



**F2F Education Committee Meeting Minutes
September 9, 2008 from 5:30-9:00pm in San Diego, CA**

ACTION ITEMS MOTIONS RECOMMENDATIONS

Present: Judy C., Julie D., Sherri D., Lyle E., Ken G., Dave J., J. Paul O'H., Rich P., Barry R., Joe S., Kellie S., Peggy W. Richard U., Brad L., Gail S. & Paul M.

Absent: Carrie C.

I. Welcome & Introductions: Following a thank you from Julie to all who attended, we introduced ourselves with name, company, position, years as a member of HBMA while eating dinner.

II. Finalize Topics, Speakers and Education Committee Member Assignments for 2009 Spring Conference:

Following a healthy conversation, the following recommendations were offered:

- Pre-Conference: Technology topic – potentially 2 topics offered from Bill Carne's and the technology committee.
- General Session: ICD-10 with Holly as potential presenter (Rich to follow-up)
- General Session: Customer Service/Growing Your Business with Liz Jazwiec (sp?)presenting (Peggy to follow-up)

Options for break-out sessions included:

- ICD-10 as a follow-up
- 5010 & How to Address it
- Stark Laws
- Technology – project management/accounting/etc.
- Business insurance
- Credentialing
- The Art of Negotiations
- Communications
- Internet Use Policies
- IQ Leadership
- Productivity Leaks
- PQRI

Final decision on break-out sessions to include (and repeat):

- Stark Laws
- Dealing with VA Claims
- 5010 & How to Address it
- General Business as well as E&O Insurance Review

ACTION: Gail will update the template and send it out to the committee prior to our October 7th call.

III. National Conferences - Ideas and Potential Changes to Improve our Conferences & Education:

- Going green:
 - Keep the smaller book format
 - Charge an extra fee for hard copies of handouts made available on-line
 - Contract with a vendor for on-site printing
 - Hand out CD with all materials on it at registration
 - Set up outlets for laptop use in all sessions
 - Create a searchable PDF file for attendees
 - Put materials on flash drives vs. CD – have vendor sponsor flash drives

ACTION: Phase in these changes for the spring '09 conference:

- Cost for a book = \$25
 - Offer vendor sponsored flash drive with all materials downloaded
 - Make materials downloadable from the HBMA website
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- MP3 recordings of all sessions following the conference
- ACTION:** Package these for re-sale to those who cannot attend.
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- 1.50 hour general sessions or 1.0 hour general sessions?
- ACTION:** Decide on time offered to a speaker determined by the amount of material that will need to be presented.
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- Assess the Wed/Fri format
- ACTION:** Informally poll the attendees to see what they think of the new format. Decide if we will follow this format or alternate between W-F and Th-Sat format each year.
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- Review positive/negative aspects of adding more tracks or break-out sessions to meetings
- RECOMMENDATION:** We are not large enough to support multiple tracks at this time. Consider offering them as needed in the future to include tracks relating to topics / ideas / focus / specific audience.
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- Format for Power Points specific to HBMA
- ACTION:** We will provide 4 templates for the speakers to select from for all future National Conferences. Paul will be in charge of this – working directly with Gail.
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- Review and discuss potential challenges to opening up HBMA membership - discuss how a changing membership composition may impact what additional needs we might have for educational offerings
- RECOMMENDATION:** Be sure we keep these changes in mind if the vote passes.
- ACTION:** Maintain our CORE offerings and ADD opportunities as they become appropriate.

IV. Speaker and Conference Evaluation Process – electronic survey after conference, slips of paper evaluating each individual session:

TABLED to see if current updates and changes in the hard-copy evaluations will make enough of a difference in the process.

V. Review Policies on Committee Review of Speaker Materials:

Discussion of speaker qualification verification, handout review procedures lead to committee members needing to do more of the following:

- Recommend someone you've HEARD first-hand.
- Use clear judgment when someone else recommends a speaker they have heard.
- When reviewing content, keep in mind HOW the speaker will use the content on the slides = as an outline or as the full content of the session.
- Review slide format for font size / colors / quantity and quality of information
- Find out HOW they present – audience interaction or straight lecture?

ACTION: Process seems to be working well. Keep things status quo for now.

VI. Education/Regional Meetings with ACMCS:

Brad presented his vision for these local/community meetings to the committee. The goal for these meetings will be to offer information and networking to all levels of membership – especially as it would affect the HBMA membership if the change in our bylaws is passed.

The general idea would be to offer a one-day coding/billing seminar in cities throughout the US. These sessions would happen in several cities at the same time over a period of several weeks. Some of the speakers could be recorded and live Q&A via phone would be made available to all sessions simultaneously. This would be an excellent tool to reach out to new members.

The topics would come from both HBMA and ACMCS committee members working on this project. We would offer coding education as well as show value in the work of a billing company. The audience could potentially be composed of coding professionals, billing companies, physicians - anyone we feel would benefit from this education.

The initial recommendation was to do this event in at least 50 cities.

RECOMMENDATION: Pilot this program in 5 cities.

ACTION: Julie, Judy and Richard will work with a sub-committee from ACMCS on this project.

VII. Certification Input from Education Committee:

This committee was asked to provide feed-back to Barry and his committee on proposed added initiatives.

- Offering credits for committee membership should be made through the committee chair.
- Anticipate new initiative from the SPS in October to consider as well
- Certification should be more than just attending – participation in the work of the association must be involved as well.
- Bump up HBMA Certification 'to the next level' so it really means something.
- Offer an exam to maintain credentials.
- Establish accountability of attendance of sessions at meetings – especially National Conferences.
- Consider the affordability of our members who need to travel to education.
- Offer opportunities for credit outside of HBMA offerings.
- Identify more ways for members to be credentialed if they desire it.

VIII. Brainstorm Goals for 2009:

- Education Survey
- Free pod-casts to members
- New Specialty Conference
 - Executive Forum
 - Legal

- HR
- Disaster Recovery
- Mergers & Acquisitions
- Educational Programs Overview/Expansion
 - Consider New Members from by-law vote
 - Create a sub-committee for this purpose
- MP3 Recordings
- Assess the W-F format
- Evaluation process review
- Evaluation of 1.5 hour vs. 1 hour sessions
- Function improvement for Education Committee – time vs. projects
- Teaching at Universities or Trade Schools

ACTION: Carry-over any goals from 2008 not completed as well.

ACTION: Re-visit the grid created at the last F2F meeting outlining the HBMA Educational offerings and who should attend.

IX. 2009 HBMA Education Calendar Review:

Thanks were given to the sub-committee, Julie, Peggy and Carrie, for their work on the 2009 Distance Learning topics and speakers identified.

ACTION: Paul will continue to capture info re: mouse pad calendars for marketing purposes.

X. “HBMA Sessions” at RBMA, MGMA and other associations:

Ken G., Karen Collier and Scott Everson will be speaking at the HFMA event on September 14th. It is always good to have our name in front of other associations.

ACTION: Ken will give this committee an update of the event on our October 7th call.

RECOMMENDATION: We should consider offering slots for our conferences to other associations as they fit into our membership needs as well.

XI. 2008 Goals Review and Outline Timeframe for Completion:

ACTION: continue to work on current goals and complete as many as possible.

XII. 2010 Spring National Conference site selection:

Gail reported on the search to-date and offered the best recommendation = The Peabody Hotel in Memphis, TN W-F format, April 13-16, 2010. We are ‘first option’ for these dates until 9/18/08.

RECOMMENDATION: The committee asked Gail to see if the Th-Sat dates would be an option for us to move into. We want to look into the option of making use of BOTH formats in the future to allow more flexibility and options for our members.

MOTION: Dave moved that we ask Gail to see if the Th-Sat dates are available before signing the current contract. If they are NOT available, we will go with these dates. Seconded by J. Paul. Motion passed.

ACTION: Gail will contact the Peabody and a final recommendation will go to the Board of Directors prior to any signature on the contract.

MOTION: to adjourn from Richard. Second from Jud. Motion passed.

We ended promptly at 9pm as scheduled.

Respectfully submitted,
Paul Myers