



Education Committee Minutes
From Tuesday, January 8, 2008

Action: RED Motion: GREEN

Present: Judy C., Carrie C., Julie D., Lyle E., Dave J., Viggo M., J. Paul O'H., Rich P., Barry R., Richard U., Peggy W., Brad L., Gail S., Paul M.

Absent: Sherri D., Ken G., Keri J., Terry M., Robin R., Joe S.

Approval of Previous Meeting's Minutes – 12/5/07 MOTION to approve from Barry. Second from Richard. Passed.

Old Business

2008 Meetings – *information provided for committee reference*

- **O&M – Winter** – February 7-9 in Dana Point, CA. 46/55 registered as of today.
- **Spring Conference – 15th Anniversary** – April 6-8 at Contemporary Resort, Orlando, FL
 - Updates for Conference Schedule/Topics/Potential Speakers – only one change: Randy Roat will do his presentation solo.
 - On-line registration is open. PDF brochure is on-line. Brochure will go to print tomorrow and mailed out to all members mid-January.
 - Currently we have 35 exhibitors out of 55 potential. We will sell all spaces!

ACTION: Gail will send an updated report showing all sponsorships that are already taken.

- Updates on additional special plans: Julie let the committee know that a sub-committee consisting of herself, Bing H., Rich P. and Joe S. are working on additional plans for the celebration.
- Brad notified this committee that all HBMA Past Presidents will join us for this conference.

ACTION: Brad to send information to all Past Presidents information re: any special events that are scheduled for this special group.

- Formal discussion on return transportation from special event (*tabled until the February 5, 2008 meeting*)

- **Compliance Workshop Pt. 2 – March 14-16 in Dallas, TX**
 - 30 participants maximum.

ACTION: The National Office will send out registration info today to all who attended the CWI sessions in Chicago and Atlanta during 2007 first. If there is still room, an invitation will be sent to all who attended the full Compliance Course in 2006 or 2007.

- **Compliance Course** – May 6-9 at Fashion Island, CA
- **O&M – Summer** – July 10-12 in Pittsburgh, PA
- **Fall Conference** - September 10-12 at Paradise Point, San Diego, CA
 - **Initial ideas for content:**
 - Keynote speaker – Keith Tozer
 - Getting involved with Government 101 – Bill Finerfrock
 - New Client Set-up – Margaret White

- Pricing for profitability. A detailed breakout workshop....complete with formula template.
- Mick Lunzer - a truly tremendous engaging sort of guy.
- Testing for potential employees - a review of tests available on the web; billing employee test examples, office clerk, and various other positions in a typical billing office.
- Payment audits and what to do if your insurance companies are not paying to contract.
- Jerry Bridge – “Get Paid Now”, “Extraordinary Customer Service”, “The Productivity & Accomplishment Workshop”

ACTION: Committee members are to review these and be prepared to come to the next meeting with ideas for topics. Gail will send the template out prior to the meeting and this will be our largest agenda item on the February 5th call.

ACTION: Committee members are asked to look at their schedules to see if they can attend a face-to-face meeting on the day before the conference begins – Tuesday, Sept. 9th from 1 – 7pm.

- **O&M – Fall** – site search still in process.
- **Disaster Plan Workshop**

ACTION: The sub-committee (Julie D., Sherri D., Joe S., Rich P and Viggo M.) will be meeting via phone on 1/22/08 at 1pm EST.

- **Distance Learning** - 2008 topics/speakers
 - Survey results from December Webinar – several committee members were surprised to see that the comments did not reflect the difficulties during the Q&A.
 - Jan-April, July + Nov. are SET

ACTION: We still need a speaker for **Billing 102: Posting Payment and Charges with Additional Baseline Information**. Julie asked once again if there was anyone from this group who had speaker ideas. Rich P. was recommended and he stated he will consider doing this if it could be moved to a future date. The sub-committee (Julie D., Peggy W and Carrie C.) will look into using a different program for May allowing for this potential option.

ACTION: Richard Usry will continue to pursue a technology topic and speaker from **Technology Committee for the DL program on October 16th**. This will be pre-taped on July 17th in Washington, DC.

- Holly Louie will identify a speaker for the Compliance DL in August.

ACTION: Paul to follow up with her about this.

Clarification on the use of sub-committees within the Education committee was discussed. Julie will work on this and she will recommend clearer sub-committee structure and usage in 2008. Currently the active sub-committees within the Education Committee are:

- Distance Learning materials review: Julie D., Peggy W & Carrie C.
- Disaster Plan potential workshop: Julie D., Sherri D., Joe S., Rich P. & Viggo M.
- 15th Anniversary Special Events: Julie D., Rich P., Bing H. & Joe S.
- O&M Curriculum: Sherri D., Rich P., Richard U. & Julie D.

New Business

CHBME Article: Julie reminded this committee that the Publications Committee is looking for an author to write an article for the Billing Journal (one-half to one full page) on the advantages of CHBME credits and ways to get these credits. Barry let us know that the Certification Committee is also looking into this and he will be happy to work with anyone to compose this article for Billing.

Sponsorship of DL Programs from vendors: Brad outlined his vision re: offering sponsorships from vendors for the various Distance Learning programs HBMA offers. Our goal would be to match a vendor to the curriculum of the program. They would potentially be provided an opportunity to include their logo with all advertising for this program, be introduced at the beginning of the program and provide a brief infomercial during the program. Good discussion from the committee.

ACTION: Committee members are asked to think about the pros and cons of this and be ready to vote on it at the February 5th call. Brad will re-cap the discussions to date in an e-mail to the committee later this week.

Registration Fee increase for National Conferences: Julie referred all to the additional document sent outlining the recommendations for a fee increase. The committee supported this change and recommended strongly for its approval. The largest concern from this committee was that the membership be WELL INFORMED of this change.

MOTION: to support this change and send it to the Board for approval was made by Barry. Second from Rich. Passed unanimously.

ACTION: This will be discussed on the Board call, 1/9/08 for final approval.

ACTION: The National Office will outline this new fee scale to the membership in all advertising. Further, an e-mail will be sent out one week prior to a fee increase to inform members of the potential savings.

Potential DL Program Sharing: Brad outlined for this committee the potential of a joint co-branding Distance Learning re: the decisions from CMS on the new anti-markup laws for Medicare. Lawyers for the American Pathology Foundation are working on this presentation. This looks like it would be valuable information for much of the HBMA membership and this committee supports the idea. We would not incur any expenses from this program, past those covered by the registration fees of those members who choose to attend.

MOTION from Lyle: The HBMA Education Committee supports this idea and encourages the Board of Directors to approve it. Seconded from Carrie. Passed.

2008 Committee Goals: Julie asked the committee members for any goals they would like to see this committee accomplish in 2008. Peggy W. offered a couple of good suggestions.

ACTION: Paul will add these recommendations to the list already compiled by Julie. This list will then be sent out to all committee members for review. Any additional items will be welcomed for review. At our February 5th meeting we will vote on these goals and establish sub-committees as necessary to complete them.

2009 National Meetings site search: Gail referred the committee to the document provided that outlined the search to date for National Conference sites in 2009. The most viable options for spring are the Deauville Beach Resort in Miami and the Omni Shoreham in Washington, DC. The committee supports both options. Bing will be doing an on-site review of the Miami property later this month and Brad will do one for the Washington, DC property this month as well. Gail will provide an update to this committee between now and our February 5th meeting.

MOTION to Adjourn from Richard. Second from Rich. Passed.

**Next committee meeting: Tuesday, February 5th, NOON, EDT
#888 757-2748 Pass code: 4357593**