



Education Committee Minutes from Tuesday, January 13th

Present: Susan C., Carrie C., Julie D., Lyle E., Cindy G., Dave J., Jud N., J. Paul O'H., Rich P., Mary Ellen S., Roxanne SK, Kellie S., Richard U., Brad L, Gail S., Paul M.

Absent: Judy C., Ken G., Barry R., Joe S., Peggy W.

Julie welcomed all to the New Year and thanked everyone once again for their hard work on this committee.

Approval of 12/9/08 Meeting's Minutes: MOTION from Rich. Second from Lyle. Passed.

Old Business

A. 2008 Wrap-up

- **Fall Conference** – Gail referred to the document that was sent to all committee members on Monday, January 12th. It was noted that this was one of the most profitable and successful conferences in HBMA history.
- **Distance Learning – 2008** Survey results from 12/22/08 sent. No comments.
- **2008 Committee Goals** – Outstanding Education Committee Goals from 2008 and New Goals for 2009 will be included in a special attachment following processing by Paul and Julie between now and our February call.
- **DL Library Review** - Committee members with outstanding reviews are encouraged to send them into the office this week.

ACTION: Paul will follow-up with Michelle to see if CD's were sent to Jud for review. We will not review any more of the programs until later in 2009.

C. 2009 Education – Paul shared the following updated registration numbers as of 1/13/09:

- **Distance Learning**
 - 2009 DL Packages = 8 for 6 sessions & 5 for 12 sessions
 - 2009 DL Sponsorships = 1 for a potential of 3 sessions
 - WEBINAR – Jan. 14 "Economic Crisis" = 31 REGISTRATIONS
 - WEBCAST – Jan. 22 "Branding" = 15 REGISTRATIONS
- **O&M**
 - Winter – Dana Point, CA, Feb 5-7, 2009 = 31 REGISTRATIONS
 - Summer – Chicago, IL, July 9-11, 2009 = 2 REGISTRATIONS
 - Fall – Seattle, WA, Oct. 22-24, 2009 = 0 REGISTRATIONS
- **Compliance Course** - New Orleans, March 10-12, 2009 = brochures will mail out next week. Registration is open online and advertising on the website as well as e-blasts have begun. Faculty is working on their pieces and will meet as necessary to meet all deadlines.

- **Spring Conference** – Boca Raton, FL on May 6-8, 2009
 - **Topics/Speaker ideas/Contracts** – Gail provided an updated template. Some key changes include NO Pre-conference sessions and John Howard was moved from a pre-conference session to a general session. Brad filled the committee in on the basic information re: the product that he brings to the table. Following a decision from the Board of Directors on their monthly call, Wednesday, Jan. 14th, more information will be available for advertising. Gail has sent out contracts to all speakers who have been identified and confirmed as of this date.

ACTION: Paul will follow-up with Barry re: VA Speaker. Committee members responsible for sessions should continue to follow-up with their speakers so that all information is reviewed and questions answered in a timely manner.

ACTION: Jud will confirm the 1.5 hr time slot for Bill Finerfrock's presentation after the Government Relations call this week.
 - **A 'Red-Flag Session' will be added** to the Concurrent sessions giving us 3 total options. Dave J. and Rich will lead this session.

ACTION: Julie will send info she has compiled to Dave and Rich to assist with their preparation. Gail will send speaker contracts to Dave and Rich and update the template.
 - Brad reminded the committee that we will be audio taping all of the sessions at the Spring Conference.
- **Fall Conference** – Caesar's Palace, Las Vegas, NV Sept. 23-25, 2009 = no updates
- **ACMCS sub-committee** – no updates.

ACTION: Brad will follow up with the ACMCS Board of Governors at their meeting this week.
- **Disaster Recovery Workshop** – no update

D. AHRA Sub-Committee – no updates.

ACTION: Paul will follow-up with Sherri to see if she has any needs for this event that are not met at this time.

New Business

A. Self-Pay Regional Program – after a healthy discussion, this committee has requested additional information from Dennis on this program in order to make a decision on how to proceed. Concerns raised by committee members:

- Consider the ramifications of compiling accurate information for all 50 states and clearly addressing the needs of individual members in each of those states.
- If this is a certification program, we will need to be very clear that all individuals understand the information for all of the individual states as it applies. Should we offer a state-by-state test to determine qualification of this certification?
- There is already a deep concern with 'billers doing collections'.
- Would it make sense for HBMA to offer a more general session that would alert the members on issues that this program would cover?

ACTION: Paul will contact Dennis Mock to request additional information on this program he is referencing. We would especially like to see what the structure, outline, detailed content of the program currently is. Would we benefit to attach ourselves to the program already in place or should HBMA create a program of our own based on the information gathered? Once this committee determines if this is a 'good fit' we will make a decision.

Adjournment – MOTION to adjourn from Richard. Second from Rich. Passed.

Next committee call: Tuesday, February 10, NOON, EDT
#866 642-1665 Pass code: 6235245