



Education Committee Minutes
July 26, 2006 at 1:00 pm EDT

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

ABSENT: Susan A., Kathy C., David G., Keri J.

Approval of Previous Meeting’s Minutes by Richard U. 2nd by Barry R. The Committee voted to approve.

Old Business

Fall 2006 Program Sept. 10-12. Las Vegas.

Gail reported we are on track. A separate doc with updated information will be sent to the committee from Gail.

Registration: 112 as of today. Brad reported that as of this date last year we had 49 registrations. 11 people are signed up for the Pre-Conference First Steps. 16 people registered for Pre-Conference Hot Topics. Break-out sessions are fairly evenly distributed as follows: Alphabet Soup: 47. Employee Handbook: 50. Web Search: 49. Poker Skills: 48.

Exhibitor/Sponsorship Updates: We have been filled up for quite a while. 7 vendors are currently on the waiting list. All sponsorships have been sold.

Updates on Golf & Poker Tournaments: 11 people are registered for golf and 13 for poker.

Hotel Pick-ups – Committee Hotel Reservations: Gail went back to the hotel to get more rooms. Out of the 230 we have in our block, 203 have been taken. There is a smaller hotel nearby for overflow, but was not recommended by Brad. Gail reminded the committee that the cut off date for reservations is August 9th and encouraged them to book their rooms now to ensure getting a room at the group rate. Here are the actual hotel pick-up numbers:

Date:	9/7	9/8	9/9	9/10	9/11	9/12	9/13	9/14	9/15
Block:	0	9	105	230	230	100	0	0	0
Pickup:	2	28	102	202	203	70	6	4	3

Transportation: Brad reported we have contracted for transportation from the airport to the hotel at no cost on Sunday from 10am – 5:45pm. This will save participants a cost of nearly \$45 via taxi. Brad will send out this complete information to all registrants as soon as the contract with them has been signed.

Auction / Awards Event: This year we will have a live auction, a silent auction as well as a raffle on Monday night following a dinner rather than just heavy hor d’oeuvres as in the past. This will all take place after the usual exhibitor hosted wine & cheese reception. The live

auction will last about 1 hour and will be held right after dinner with around 15 items. The raffle will be awarded that night as well. There are 3 major prizes for the raffle –

1. 50” TV,
2. case of rare wine and
3. an exotic vacation.

Brad and the Board of Directors believe this raffle alone will generate close to \$55K (*yes, this is the potential!!!*). Tickets for the raffle will be \$10 each or sold in multiples at a savings, i.e. 6 tickets for \$50. Attendees can divide their raffle tickets any way they choose for the 3 different drawings. We have the ability to accept cash, checks or credit cards for all. After all of these events there will be a band and dancing.

Committee member review of Speaker Materials: Gail reviewed those speakers who have their material in and those who do not. She confirmed info has been received from the keynote speaker, Jackie and Judy.

Dave J is working with his speaker and will review the materials and meet the 8/1 deadline to Gail.

Sherri will work with her speaker to get materials to Gail.

Lyle will contact Mike to follow-up with him and review his materials before they are sent to Gail.

Rich will follow-up with Robert Bennett / CMS.

Susan to follow-up with her break-out session speaker.

Carrie was asked to review the materials for the Web Search Secrets to assure they will fill the entire time allotted.

Lyle was not aware that the speaker timeline indicated the June 30th deadline for speakers to send their materials to their committee member for review. In the future, Gail will send a reminder of this and will also send a reminder letter of the deadline date of August 1st for materials to be finalized, approved and received at the office.

A general reminder to the committee included the need for US to understand the speaker's materials or no one else at the conference will. Also, it was recommended that we review the due dates included with the speaker packets to be sure we are also on track with the deadlines: flow of materials:

1. Materials come from speaker to committee members (Due June 30)
2. Committee members review content and determine go / no go/ additions or changes that need to be made. Work with the speaker as needed to be sure the material is clear, that objectives have been set, etc.
3. Materials sent to Gail by deadline stated. (Due August 1)

Speaker Introductions: It was determined that any committee members working with a speaker will introduce that speaker.

- Pres/Keynote: Rich P.
- Managing Employee Errors: Julie
- Point/Counterpoint: Cathy
- Security and E-mail: Sherri
- Washington Update: Barry
- Balancing Employer/Employee Rights: Lyle
- Over the Horizon: Joe S.
- Round Table: Joe S.
- Alphabet Soup: Susan
- HR: Keri

- Web search Secrets: Carrie
- Poker: Dave J.

Taping of speakers: Sherri and Brad explained that we have the opportunity to record – video and/or audio - any session we would like at our fall conference. Steve Wattenmaker, who shoots our web casts, will be at the conference and has offered his services for expenses only. There will be expenses incurred for a video crew. Good discussion from the group that included speaker rights and residuals, would we need to pay a higher fee in order to do this, as well as reasons why we stopped having the audio tapes created from past conferences.

Discussion included whether these would be sold or not, how they would be used – advertising vs. educational, would a royalties review be necessary, would this be selling ‘intellectual property’ and how difficult it would be to add this after the contract has already been signed. It was recommended that we include this information in future contracts if we find it works well for us. Brad noted they were hoping to capture at least a 10-minute re-cap shot of each speaker in Las Vegas as possible after the session is completed. The committee was in favor of using technology as much as possible. Brad and Sherri will talk more with Steve about this. This matter was tabled for future discussion on another call.

Speaker Gifts: The committee likes the Las Vegas book idea, similar to what we have used in the past. Gail will research what is available and report back to the committee.

HBMA Calendar of Events: The committee likes the information on the new calendar - note that each year is a separate spreadsheet with its own tab at the bottom. Brad asked that we might want to identify other organizations to include on this calendar. Committee members recommended we might use a survey to identify these additional groups. We are currently working on 2007 and 2008 calendars as well.

2006 Regional Meetings

October 10, 12, 17, 19, 20 & 24 - BD APPROVED

Gail reported that 3 sites have signed contracts (New Jersey / Milwaukee / Los Angeles) and the other 3 have proposals out. She asked the committee to please note the date change for the Denver meeting. It is now 10/24 due to travel restraints. Gail will post this information on the website this afternoon.

Rich offered an update from 7/19 Regional Committee call. Sherri sent one speaker recommendation to Paul via fax. Other committee members are encouraged to submit any speaker recommendations to the national office as well. Sherri asked that all Regional Chairs begin as much self-promotion via phone calls as possible. Brad has sent out promotional e-mails to all of the membership. Gail asked for clarification on the process of Region sessions. It was determined that the Regional Chairs already determine the agenda for these meetings and the speaker recommendations will come from the Director of Education and the Education Committee.

Rich reviewed the current working agenda with the committee:

- 7:30-8am Continental Breakfast & Exhibits
- 8-9am Welcome and Vendor Resource PP
- 9-10am Managing Conflict – pt.1
- 10-10:30am Break and Exhibits
- 10:30-Noon Managing Conflict – pt. 2
- Noon – 1pm Lunch
- 1 – 2:30pm Current Issues in the Industry – Medicare Rep

- 2:30-3pm Break and Exhibits
- 3-4:30pm Tips and Techniques for Effectively Managing Self-Pay
- 4:30-5pm Region Business meeting

2007 Meetings

- O&M – Marriott Laguna Cliffs Resort, Dana Point, CA, •February 8 – 10• \$199
BD APPROVED / CONTRACT SIGNED
- Compliance Course - Westin Casuarina, Las Vegas, NV. • April 26 – 29• \$189
BD APPROVED / CONTRACT SIGNED
- O&M – Sheraton Ka’anapali Resort, Maui, HI. • June 20 – 22 •\$229/\$244
BD APPROVED / CONTRACT SIGNED
- Fall Annual Conference – Sept 27-29 preferred, Sept. 6-8 Alternate
(Update status of San Antonio) from RECOMMENDATIONS OFFERED FROM
BD AND ED COMM Gail reported that there was not availability at any of the
sites who have responded from San Antonio but she is still waiting to hear from
another hotel. Julie reminded the committee of the member survey
recommendations for sites and the committee offered Gail Denver or San Diego
as possible alternate sites if this other hotel does not work out.

Web casts 2006: Rich reviewed the highlights of the evaluations from the most recent webinar with the committee. Brad sent it out in an e-mail following our call. Overall it went very well and was well received. 128 attended – the most ever. 20% responded to the survey. Very little cost and only Bob needed to travel for this one. It was very easy to manage.

- October 19th – Sherri recommended this should be cancelled due to the Regional sessions being held in October. Unanimous approval from the committee.
- December 14th – topic and or speaker recommendations should be sent to Sherri or Julie, please.

Sherri will send a document with the accumulation of topics for web casts to the committee. She recommends we hold 12 web casts next year, a mixture of webinars and web casts. The topic chosen would determine the need for a web cast vs. a webinar.

Spring Educational Conf. 2007 – Hilton Scottsdale Resort, Scottsdale, AZ. • March 8- 10•\$199
BD APPROVED / CONTRACT SIGNED (Easter is April 8th. Passover is April 3-10.)

Gail will send the committee a reminder of the division of categories we discussed at the F2F meeting in Dallas as we begin to plan topics and speakers. She was asked to include these divisions in the template we use to plan.

Spring 2008 Conference – 15th Anniversary

April 10-12 preferred or April 3-5. – Gail is currently researching sites in Orlando as well as a Cruise from RECOMMENDATIONS OFFERED BY ED COMM.

There were no sites in the Caribbean available on the dates we needed. Gail provided updated information on her site research: the Contemporary Resort in Orlando has availability on April 2-5 for \$225 per person and offers complimentary transportation. The Disney cruise prices range from \$599 – 1519 with double occupancy/per person for a 3 night cruise. This would be the Thurs-Sunday pattern.

Dave J. reminded us that as we look at sites outside of the U.S. that anyone will need a passport as of Jan 1, 2007.

New Business

Follow-up Education Committee Survey: Rich asked that we establish a subcommittee to review the # of and types of meetings that are proposed for HBMA in the future. The committee agreed this was a good idea. The following members volunteered to be on this task force: Dave J., Judy, Viggo, Joe S., Joe W., Richard U. This committee will meet F2F in Las Vegas on Sunday evening from 5-6pm. Gail will set up a room for this.

Rich recommended he might add another person to this group who could represent some more history with HBMA educational offerings. The subcommittee is encouraged to discuss via teleconference and e-mail as much as possible before our conference in Las Vegas.

Workshop Oriented Compliance Course – next steps: Discussion re: Compliance needs brought good discussion. Dave J. pointed out that every company sees Compliance as "...a #11 on a scale of 1-10 in the day-to-day needs of operation." Sherri noted that this is not just for small companies but she has seen in it companies that employ 200+. It is the recommendation of this committee that we continue to look into hosting a workshop format for Compliance education.

Decide if HBMA should be working with the APF: If so, identify someone from the Education Committee or on the Web cast Committee who might have an expertise in pathology that would be willing to work with the APF education committee. This was tabled for a future call.

Next Committee Call: Thursday, August 10 at 1pm EST. Paul will send out a reminder to all requesting confirmation of attendance. It is recommended that every committee member reply to him with an affirmative or not e-mail.

Julie moved for adjournment. Sherri 2nd.

Pending Items for later discussion or action:

- Taping of speakers
- Spring 2007 Topics and Speaker recommendations
- Fall 2007 Topics and Speaker recommendations
- Policy on sale of books and other materials by speakers - update wording to speaker documents.
- Workshop Oriented Compliance Course – next steps
- Decide if HBMA should be working with the APF

Education Committee Goals for 2006

- Conferences booked 18 months in advance or more. Gail. **In process.**
- New Automated Conference Evaluation System based on the Speaker's "Program Requirements." **COMPLETED!**
- Consider setting a financial profit goal for each HBMA meeting. **TABLED**
- Hold an annual Education Committee Planning meeting to coincide with the Spring Conference. **COMPLETED!**

- Develop a Speaker's "Program Requirements" document. Committee member to review content & value and approve handouts. **COMPLETED!**
- Develop an Education Committee survey to assist the committee to understand members' needs. Julie. **COMPLETED!**