



## Education Committee Minutes

Thursday, July 6, 2007

**Present:** Judy C, Julie D, Lyle E, Dave J., Rich P, Barry R, Richard U, Peggy W, Joe W, Gail S, Brad L

**Absent:** Kathy C, Carrie C, Sherri D., Ken G., Keri J, Viggo M, Joe S, Paul M

**Approval of Previous Meeting's Minutes – 6/6/07**

Not Completed

### Old Business

#### A. 2007 Meetings

Fall Annual Conference – Sept 6-8 at the Bellagio in Las Vegas, NV

- Auction/Raffle – Marla Harmon. Discussion postponed. We will have an enhanced auction but no raffle. Both silent & live auction will be held. Barry & Judy offered to help with the auction as needed.  
**ACTION: Brad to set up a separate call for next week to include Sherri, Marla, Rich, Gail & Paul.**
- HBMA buy-down of room rate for 2<sup>nd</sup> night – On Monday's call, the Executive Committee made the decision not to buy down the rate. The EC also looked at investing that amount in something for all the membership, not just those attending the conference. Brad explained that there was much discussion about whether the \$20 would make much difference. He also commented that we are not going to be able to attain rates under \$200 going forward. Discussion centered around the expectations of the Education Committee that the fees from adding 10 exhibitors were to be used for this purpose. The point was made that committee recommendation was for the JW Marriott, not the Bellagio, and that our minutes do not reflect that. In addition, there were some strong feelings that the Education Committee should be included more in Board decisions that do not align with committee input.  
**ACTION: Minutes from our conference calls should reflect what was presented.**
- Other: The deadline for speaker materials to be sent to the Ed Committee contact is tomorrow, July 6<sup>th</sup>. The Awards program remains to be worked out.  
**ACTION: Gail will send speaker reminders. Committee members to follow-up if materials not received. Awards Committee to coordinate this event with Gail.**

Regional Meetings – Atlanta, Oct 5; Baltimore, Oct 9; Chicago, Oct 11

- Region Chairs decided to hold only 3 meetings this year. These programs are pretty well set.

O&M – October 25-27 at the Hotel du Pont, Wilmington, Delaware

- Just a reminder about this conference

**B. Distance Learning**

- July 25<sup>th</sup> – “AR Methods” Reed Tinsley (WebCast) **SET**
- August 16<sup>th</sup> – “Compliance” w/ Karen Collier (Webinar) **SET**
- September 20<sup>th</sup> – “EMR” w/ Mark Anderson (WebCast) **SET**
- Oct. 18<sup>th</sup> – “Office Communication” w/ Eddie Williams (Webinar) **SET**
- Nov. 15<sup>th</sup> – “Coding and Audit Review” w/ Melody Mulaik (Webinar) **SET**
- Dec. 13<sup>th</sup> – “Back to Basics – Using Modifiers to Acquire Payment” – (Webinar)  
Close to being finalized
- 2008 topics/speakers – Being worked on

**C. Address the amounts that Distance Learning Speakers and Moderators are paid**  
Done. No discussion/action required.

**D. Spring 2008 Conference – 15<sup>th</sup> Anniversary – April 6-8 in Orlando, FL**

- Disney Event - Rich summarized the final details as negotiations have been completed with Disney for this Special Event. The American Adventure Rotunda Dinner will have a patriotic theme. Entertainment will include 1 set from the Voices of Liberty (actually 2 songs when everyone has arrived then a full set around 8:00 PM) and 1 set from Mickey & Minnie Mouse (which can go to 2 sets). The event was scaled down to minimum requirements and one-way bus transportation. We can always increase our guarantee (now set for 100 guests but can go to about 396 if we add the 2<sup>nd</sup> floor). Rich noted that we will need to set fees for family members to cover costs and will need to keep variable costs in mind. For the show, dinner, and bus transportation we are looking at \$85 to \$90 per person for guest fees. There was some discussion regarding providing return bus transportation – currently it is one-way to the American Pavilion with members walking out the Main EPCOT gate to the Monorail and back to their hotel. We may have at least 1 round-trip bus but per Disney (Laura) we do not need to make this decision until about 3 weeks before the meeting.  
**ACTION: Agenda items for the next call will include formal discussion on return transportation and on the cost per person for family members.**
- Conference Schedule – Gail has a preliminary schedule in place but asked for clarification on some items before sending this out. We will defer the Education Committee Face-to-face meeting from the Spring to the Fall of 2008. We will not hold a golf-tournament in Orlando next spring.  
**ACTION: Gail will send out the preliminary schedule for the Spring meeting. Rich, Bing & Julie will be presenting a program to promote this event during the Business Meeting Luncheon in Las Vegas this Fall.**

**E. Site updates for Fall 2008 Conference**

- Gail reviewed the 4 properties that are currently possible locations for fall of 2008 – Paradise Point in San Diego, Hyatt Regency Chicago, Fairmont in San Francisco and Bellagio in Las Vegas. The meeting pattern, i.e., days of the week may not be Wed – Fri due to availability at individual properties but all proposals are for a noon-to-noon meeting.
- These are committee comments/considerations following a brief discussion:
  - San Diego may be a good choice for this meeting. Richard U is familiar with the hotel and says it is a very nice property. Dave concurs that San Diego is a good

location and one we haven't held a national meeting in before. The question of internet connectivity came up and could be a point of negotiations with the hotel.

- The Chicago Hyatt Regency is a second possibility. Room rates are less attractive and may not be negotiable. This would be a 2<sup>nd</sup> option basis.

- The committee recommends we take a year off before returning to Las Vegas.

**ACTION: Brad will engage in further negotiations with Paradise Point and the Hyatt Regency Chicago. The committee will formally decide on the 2008 site next month.**

#### **IV. Old Business (Not Discussed)**

- 2007 Committee Goals (see below)
- Evaluations/Survey online post meeting vs. current.

#### **V. New Business**

- Glossary –Motion to Accept Glossary  
**Motion: Barry. Second: Richard. Passed unanimously.**

**Next committee call, Tuesday, August 7, 2007 at Noon, EST.**

#### **Goals for 2007**

**EC 4** - Establish a speaker remuneration policy for various types of speakers (National, Regional, General vs. Breakout session, etc.): Address the amounts that our HBMA Distance Learning Speakers and Moderators are paid. (*Moderators are currently paid expenses for airfare/hotel to D.C if needed to attend.*) **Brad will research and determine what other associations do. The committee recommended ISAM staff also put together a history of costs to HBMA in various categories to give us a base line to work with.**

**EC 5** - Conferences booked 18 months in advance or more. **Gail is in process**

**SPS 3** - Review Management and Staff Program Tracks at conferences: **Brad to review and recommend**

**SPS 8** - Certification program connection: **Brad and Sherri are working with Barry, Certification Chair. Currently on hold.**

**SPS 10** - Price regional and National Meetings to allow additional staff to register at a lower price: **Recommend we get input from the Treasurer. Consider how this would affect us financially using the current statistics.** (*Paul will work with Cindy to create a report showing how many members attended a meeting from the same company = a historical check of the past 4 meetings.*)

**SPS 11** - Move break-out sessions so they are not last on the program: **Committee recommends we consider a Noon to Noon timeline. Gail to plan the fall 2008 space this way when booking the site.**

#### **Completed 2007 Goals**

**EC 1** - Implement the Compliance Workshop concept: **COMPLETED**

**EC 2** - Develop Glossary of Medical Billing Terms: **COMPLETED**

**EC 3** - Develop a policy on sale of books and other materials by speakers - update verbiage on speaker documents. **COMPLETED**

**EC 7** - Develop an online evaluation form for Webinars, web casts & audio casts: **COMPLETED**

**EC 8** - Set the 2007 education calendar by January 2007. **COMPLETED**

**EC 9** - Sub-Committee is reviewing the overall Educational Program to determine effectiveness. (Reviewing content, format, length and frequency of meetings, etc.): **Richard U. and committee have COMPLETED this.**

**EC 10** - Develop a system / set of questions to do speaker reference checks for potential speakers. **COMPLETED**

**SPS 1** - Add Medicare 101, CPT101,1CD9101 & Billing 101 Course: **ISAM staff**

**SPS 2** - Audio Cast HBMA 101 to help employees understand what HBMA does: **Delegated to the Public Relations and Membership Committees for completion. Recommend taping and adding to website for future new members to be able to view.**

**SPS 4** - Ask Committee Chairs for ideas and speakers: **ISAM will continue to do this**

**SPS 5** - Minimize vendor presenters: **Ed Committee already takes this into account when planning.**

**SPS 6** - Develop HBMA Library and organize content: **Brad is in process**

**SPS 7** - Build Curriculum that contributes to the HBMA Library: **in process**

**SPS 9** - Continue to offer cost-effective distance learning: **Julie and committee are in process**

**SPS 12** - Graph attendance and first time attendees: **COMPLETED.**

**SPS 13** - Encourage evaluation completion by offering incentives: **Committee recommends we stick with the current policy for now.**

**SPS 14** - Replace New Member Breakfast by establishing new member curriculum packet: **goal turned over to the Membership Committee – Patrick Lucas.**

**SPS 15** - Call for Speakers tool: **COMPLETED**