbered so attendees can refer to the slide # in their notes.
- ✓ Offer materials to all registrants as downloads so they can print ahead of time if they would like.
- ✓ COMMUNICATE A LOT to the membership re: these changes so all are aware well before they arrive.
- ✓ Let the membership know that we will be going totally GREEN for the Spring Conference in 2010.
- ✓ Take a straw poll at the 2009 Fall conference to determine if we are on target and fulfilling the needs of our membership and their education with these 'going green' changes.
- ✓ Gail can add an option on the registration form (on-line) for those who want a full book printed.

MOTION: J. Paul moved that we move forward with this transition as follows: 1. Communicate these changes to the membership as clearly as possible. 2. Send registrants a link to download materials one week prior to the conference. 3. Give all attendees a flash drive at the meeting with all of the materials on it. 4. Request these flash drives be sponsored by a vendor. 5. Print the book for those who select that option during their registration on the HBMA website. Second from Susan. Motion passed.

ACTION: Gail will add this info to the registration form on-line. National Office will inform the membership of these changes so all members have an opportunity to know well in advance of the conference our efforts to go green.

2009 Education updates – Paul reported the registrations for future HBMA education. Gail reminded all committee members that the first review of speaker materials for the **2009 Fall Conference** are due on Friday, July 24th. The speaker from CMS will be identified soon.

A meeting has been scheduled with **Steve Wattenmaker** following his presentation this fall re: additional potential venues for HBMA Distance Learning. The sub-committee identified to attend this meeting at 5pm on Wednesday is Joe, Dave, Lyle, Richard and Paul.

2010 Education - Spring

Preliminary Topics/Speaker for Spring Meeting

- ✓ Focus on Medicare and Washington DC individuals who are local
- ✓ Find a speaker from CMS to give a 'keynote type' address
- ✓ Keep motivational keynote speaker to open and close the conference
- ✓ Include a CMS session that would cover all of the tools users have to communicate with CMS (i.e.: how do you 'get info from CMS'?)
- ✓ Make the General Sessions as practical as possible
- ✓ Have a breakout session that would cover topics like Regulation Z as well as additional 'things that could trip you up' similar to the info from O&M presentations
- ✓ Hold 1-2 general session spaces for HOT TOPICS pieces

ACTION: Jud will work with the Government Relations committee to identify speakers and/or topics. Dave will review past O&M presentations and compile a list of potential 'things that trip you up' topics for review. All committee members are encouraged to e-mail recommendations for speakers or topics to the Paul and he will compile a report for our next call.

Per our timeline, we should have topics and speakers identified 7-months prior to the start date. Contracts would need to be sent out and return back into the National Office prior to the fall conference in order to meet this deadline.

Gail summarized the report submitted for the **2010 Fall Conference in St. Louis**. The committee was pleased with the options presented and fully supports this site.

MOTION: Richard moved that we approve this site. Mary Ellen seconded. Motion passed.

ACTION: National Office will present this motion to the Board of Directors for approval and we will move forward securing a contract.

Gail reported that the **2010 O&M proposed sites/cities** are as follows:

- ✓ February 4-6 will be at the Surf and Sand Hotel in Laguna Beach, CA
- ✓ October 28-30 site will be in the northeastern part of the US.

A MOTION to accept these sites was made by Richard. Second from Lyle. Motion passed.

Jud reported that the **Sub-Committee re: Certification** was making headway with their recommendations. He asked for input from this committee re: implementation of all processes at once or implementation as they become available.

ACTION: Jud and his committee will present a report to the Ed Committee on our next call outlining their proposals and this committee will then offer clear input.

Richard reported that the **ACMCS / HBMA Joint program sub-committee** work produced good results from the recommendation that this program should be offered as a Distance Learning program rather than face-to-face. The ACMCS members on the committee are to send a preliminary outline of the program and will include recommendations for speakers. Currently they are proposing 2 programs – the first would cover the topic “Denials – Workable or Not” and the follow-up program would be “The Best Way to Work a Denial” with input from a leader in the commercial insurance industry. This committee supports the concept.

ACTION: Richard will follow-up with the work being completed and offer a report to this committee on progress prior to our next call.

Richard pointed the committee to the document received on 7/6/09 from Dennis Mock re: the **Self-Pay Regional Program**. This matter seems to have ‘dropped off the radar’ and has not had any action from Dennis.

ACTION: Richard will call Dennis to follow-up on what is happening with this program. A brief report will be submitted to this committee prior to our next call.

New Business

Joe discussed his thoughts on a new program **Peer to peer solutions**. The concept would be to have HBMA members in the host city for a national conference share their ‘story’ with the attendees.

- ✓ Could be a very intimidating idea to some
- ✓ Offer this as a break-out session topic rather than General Session
- ✓ Offer this as a round-table topic at a lunch

ACTION: Joe will gather more information on this idea and submit a report to this committee prior to our next call.

MOTION TO ADJOURN from Richard. Second from Susan. Motion passed.

Next committee call: Tuesday, August 11th, at NOON, EDT