

HBMA Certification Committee Meeting

Las Vegas, Nevada - Summerlin JW Marriott - October 8-9, 2010

Present: Jud Neal, Joe Schendel, Susan Chandler, Renae Price, Bob Burleigh, Dave Jakielo, Brad Lund & Paul Myers (Holly Louie was able to join us via phone for Compliance input on Saturday morning)

Absent: Andy Kokosa, Barry Reiter

Meeting Objectives:

1. Identify the remaining execution steps (tactics) to implement "new" CHBME program in January 2011
2. Detail the first draft of core element requirements for each CHBME module and Compliance I and II
3. Determine/Define Certification Committee responsibilities and Education Committee requirements

General comments:

Day 1 - Jud opened meeting with review of materials presented to and approved by the HBMA Board of Directors. Using the PPT that was shown to the Board in St. Louis, as well as using a copy of the Motion that was passed, he brought everyone 'up to speed' on the program as it currently stood. The group then split into 2 working groups to continue work as follows:

Jud, Susan, Renae & Brad did some brainstorming and listing of steps necessary to implement the Certification Program. Consideration was given to the 'unintended consequences' as they have been (and could potentially be) identified by this committee.

Joe, Dave, Bob & Paul did some brainstorming on content for the Core Competencies identified as well as what could / should be included in the HBMA University. With thanks to Bob for finding that information in his archives, we also brought historical information back to the group from the 2003 SPS where there was an in-depth conversation on HBMA Education as well.

Day 2 – Following a group breakfast and a "Billing and the Future" discussion by all we determined that we would not split up but would work that day as a single group. Holly was able to join us via phone for about 45 minutes as we discussed the Compliance component of Certification. The remainder of the day was spent reviewing the tactics identified and agreeing on the core element requirements for topics that compose the Core Competencies within the compliance sessions and five modules identified for CHBME Certification.

By the end of the meeting it was determined that in 2011 we would offer a summer program, to replace the summer O&M, that would offer education on all 5 of the Core Competencies. The issue of the current O & M schedule, and how it will live within the Certification Program, was discussed at great length. In the end, all were in agreement that the requirement of 4 hours of instruction for any of the five modules contained within Category II could be established within the O&M sessions in 2011. An attendee of the O & M will receive 12 credits in Category III and 4 credits in Category II for any of the modules that have 4 hours of educational content consistent with the elements required for these modules, up to a total of the number of total hours taught at an O & M. This gets a bit complicated but we are confident that we will be able to handle this through technology.

Bob and Dave also agreed to teach only two 'regular' O & M's in 2011 and take the lead on the development of a summer program that will focus only on the 5 modules. This will be a "one stop program" that will allow a member to complete their Category II requirements for CHBME. This is a new venture so we don't have any history to base projected participation. The idea here is to offer members the ability to take care of Category II at one meeting rather than attending a pre or post session at a National Conference, or modules within an O & M.

We now have a roadmap to get this program implemented by January 1, 2011 as we have documented the elements within Compliance for Professionals, Compliance for Executives and the five modules. These programs are all contained within Category II of the Program. Category I is covered by attendance at the National Conferences and Category III is for Distance Learning, O & M and related association credits allowed.

Minimum Elements/Five Modules

Strategic Planning

- A. Strategic Plan
 - Objectives
 - Driving Force
 - Target Markets
 - Core Competencies
 - Market Assessment
 - Products/Services
 - Financial Planning/Forecasting
- B. Succession Plan
 - How to Manage a Family Business
- C. Disaster Plan
- D. SWOT Analysis
 - (Strengths-Weaknesses-Opportunities-Threats)

Financial

- A. Accounting Principles
- B. Reporting
- C. Funding
- D. Organizational Structure (Functional v. Client)

Legal/Operations

- A. Corporate Structure/Business Type – S, C, LLC, etc.
- B. Risk Management
- C. Benchmarking
- D. Human Resources

Marketing

- A. The “4 Ps”
 - Price
 - Promotion
 - Place
 - Product
- B. People (5th P)

Technology

- A. Automation
- B. System Security
- C. Connectivity (EMR/EHR)
- D. System Software
- E. Communications (Voice/Data)

Minimum Elements/Compliance

Compliance Professional (Level I)

- A. The 7 Elements of Compliance Plan Defined
- B. HIPAA
- C. HITECH
- D. Emphasis on Tactics

Compliance for Executives (Level II)

- A. Hot Topic?
- B. Emphasis on Leadership/Culture
 - How to keep the compliance plan alive?
 - Role of managers in the Compliance Plan
- C. Overview of 7 Elements
- D. Billing Contracts
- E. Emphasis on Strategy

Updated CHBME Program Tactics List

Friday October 8, 2010

Discussion Notes from Certification Committee brainstorming session

Announcements

- Web
- Billing
- Special Mailing

Brochure

- Modify
- Replace?
- Who Creates
- Cost

Record Keeping

- Automate (register/get number/post meeting number, etc.)
- Complicated

Quizzes/Tests

- Who develops?
- How is the web process managed?

Five Modules must be covered over the 3 years:

- Strategic Planning
- Financial
- Legal & Operations
- Marketing
- Technology

Compliance is its own category

Distance Learning

- Certificate upload/Documentation
- Audit %/year

Advertising

- Dodge
- Why be certified?
- Why HBMA certified?

Unintended Consequences/Open Items:

- Do we need a personal membership option for HBMA? (YES) Currently HBMA only has organizational memberships.
- Does the enhanced certification program result in an increase or addition of an FTE to administer and track? (NO)
- Anticipate questions such as "I am HCCA certified (Health Care Compliance Association), will you accept that to meet my hours requirements?" (NO) HBMA only
- Does the "4 hours" of a particular module have to be obtained in one course, or can it be "broken-up" and achieved through accumulating the hours incrementally (multiple meetings)?
- When "counting categories", do hours credited for a module "inside a national meeting" count twice? (NO) For example, 4 hours of module within a National Meeting of 18 would be 4 for module and 14 for a National Meeting. The hours "inside an O&M" will be counted incrementally within category 3. "NO DOUBLE DIPPING"
- What will be the impact on the agenda and content of O&M, National Meetings, and specialty meetings?

Responsibilities/Operational Theory:

- Certification committee creates (and keeps updated/review annually) the minimum content requirements for the 5 CHBME Modules and Compliance. For example, P&L/Balance Sheet, Calculate AR Days, Revenue/FTE, EHR/EMR, 4 Ps of Marketing, SWOT, Systems Security, Business Entities – S, C, LLC, etc.
- Education committee creates curriculum and meeting schedule that ensures educational offerings meet or exceed the minimum content requirements on a rolling 3 year period as required by CHBME

Course Approval Responsibilities:

- Education Committee decides Internal (HBMA produced programs)
- Certification Committee decides External (non-HBMA programs relating to Healthcare Billing & Management)

MEETING ACTION ITEMS

ITEM	RESPONSIBILITY	DUE DATE - 2010
Produce Brochure	Brad	November 10
Summarize Meeting Minutes	Paul/Renae	October 14
Summarize "O&M" Offering	Education/Bob and Dave (B&D)	Q4/December 31
"Billing CHBME" Article	Brad or Ghost Writer	October 25
Create Record Keeping	Brad/Staff	Year End/December 31
Dodge to create "Marketing"	Andy	Year End/December 31
Quiz/Test creation and management	Speakers/Paul	Ongoing
Review/Tweak "O&M" Agenda	Education Committee/B&D	Today/October 9
Review/Tweak Spring Agenda	Education Committee/B&D	October 25
Action Grams	Paul	November 10
Special Mailing	Paul	November 10
Compliance Executive Course Developed	Holly, Paul, HBMA et al	Year End/December 31

Respectfully submitted:

Renae Price,
Brad Lund
& Paul Myers