



## Education Committee Minutes for Tuesday, Sept. 8<sup>th</sup>

**Present:** Judy C., Lyle E., Cindy G., Dave J., Jud N., Rich P., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Kellie S., Peggy W., Gail S., Paul M.

**Absent:** Susan C., Carrie C., J. Paul O'H., Richard U., Brad L.

Approval of 8/11/09 Minutes – Motion to approve from Barry. Second from Mary Ellen. Passed.

### Old Business

Paul offered updates on registrations for 2009 Education programs as follows:

- Distance Learning average attendance to date = 36
  - Aug 20 / Sept. 3 = 66
  - September 17 = 34
- O&M
  - Seattle registrations = 21
- Fall Conference
  - 219 as of today vs. 201 at this time one year ago
  - Pre con = 48 / Post con = 42
  - Effective Collections = 42
  - Insurance Coverage = 48
  - ICD-10 = 59

**ACTION:** Cindy G. will take over for Mary Ellen introducing Harry Strausser at the conference for both sessions. Paul will send her the info this week so she can prepare.

### 2010 Education

- National Conference sites
  - Spring – Baltimore (*see updates on attached spreadsheet from Gail*)

**ACTION:** Paul will send out the current CFS info to the committee so we can decide on Concurrent Session topics that would offer sessions within the Core Competency Areas\* identified by this committee for each conference on our October 13<sup>th</sup> call. E-mail 'chatter' is encouraged prior to the call. Committee to review info from Cindy G. re: Don Yeager to determine if he would be a good fit for the closing General Session on Friday, April 16<sup>th</sup>. Government Relations Committee will work on identifying a keynote speaker while they meet in Vegas later this month.

\*Core Competency areas to consider for the Concurrent Session topics are: Technology / HR / Marketing / Workflow Standards / Business Operations. We are adding ICD-10 to the Competency list. (*Committee members can find these listed on the bottom of the conference planning spreadsheet from Gail as well.*)

## 2010 Education *(cont.)*

- Fall – St. Louis (contract signed) = Hilton at the Ballpark on September 26-28 (Sun – Tue)
- Compliance Conference *(contract signed)*
  - March 9-12 ▪ Hotel Monaco, Alexandria, VA
  - Contracts sent to faculty
- O&M
  - Comments on 2010 topics were sent to Bob & Dave on 9/3/09. Rich thanked the sub-committee for their time and energy reviewing these materials.
  - February 4-6 ▪ Surf & Sand, Laguna Beach, CA (contract signed)
  - October (TBA)
- Distance Learning
  - Advertising will take place in Vegas
  - Packages will again be offered
  - Payment plans will be offered for the first time
  - Vendor sponsorship information and recommendations will come back to the sub-committee following the Vendor Affiliate committee at the fall conference in Vegas.

## Sub-Committee Work Updates

- ACMCS / HBMA Joint program – no update
- Certification – committee is progressing with recommendations. No news to report at this time.
- Peer to peer solutions – topic dropped from discussion at this time.

Progress with the 2009 Committee Goals are being updated and attached to the agenda monthly.

## New Business

Following an update from Rich and brief discussion a [Motion was made by Jud that the EMR Committee move forward with plans for the EMR Task Force Meeting. Second from Joe. Motion passed unanimously.](#)

**ACTION:** [Paul](#) will relay this information ~~to~~ [Patrick L.](#) as well as Brad who will pass it on to the Executive Committee and Board for final approval.

## Going Green 2010

**ACTION:** [Gail and Paul](#) will compile a proposal on additional efforts to Go Green with the 2010 National Conferences. This proposal will be discussed with the [Ed Committee Chair](#) and brought to this committee on our October call.

[Motion to adjourn was made by Jud and second from Dave. Motion passed.](#)

**Next committee call: Tuesday, October 13<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