



## Education Committee Minutes from Tuesday, Oct. 13, 2009

**Present:** Lyle E., Cindy G., Dave J., Jud N., Rich P., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Richard U., Brad L, Gail S., Paul M.

**Absent:** Judy C., Susan C., Carrie C., J. Paul O'H., Kellie S., Peggy W.

A **MOTION** to approve the minutes from the 9/8/09 meeting was made by Jud. Second from Barry. Passed.

### Old Business

Paul reported the following registration numbers for **2009 Education** as of the date of this report:

- ✓ 2009 Distance Learning registration averages are up from 36 to 40 per session.
  - September 17 = 46
  - October 22 = 29
  - November 19 = 16
- ✓ O&M
  - Seattle registrations = 42
- ✓ Fall Conference – Gail will have more information and be able to offer a wrap-up on our next call.
- ✓ EMR Task Force Meeting = 15 on the Panel and 33 in the gallery.

### 2010 Education

National Conferences

**Spring – Baltimore** = *see updated spreadsheet from Gail.*

#### **ACTION ITEMS:**

- ✓ **Barry and Jud** will follow-up on the keynote speaker, Jonathan Blum
- ✓ **Dave** will follow-up with Holly re: her recommendation for a speaker for the ICD-10/5010 General Session
- ✓ **Kellie** will follow-up with Cindy Parman re: her General Session
- ✓ **Gail** will send contact info to **Mary Ellen** so she can follow-up with Leslie Berkeyheiser
- ✓ **Cindy** will follow-up with Don Yeager's office to see if he will do a concurrent session as well as the final session on the last day.
- ✓ **Brad** will get more information about the Cooperative Exchange and they will send us information re: a concurrent session.
- ✓ One Pre-conference session = HOT TOPICS in Compliance. **Paul** will follow up with Holly to determine who will be speaking so Gail can send them a contract.
- ✓ **Gail** will send contracts out as she received information from committee members.

**Fall – St. Louis** – dates have been changed from earlier advertising. HBMA website and WD show SAVE THE DATE updates with the new dates of September 12-14, 2010.

- ✓ Event at the Arch = Gail is working with Jim Bettendorf (Gateway) who has offered to sponsor the special event evening. Details to follow.

**Going Green** – following a healthy discussion the following was decided for National Conferences in 2010:

- ✓ Recommendation that registration fees remain the same. Brad reported the finance committee was also reviewing this and they will offer their recommendations to the BOD before a final decision is made.
- ✓ A smaller conference book will be provided, as usual, with the hotel, vendor and schedule printed for all attendees. (Identical to the one used this past fall in Vegas).
- ✓ Speaker materials will not be printed for any of the attendees. The materials will be made available to all registrants on line and if they want to print them prior to the conference they will be able to.
- ✓ If a vendor would like to sponsor the flash drives or power strips, we will offer these to the attendees. HBMA will not automatically provide either one to attendees in 2010.
- ✓ Committee members will need to be responsible to follow-up with their speakers so attendees will have the most up-to-date versions of these presentations PRIOR to the conference.

A MOTION to adjourn was made by Dave. Second from Jud. Passed.

**Next committee call: Tuesday, November 10<sup>th</sup>, at NOON, EDT**

## 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