



MINUTES FROM
Tuesday, August 17, 2010

Present: Susan C., Lyle E., Dave J., Jud N., J. Paul O'H., Rich P., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Kellie S., Brad L., Gail S. & Paul M

Absent: Judy C., Carrie C., Amy H., Dorothy H., Cindy G., Richard U.

MOTION to approve minutes from July meeting from Barry. Second from Mary Ellen Passed.
MOTION to approve the consent agenda from Jud. Second from Barry. Passed.

Fall 2010 National Conference

Gail updated there are currently 186 registrations. Special thanks to all committee members who sent e-mails or called individuals inviting them to attend.

The Committee F2F meeting will be held over breakfast on Monday, Sept. 13th from 7-8am. Once a room has been assigned by Gail for this meeting, committee members will be notified.

The on-line auction is underway and should open for donations this week. Brad noted the proceeds are currently set aside for our legislative efforts in Washington, DC. Up to ½ of the proceeds can be set aside for a charity selected by the Board of Directors. Advertising for the auction will include those charities that have benefitted from this funding in the past. Bidding will begin 10-12 days from the start of the conference.

ACTION: Final Speaker materials are due this Friday, August 20th from committee members responsible.

SUNDAY, Sept. 12

Pre-conference: Hot Topics / Holly & Bob = **Mary Ellen**

Technology / Dr. Bob = **Joe**

Keynote / Tim Wright = **Jud**

Washington update / Bill Finerfrock = **Barry**

MONDAY, Sept. 13

General Session / Dan Marino = **J. Paul**

Track A / Improving Rejections / Dan Morino = **J. Paul**

Track B / SAS 70 / Nazif Sharique & Randall Zarin = **Dorothy & Patrick Lukcas**

Track A / Billing Companies & Medical Practices / Karen Schechter = **Dave**

Track B / Social Networking / Dr. Bob = **Joe**

Track A / Creating Customer Service / Howard Cox = **Roxanne**

Track B / The EHR Marketplace / Mark Anderson = **Patrick Lukcas & Joe**

TUESDAY, Sept. 14

Concurrent Session A / ICD-10 / Holly Louie = **Mary Ellen**

Concurrent Session B / Outsourcing / Marc Both & Baptiste Barrandon = **Dave & Joe**

Concurrent Session C / Processing Plastic / Bill Marvin = **Cindy**

Keynote / Paying for Healthcare Services / Dr. Bill Jessee = **Rich**

Post-conference: 10 Steps to EHR Program / Dave Anderson = **Joe & Patrick Lukcas**

ACTION: **Gail** will send Jud (and to anyone else who needs it) specific speaker's contact info to talk with speakers about their specific presentation to the HBMA membership.

ACTION: **Paul** will send all speaker Introductions with bios attached to committee members who are responsible for them later this week. PLEASE DO NOT READ THE BIO TO INTRODUCE YOUR SPEAKER!

2011 Spring Educational Conference - Theme: "Deep in the Heart of Texas – Medical Billing Style"

Joe led us through a review of the template provided. Gail has updated that template and it has been provided to you with these minutes.

ACTION: **Paul** will review the CFS as well as selections from committee member e-mails to see if there were any submissions for 'benchmarking/productivity' to use for one of the concurrent sessions.

ACTION: **Committee members** are to be thinking about topics they would like to see covered in future conferences and have those ready to discuss at the F2F meeting in St. Louis in September.

ACTION: **Paul** will check on the availability of our first choice for keynote, Regina Hertzinger and follow-up with the same info on our second choice, Garrison Wynn, if she is not available.

ACTION: Susan recommended we do a 'drawing' at the final session to encourage attendance. **Paul and Gail** will work with leadership to process this idea that was well received by the committee.

ACTION: **Committee members** are encouraged to network with members from hospital-based billing companies in St. Louis to determine what topics would draw them to future conferences.

Certification Committee Update

Jud reported this committee will have a finalized document to present to the Boards of Directors at their F2F meeting in St. Louis. The goal of this committee is to have a process in place and effective Jan 1, 2011.

MOTION to adjourn from Barry. Second from Rich. Passed.

**Next meeting = F2F in St. Louis on Monday morning,
Sept. 13th from 7-8am CT**

Remaining meetings in 2010:

Tuesday, October 21 – Noon, ET

Tuesday, November 18 – Noon ET

Tuesday, December 9 – Noon ET

Task Forces

- a. EHR Education [Joe, Mary Ellen, Darlene, Patrick Lukcas]
GOAL: Identify potential educational needs at least once per quarter.
ACTION: Work directly with the EHR Committee and Mark Anderson to recommend topics and speakers. Recommend how education should be pushed out to the membership – National Conference, Specialty meeting, Distance Learning, HBMA University, etc.
- b. Soft Skills Proposal (Steve W.) [Richard, J. Paul, Barry]
GOAL: Decide if this proposal is something the membership would value, the association would profit from – or, if there are other options we should consider instead.
ACTION: Review the proposal and recommend how to proceed by June 30, 2010.
- c. HBMA University [Rich, Dave, Jud (Certification Chair), Susan, Bill Carnes]
GOAL: Identify at least 2 topics and speakers for the first HBMA University courses by June 30, 2010. Generate at least one additional topic and speaker recommendation quarterly.
ACTION: Submit recommendations to the Director of Education. Work with the DOE to review course materials once they are received and offer recommendations back to the faculty. Work directly with the DOE and the HBMA Certification Committee to generate additional courses under the guidelines of the HBMA Education Committee.
- d. Vendor advertising in DL programs and Specialty Conferences [Judy, Kellie, Lyle]
GOAL: Work closely with the Vendor Relations Committee to identify ongoing needs/desires for members as well as for vendors regarding advertising at any HBMA educational event.
ACTION: Review and recommend clear guidelines for vendor advertising at specialty conferences.
- e. DL Program development and review of materials [Roxanne, Carrie, +?]
GOAL: Identify topics and speakers for 2011 DL programs by June 30, 2010.
ACTION: Add one more member to this task force. Set up DL for 2011. Review programs as they are submitted and offer recommendations to the speakers throughout the year.
- f. Review of National Conference Call for Speaker submissions [Cindy, Amy, Dorothy]
GOAL: Create a system that will review speaker submissions and narrow selection for full committee approval. Identify potential topics and speakers for future events. Bring recommendations to the full committee within the timeframe set.
ACTION: Work directly with the National Office to initially review submissions from speakers and recommend topics and speakers to the committee well in advance of the deadlines for final selection. Assist the DOE in identifying speakers and topics from other associations that would be relevant to HBMA members – i.e. RBMA, AHRA, MGMA, etc.

ALL members would be welcome on any call and are requested to continue to be available to offer recommendations as requested from the task forces or National Office.



Education Committee Goals

I. Develop the HBMA University *IN PROCESS*

TASK FORCE: HBMA University / Soft Skills Proposal / EHR Education

- A. Build HBMA Curriculum = HBMA University
 - 1. Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
 - 2. Create, control, and develop our own HBMA programs
 - a. Billing 101, 102
 - b. Denial Management
 - c. Internet Follow-up
 - d. Medicare 101
 - e. Disaster Recovery
 - f. CPT 101
 - g. CD9 101
 - h. Diagnosis 101
 - i. Coding Basics for the Non-Coder, etc.
 - 3. Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.
 - 4. HBMA Faculty instructing at Universities and trade Schools
ACTION: Prior conversations with MedicalBilling.com re: potentially working with them. Proposal received and has been reviewed.
 - 5. Offer an HBMA Executive Forum
 - a. Organizational issues
 - b. Fiscal management
 - c. See information from HFMA (December 11 e-mail from Brad)
 - d. Create a training program for new hires = PowerPoint self-paced basics about the inter-workings of a billing office, how a "bill becomes a law", and other basics such as specialty overviews, etc.
 - e. Offer the Audio Cast: "What Does HBMA Do for You - 101" as a free marketing tool to all members. Invite members who have not renewed to view the program.

- B. Work with Certification Committee to automate the HBMA Certification process *IN PROCESS*
ACTION: This goal was sent to the Certification Committee for processing on 5/26/09

II. Expand offerings to diversified, broadened audiences *IN PROCESS*

TASK FORCE: EHR Education / DL Program Development / Review of CFS

- A. Develop new conference formats
 - 1. expand concurrent sessions
 - 2. workshop opportunities
 - 3. "new" vs. "old" member
 - 4. office and hospital
 - 5. small / medium / large
 - 6. basic vs. advanced
- B. Coordinate coding and billing education with ACMCS on a local level

III. Seek diverse topics and speakers and explore new delivery modes, such as pre-recorded formats, pod casts and CBT (Computer Based Training) *IN PROCESS*

TASK FORCE: EHR Education / DL Program Development / Review of CFS

A. Research computer based training pod casts

ACTION: Complete by Q2 2009: Joe will work with the Technology Committee.

On-Going Goals: *In Process*

- Continue to re-evaluate the pros and cons of booking conferences 18 months out.
- Carefully monitor and review all profit/loss reports for each meeting.
Document the effectiveness of programs via evaluations, surveys, testing, website responses – and trend information in a report to the Board annually.
- Continue to produce cost-effective Distance Learning.
TASK FORCE: DL Program Development
Tune in to new technology to reduce expenses and produce a consistently better quality product.
- Review conference sites to increase attendance and make recommendations to the Board *Determine most effective sites and if certain cities should be a hit each year.*
- Expand opportunities for new speakers
- Expand offerings to diversified, broadened audiences
Develop new conference formats / multiple tracks

2010 SPS: Education

Goal Statement: HBMA provides a comprehensive variety of educational offerings and delivery methods supporting meaningful education and certification.

Objectives	Priority (H,M,L)	Resource	Strategies
Increase the credibility of HBMA's certification program.	M	\$	Create certification recognition of individual CBT Testing.
Enhance the educational content of existing programs.	H	\$\$	Combine Ed and Cert Committees Develop / create / implement cert requirements
Enhance delivery methods of existing and new educational offerings.	H	\$\$	Create University brand / concept