



## Education Committee Minutes

Wednesday, June 6, 2007

**Present:** Kathy C., Carrie C., Julie D., Lyle E., Dave J., Rich P., Barry R., Joe S., Richard U., Peggy W., Gail S., Paul M.

**Absent:** Judy C., Sherri D., Ken G., Kerry J., Viggo M., Brad L.

### Approval of Previous Meeting's Minutes – 4/17/07

Motion to approve: Barry. Second: Richard. Approved as written.

### Old Business

#### A. 2007 Meetings

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

- Only outstanding items - Awards and Auction. **ACTION: Notify Awards Committee to coordinate these events with Gail.**
- Grand Rounds – **ACTION: Facilitator training with Peggy on a call during August 2007. Peggy will also provide a write-up for advertising this 'new' event to HBMA members.**
- Conference Promotion – Brochure is being printed and should be mailed out late next week for the fall conference. **E-mails will be sent to the membership advertising the conference and specifically announcing both the Grand Rounds and the additional Technology Pre-Conference as these are new items.**
- Exhibitor/Sponsor Update – 20 out of 50 vendors already booked. Sponsorships to date: **(GAIL PLEASE ENTER INFO HERE)**

#### B. Distance Learning

- June 14<sup>th</sup> – “Beyond HR” w/ Elisa Hernandez (Webinar) **SET**
- 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” **no speaker to date (Webinar)**
- Committee brainstorming on topics for 2008 topics/speakers – Julie announced that she and Carrie have pretty much set the topics for 2008. Peggy volunteered to take a more active role with this committee as Julie steps into the Education Chair position. **ACTION: Julie will send info to Peggy on what has been planned to date for 2008 Distance Learning.**

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

- Special Event: Rich offered an overview of how the decision was made to consider the 2 events proposed to the committee. From 11 options, they were pared down to 4, Bing, Julie and Rich did a site visit to make the best determination possible for our membership.

Concerns from the group included:

- Will this include admission to the park? NO
- Will transportation be provided to the venue and back again? YES
- Can we customize the menus? YES, Gail is currently working on this.
- Will this event be open to families/friends? YES
- Is it OK to realize we might not make as much \$\$ from this conference as we have in the past? YES
- Can we keep the price for non-registrants as low as possible? YES, we will do all we can to make this happen. **ACTION: Gail will look into the possibility of children's pricing as well.**
- Would it be possible for HBMA to 'buy down' some of this so the per-person cost would not be so high? POSSIBLE – this will be taken into consideration.
- Can we look at the option of package pricing for families to take advantage of the many events there? YES
- Great idea as long as we can keep the interest UP and the per-person cost as low as possible.
- Can we ask for sponsorships? YES – good ideas included sponsorship of specific events = bar / dinner / entertainment / etc.

By unanimous vote, this committee recommends we proceed with the American Adventure event in the Rotunda at EPCOT. This proposal will now move on to the Board of Directors for final approval. **ACTION: Rich to bring this proposal to the Board for approval.**

Conference Schedule - The committee recommends we do NOT begin any activities until Sunday evening to allow for families who want to enjoy the various Disney properties. The meeting will begin with an opening reception on Sunday evening.

We are currently searching for a Keynote speaker who will speak on a 'Disney' message. We have the option of looking to the Disney Institute for additional speakers – depending on cost. Above all, as usual, our focus for this event will be quality education and great networking for our members. We feel certain that the 'Disney Way – Exceeding Your Expectations' will prevail throughout the celebration.

**D. Site recommendations for Fall 2008 Conference**

Gail provided a print-out with information on 4 cities she has contacted. Chicago and San Francisco have been removed from the search.

Discussion from the committee included:

- o Opryland Hotel – Great site / plenty to do right there
- o Opryland Hotel – rooms are pretty worn
- o RBMA will be in San Antonio on September 14-16 – will this be a conflict for our members/vendors?
- o Consider San Antonio as a site – butting up with RBMA?
- o Is using a 2<sup>nd</sup> Tier city a problem – extra flights creating issues for members?
- o How about Seattle??? (Positive response – perhaps too WEST coast)
- o Are we limiting our possibilities by being firm with the days of the week chosen?
- o Give Vegas a break...for one year at least

With preferences from the potential sites taken; **ACTION: Gail to research additional potential dates and sites in Opryland, San Diego and San Antonio.**

**F. Evaluations/Survey online post meeting vs. current.** – saved for next meeting's agenda.

**I. Adjournment**

Motion: Richard. Second: Barry. Passed unanimously.

**Next committee call, Thursday, July 5, 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**