



Publications Committee Minutes

Purpose: (Proposed) To develop relevant and timely content for the bi-monthly HBMA publication "Billing" and in so doing deliver additional value to HBMA membership..

Committee Name: Publications Committee

Date of Report: May 28, 2008

Most Recent Call(s): Wednesday, May 28, 2008

Attendees: K.T. Anders, Keri Jennings, Mark Lieberthal, Jon Noel, Don Rodden, Ginger Ryder, Nitin Thakor

Discussions:

1. Committee Membership

- a. Welcome to Jon Noel!

2. Jul/Aug Issue of Billing

- a. Agreed to drop the Fall Preview "Sneak Peak" due to low initial response
 - i. Goal remains to make this a contractual commitment for the Spring, 2009 speakers for the Mar/Apr 2009 issue of Billing to help promote the conference.
- b. HBMA visits CMS and Capitol Hill (*Interview complete – KT drafting*)
 - i. Interview with Barry Reiter, Brad Lund, Bill Finerfrock
- c. PECOS Implementation (*To be completed by 5/30/08*)
 - i. Shawn Keogh-Hartz – status of PECOS implementation
- d. Profile of HBMA Board Member Candidates for fall election
 - i. Reminder of nomination and election process (Brad?)
 - ii. *KT will hold until ~6/30/08 to see if nominations can be included*
- e. Mergers and Acquisitions – "Lessons Learned" (*Completed*)
 - i. Randy Roat
- f. Personal Computers – "From fast to slow to fast again" (*Completed*)
 - i. Randy Johnston
 - ii. *Randy offered to write future article on Systems Security*

- g. Committee Profile
 - i. Technology – Bill Carns
 - ii. *Don to follow-up with Bill*
- h. Coding Corner (*Melody will have to KT by 6/9/08*)
 - i. Melody Mulaik
- i. Client Corner (*Completed*)
 - i. Overpayments – Bob Burleigh (Part 2 of 2)
- j. Compliance
 - i. *Previous article submitted from Dennis Mock*
- k. From the Road (*In process*)
 - i. Dave Jakielo

3. Creative Corner

- a. From Spring Conference Speakers & Possible Topics
 - i. Maureen Brooks – “Top Tips for Creating Client Loyalty”
 - 1. *Consider for Nov/Dec issue, unless needed for Sep/Oct*
 - ii. Kathleen Fyffe – “Health Information in 2013”
 - 1. *On hold for future issue*
 - iii. Denise Terry – “Biggest Roadblocks to Effective Communication”
 - a. *On hold for future issue*
- b. *Topics – Categories and Subjects*
 - i. **Operations**
 - 1. Back to Basics – Understanding the Value of Putting First Things First
 - 2. By the Numbers – The Importance of Benchmarks and Timelines
 - ii. **Human Resources**
 - 1. Recruiting
 - 2. Evaluating Staff
 - 3. Motivating Staff
 - 4. Developing the Desired Culture
 - iii. **Technology**
 - 1. Choosing a Software Vendor
 - 2. The Future – How Technology Will Impact Billing Companies in the Next 5 Years
 - iv. **Environment**
 - 1. Getting a Grip on the Big Picture
 - 2. The Ten Year – 10,000 Ft. View
 - v. **Leadership/Management**
 - 1. List of Great Reading Resources
 - 2. Time Management
 - 3. Team Building

4. Mentoring Leaders

vi. Regulation / Government / Insurance Industry

1. An article from the Insurance Company's Perspective
2. Interview Format – Problems and Obstacles We Face
3. A Look at Denied Claims

vii. Marketing & Sales

1. Marketing Tips for Small Billing Companies

viii. Client Reporting

1. *Minimum Types of Reports (Matrix)*
 - a. *Core Set*
2. *Formatting and Technology*
 - a. *Paper, Excel, HL7, Graphs & Charts, etc.*
3. *Dashboarding*

c. *Discussion Focus for Sep/Oct Issue*

i. *Primary value to members...*

1. *Reporting "101"*

- a. *Keri Jennings will solicit feedback from committee and compile article draft*
- b. *A follow-up article – "Advanced Reporting" will be considered for the Nov/Dec Issue*

2. *Benchmarking – Profit & Loss Statement*

- a. *Brad will contact Ted Stack to determine interest in drafting article*
- b. *Benchmarking will be a "recurring" them, but not necessarily a series*
 1. *Goal will be to infuse Benchmarking data every 2-3 Billing issues to keep information fresh and relevant to members*
 2. *This will also serve the purpose of highlight the content of and promoting the O&M conferences*

c. *Next article will focus on Operational Benchmarks and Don will discuss with Bob Burleigh closer to the next publication date.*

d. *This*

3. *Marketing*

a. *Marketing & Sales for Small Business*

1. *Keri Jennings will contact Drew _____ to determine interest in drafting article*

b. *Marketing – "Collective Wisdom"*

1. *Brad will consider compiling experiential knowledge for later publication, or this one, if Drew is unavailable.*

4. *Client Corner*

- a. *Ken Goodin offered to send along a copy or copies of articles that EDMS includes in their periodic newsletter. The initial one for Sep/Oct will be in regard to the CMS fee schedule process and its impact on providers. (SGR, BNA, DRA, Etc.)*

Respectfully submitted,

Don Rodden
