



Education Committee Minutes
Thursday, February 8th at Noon EDT

Action Items in RED

Motions in BLUE

Corrections in Purple

Present: Barry R., Brad L., Carrie C., Dave J., Gail S., Joe S., Judy C., Julie D., Kathy C., Lyle E., Paul M., Rich P., Richard U., Viggo M.

Absent: Joe W., Ken G., Keri J., Sherri D.

Approval of 12/19/06 Minutes – motion to accept by Julie / second by Kathy. Motion passed.

Old Business

2007 Fall Annual Conference – Thursday – Saturday, Sept 6-8 in Las Vegas, NV: Discussion re: the change of venue from the JW Marriott to the Bellagio. Due to member comments, Brad pursued and was able to negotiate a great rate at a 5-star hotel on the strip. Room rates will be a little more than \$20 a night higher than typical = an average of \$219 per night.

There was much discussion about this change (in a very short period of time) due to the fact a decision had to be made quickly. There were objections to moving away from the JW Marriott but the Board of Directors determined the Bellagio would be the better location to accommodate the membership needs and desires. A contract has been signed.

Committee discussion on this call included valid points:

- Having the meeting on the weekend immediately after the Labor Day holiday gives our members only two days to complete all month end processing and be able to make it to the meeting. We feel this is also going to weigh heavily on the decision of whether or not to attend.
- Are we setting a financial precedent by choosing a 5-star hotel as a site for an HBMA conference?
- The committee feels it is better to stay on the strip and pay for the cost of a room instead of paying cab fare to get to the strip.
- Can we keep cost in mind for future sites – perhaps offering one conference each year at a less expensive location than the other?
- Because it is the Bellagio I will be going!
- Will we be able to secure the HBMA room rates if we extend our stay?
- While everyone likes to see how the other side lives (5 star hotels) the costs to HBMA and each attendee is still going to be quite high.
- We feel we are going to lose some of the attendees that are looking at a higher room rate (even with the HBMA buy down) of \$219 is going to still end up being in the \$240-250 range when all the taxes etc are added on.
- The 'buy down' has to cost HBMA somewhere in the \$4,000.00 to \$8,000.00 range. Is this a cost effective use of HBMA dollars? Is staying in a 5 star hotel that HBMA has to buy down the room rate really in keeping with the function and purpose of HBMA?

- This committee would like to think HBMA could find a place that is closer than 45 minutes to the strip that would accommodate our needs so that we would not have to do a buy down to get the per night room rate to be in line.
- Several committee members noted they will have to look very closely at the content of the conference in Sept in order to justify paying a lodging cost of approximately \$750 in order to stay at the Bellagio.

ACTION: Gail will provide details re: the 'Extended Stay' question to the committee.

Spring Educational Conference, March 8- 10 at the Hilton Scottsdale Resort, Scottsdale, AZ:

Gail reported that all speaker materials are in with the exception of 2 – Keri Jennings' and Jay Mazurowski's.

ACTION: Rich will e-mail Keri and Judy will call her to determine the status of her presentation. The committee is aware of Keri's recent hospitalization and will simply pursue an answer for clarification on this presentation.

ACTION: Richard will follow-up with Jay on status of the remainder of his materials.

Speaker Penalty Discussion: this committee feels it is vital to have something in writing that clarifies the penalty for those speakers who do not comply with the deadlines for submission of materials.

Discussion included these valid points:

- What policy do other associations use in their process?
- If we allow the speakers to sell their materials, it will encourage them to submit in a more timely fashion.
- Put penalty verbiage into the Call for Speakers. This will make it *their* choice to comply with the 'contract' *they* are choosing to submit.
- State clearly that the speaker will be responsible to bring their own copies and hand them out. Clearly state that HBMA will not be responsible for reproduction of late materials.
- If materials are not submitted by the deadline, offer one warning with a 24 hour deadline. If that is not met, the speaker will be replaced.
- If materials were not submitted on time, remove 20% of the remuneration due to the speaker.
- Speakers who do not comply with earlier deadlines are typically the ones who will not comply with later deadlines.
- Submission of materials by the deadline is a sign of professionalism and that is what HBMA standards wish to uphold and offer to the membership.
- If we adhere to the penalty, the precedent will be set and there will be fewer problems in the future.
- Deadline should be established with consideration to the topic so we do not 'lock ourselves out' of potential information available.
- Advertising can state that a speaker has been 'invited to present' until we have a contract and materials in house. After such time the advertising will reflect the commitment of the speaker to present in a professional manner.

ACTION: Paul is to draft a policy on this and submit it to the committee for recommendations. A final document will be presented to the committee for an electronic vote and will then be presented to the Board of Directors for final approval. Our goal as a committee is to complete this in a timely manner.

Web casts:

ACTION: Julie asked the committee for input on speakers for these distance learning sessions that are still open:

- May 17th – “Using the Internet” (Webinar) *Recommendation that Julie contact Curt Cvikota at Web Team.*
- July 19th – “AR Methods” (WebCast)
- September 20th – “EMR” (WebCast)
- Dec. 13th – “Back to Basics – Billing 102” (Audio)

Spring 2008 Conference – 15th Anniversary – April 6-8 in Orlando, FL: We have a signed contract with the Contemporary Disney Resort. The contract includes off-set days before and after for those members who will choose to stay longer.

ACTION: Brad/Gail will add this date and location information to the HBMA Meeting Calendar.

Policy on sale of books and other materials by speakers: Many, but not all, on the committee had an opportunity to read the report submitted by Gail, Kathy C, Lyle and Barry. Kathy offered a ‘Nutshell Overview’ of the document and the committee was pleased with the document as it stands.

Basic recommendations include:

- No sales from the podium.
- **Materials must be relevant to the HBMA membership needs.**
- Relevant materials to the Billing Field must be reviewed ahead of time by at least one Education Committee member who has some expertise in that field.
- Sales will be done so we do not aggravate the vendors. Recommendation is that we will offer sales in the Exhibit Hall immediately following the speaker’s presentation and that will be the ONLY time they are allowed to sell.
- Specific verbiage will be added to the speaker contract.
- The speaker would have to signify they would like to sell materials, as well as submit 2 samples of the materials for sale, when they submit their signed contract.
- The ‘sales pitch’ will be given by the Education Committee member who is introducing the speaker.
- Deadline for submission of materials to be reviewed will be no less than 60 days before the event.
- Materials will not need to be submitted for review until the speaker has been offered a contract.

ACTION: Paul will draft a policy on this and submit it to the committee for recommendations. A final document will be presented to the committee for an electronic vote and will then be presented to the Board of Directors for final approval.

The committee agreed that we would allow Jeff Tobe (Friday keynote speaker) to sell his book at the Spring Conference in Scottsdale. Gail has received copies of the materials and has reviewed them. The contract Jeff has signed already states the above policy.

ACTION: Gail will follow up with Jeff to see if the above ‘policy’ is acceptable to him. Dave J. will assist Jeff with the sales of his book at the conference.

Call for Speakers: Paul is working with Web Team and it is in the final stages. After a determination has been made on the speaker penalty clause, he will submit that information to Web team and the Call will be made LIVE on the HBMA website.

2007 Committee Goals:

- Sub-Committee is reviewing the overall Educational Program to determine effectiveness. (Reviewing content, format, length and frequency of meetings, etc.): *Richard U. and committee have completed this.*
- Implement the Compliance Workshop concept: *Rich is leading this. Currently in process.*
- Work with RBMA to implement the speaker swap: *Paul is currently on hold since we have 'lost' our connection with RBMA.*
- Develop Glossary of Medical Billing Terms: *Paul will receive assistance on this from Barry, Kathy and the next Webinar.*
- Develop a policy on sale of books and other materials by speakers - update verbiage on speaker documents. *In process per these minutes.*
- Develop a system / set of questions to do speaker reference checks for potential speakers. *Paul is in process.*

2007 Committee Goals: (cont)

- Develop an online evaluation form for Webinars, web casts & audio casts: *Evaluation was used successfully on the January webcast. We will continue with this format.*
- Set the 2007 education calendar by January 2007. **COMPLETED**
- Establish a speaker remuneration policy for various types of speakers (National, Regional, General vs. Breakout session, etc.): *Brad will research and determine what other associations do. The committee recommended ISAM staff also put together a history of costs to HBMA in various categories to give us a base line to work with.*
- Conferences booked 18 months in advance or more. *Gail is in process*

SPS 2007 Goals:

- Add Medicare 101, CPT101,1CD9101 & Billing 101 Course: *ISAM staff*
- Replace New Member Breakfast by establishing new member curriculum packet: *goal turned over to the Membership Committee – Patrick Lucas.*

ACTION: Gail and Kathy will review the current Power Point presentation for the new member breakfast and recommend updates prior to the Spring Conference in Scottsdale.

- Audio Cast HBMA 101 to help employees understand what HBMA does: *Julie and Carrie to review and set up.*
- Review Management and Staff Program Tracks at conferences: *Brad to review and recommend*
- Ask Committee Chairs for ideas and speakers: *ISAM will continue to do this*
- Minimize vendor presenters: *Ed Committee to take this into account in future planning*
- **Call for Speakers tool: almost complete**
- Develop HBMA Library and organize content: *Brad is in process*
- Build Curriculum that contributes to the HBMA Library: *in process*
- Certification program connection: *Brad and Sherri are working with Barry, Certification Chair. Currently on hold.*
- Continue to offer cost-effective distance learning: *Julie and committee are in process*
- Price regional and National Meetings to allow additional staff to register at a lower price: *Recommend we get input from the Treasurer. Consider how this would affect us financially using the current statistics.*

ACTION: Brad to research the perceived need for this type of discount as well as research the policy of other associations on this matter.

- Move break-out sessions so they are not last on the program: *Committee recommends we consider a Noon to Noon timeline. Committee to discuss this more next month as we plan for the fall 2007 conference.*
- Graph attendance and first time attendees: *ISAM staff*

- Encourage evaluation completion by offering incentives: *Committee recommends we stick with the current policy for now.*

ACTION: Power Point presentation that describes the correct way to fill out the evaluation form will be SHOWN at the Spring Conference in Scottsdale EVERY DAY in hopes of more consistent 'readable submissions'. Richard U. will provide Paul with additional examples showing written comments that create an issue with the process. Paul will incorporate these additional examples into the presentation with the hope that this will improve both the return rate as well as the process at Richard's company.

New Business

Review discussion to tape Conference Sessions to sell as audio casts: The current contract for speakers allows HBMA to audio tape for distribution. This is becoming a popular request once again as well as an item that can add volumes to the HBMA library (*see goals*). The committee endorses this idea.

MOTION: from Kathy C (*using Brad's words*) "HBMA will elect to record all National Conference Sessions on audio tape for sale on the HBMA website at a later date." Seconded by Richard U. Motion passed.

ACTION: We will begin audio taping the sessions at the March conference.

MOTION: by Richard that we adjourn. Second by Kathy C. Motion passed.

Next committee call, Tuesday, March 6th at Noon, EST.