



Education Committee Minutes from Tuesday, Nov. 10, 2009

Present: Judy C., Darlene E., Dorothy H., Cindy G., Dave J., J. Paul O'H., Rich P., Mary Ellen S., Joe S., Roxanne S-K, Kellie S., Brad L., Gail S., & Paul M.

Absent: Susan C., Carrie C., Lyle E., Amy H., Jud N., Barry R., Richard U., & Peggy W.

A **MOTION** to approve the minutes from the 10/13/09 call was made by Rich. Second from Kellie. Passed.

Joe welcomed new committee members, Darlene Elston, Dorothy Henslee & Amy Harris.

Old Business

Paul reported the following **2009 Education attendance/registration updates** as of this meeting:

- Distance Learning
 - October 22 = 37
 - November 19 = 20
 - December 17 = 6
- O&M / Seattle = 45 (Including 14 1st-Time Attendees)
- EMR Task Force Meeting = Panel of 17 and Gallery of 60

Gail offered a **review of the 2009 Fall Conference** and sent a copy of that review to all on the committee during the call. Good discussion ensued re: topics and speakers for these conferences.

ACTION: When planning conferences it is the responsibility of this committee to take a hard look at the topics and speakers to see if they are indeed timely and appropriate for member needs at this time. To that end, the members of this committee need to **PREPARE** the speakers as much as possible so they will be able to present the information in a way that is inviting to our members who attend.

Joe reviewed the template provided for the **2010 National Conference** in Baltimore on April 14-16 (W-F). The Technology & Government Relations Committee Meetings have been scheduled for Tuesday afternoon and are open for attendance by the members. Joe wants to be sure the structure is in place for these events.

It was also decided to hold the Education Committee Face-to-face meeting during the spring conference, rather than wait for the fall.

Look for this meeting to start Wednesday at 6:00 PM ending around 9:00 PM. Light dinner will be provided.

ACTION: Gail will inquire about space at the April F2F meeting in Baltimore on the 13th.

ACTION: Gail will send out speaker letters this week. Gail will also verify that space is available for the Ed Committee meeting to be held from 6:00 – 9:00 PM on Tuesday, April 13th.

Gail reviewed the current info we have for the **National Conference in St. Louis** on Sept. 12-14 (S-T). Gateway EDI will plan and pick up the entire bill for the “Event at the Arch” on Monday night. Program planning will begin on our January committee call.

ACTION: If you have topics or speaker ideas, please forward them (*as you think of them*) to the National Office.

2010 Distance Learning topics are planned. Contracts have gone out to all speakers who have been identified. As of this meeting the following topics and speakers are in place:

Jan. 21 “Looking to the Future of Healthcare Billing”

Creighton Arita has agreed to speak

Feb. 18 “Strategic Planning for Small Companies”

Paul Meyer has contract in-hand

Mar. 18 “Review of the Nat’l Healthcare Plan”

Bill Finerfrock has agreed to speak

May 20 “The Appeals Process”

No speaker identified at this time

June 17 “7 Deadly HR Sins”

Howard Cox has contract in-hand

July 17 “Marketing Your Company”

No speaker identified at this time

Aug. 19 “Compliance Topic”

Compliance Committee will provide

Oct. 21 “Technology Topic”

Technology Committee will provide

Nov. 18 “Coding Updates for 2011”

Melody Mulaik (contract signed)

Dec. 9 “Washington Update”

Bill Finerfrock (on his calendar)

Sub-Committee Work Updates

- 2010 DL Sponsorship – *nothing at this time*
- ACMCS / HBMA Joint program – *nothing at this time*
- Certification – upon receipt of minutes from the prior meeting this committee will be ready to move forward with proposals to the Education Committee.

2009 Committee Goals are nearly completed. Joe thanked Rich for his leadership in 2009 to help us complete these goals.

New Business

Gail offered a listing of potential **spring 2011 Conference sites** as follows: Washington, DC, Albuquerque, Denver, Chicago, Nashville, Indianapolis, San Antonio & Southern California. Additional recommendations from the committee included Boston and San Francisco.

ACTION: Committee members are to send a note to Gail expressing any strong feelings toward one city or another or offer additional recommendations. Please select your top 3 choices from this list and send this info to Gail upon receipt of these minutes.

Joe outlined his recent conversations with Patrick Lukcas re: **EMR Education in 2010**. Consideration was given to offering additional information via another stand-alone session, vs. an additional day connected to a conference or simply creating a track at a future conference. We will know more about member needs following the Summit in Scottsdale later this week. Good discussions from the committee lead us to a conclusion that this information is indeed important to the membership and we need to assure adequate time to cover all of the information that will need to be delivered.

ACTION: Please note these **committee calls in 2010** (at Noon ET - on the 2nd Tuesday of the month) as follows:

January 12	June 8	November 9
February 9	July 13	December 14
March 9	August 10	
May 11	October 12	

Joe will bring the conclusions and recommendations from the Board of Directors Strategic Planning session to this committee once he has them in-hand. These will assist us in planning our **2010 Committee Goals**.

Dave led a brief review and discussion/recommendation re: adding a **3rd O&M next year** (*July in Minneapolis*). Following these recommendations from Dave to the committee he left the call so the committee could discuss and come to a recommendation to the Board of Directors:

- The faculty recommends the attendance of these meetings be limited to 45.
- All 3 programs in 2009 were profitable. They believe 3 programs in 2010 will continue to be profitable to the membership as well as to the association.
- They do not want to disrupt any programs already planned for 2010.
- They will abide by any decision made by this committee.

Comments from committee members included:

- 45 is a good number of attendees. Smaller groups = better networking.
- O&M has been and continues to be an excellent educational program.
- The topics at O&M and the topics at National Conferences serve the membership's varied needs.

A **MOTION** was made by Judy that we proceed with planning an additional O&M in July 2010 as proposed by the faculty. Second from Mary Ellen. **PASSED**.

A **MOTION** to adjourn was offered by J. Paul. Second from Dorothy. **PASSED.**

Next committee call: Tuesday, December 8th, at NOON, EDT

Education Committee Goals for 2009

I. Expand offerings to diversified, broadened audiences

A. Develop new conference formats **IN PROCESS**

- multiple tracks
- pre and post conferences
- expand concurrent sessions
- workshop opportunities
- "new" vs. "old" member
- office and hospital
- small / medium / large
- 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. IN PROCESS

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

ACTION: Complete by Q1 2009 COMPLETED

F. Offer new Specialty Conferences:

- Executive Forum / Legal / HR / Mergers & Acquisitions
- 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 on content as well as on automation of the process.

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

- D. Build HBMA Curriculum = HBMA University **IN PROCESS**
 - Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
 - 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.
 - Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.
 - HBMA Faculty instructing at Universities and trade Schools
 - 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: Roxanne (Chair) Peggy, Carrie & 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**