



## Education Committee Minutes from Tuesday, March 10

**Present:** Judy C., Susan C., Julie D., Lyle E., Cindy G., Jud N., Rich P., Barry R., Mary Ellen S., Roxanne SK, Kellie S., Peggy W., Gail S., Brad L.

**Absent:** Carrie C., Dave J., J. Paul O'H., Joe S., Richard U., Paul M.

**Approval of 2/19/09 Minutes – MOTION to approve from Lyle. Second from Barry. Passed.**

### Old Business

#### 2009 Committee Goals for Q1:

##### I. Expand offerings to diversified, broadened audiences

B. Coordinate coding and billing education with ACMCS on a local level

**ACTION: Complete by Q1 2009: work with ACMCS sub-committee. No Update**

D. Push out a re-run of the Audio Cast: "What Does HBMA Do for You - 101" Offer it as a free marketing tool to all members. Invite members who have not renewed to view the program.

**ACTION: Complete by Q1 2009: Brad will record the presentation he has given at the O&M meetings and we will attach it to the website.**

*Brad is in the process of creating this. New benefits/value being added.*

E. Look at scheduling Committee meetings into the Annual Conference program

**ACTION: Complete by Q1 2009**

*Gail has this set in motion for the 2009 Spring Conference in Boca & for the Fall meeting in Las Vegas.*

##### III. Develop the HBMA University concept and make recommendations to the Board

A. Develop HBMA DL library and organize content

**ACTION: Complete by Q1 2009**

*Julie will ask Michelle to send out an updated list.*

B. Build curriculum that contributes to HBMA DL Library. *In Process*

C. Create separate sub-committee to work with Certification Committee

**ACTION: Complete by Q1 2009**

*Jud will schedule time for a meeting of the sub-committee during the Spring Conference to include: Barry, Brad, Randy, J. Paul & Andy. Susan will not be at the conference.*

## 2009 Education

### Distance Learning:

2009 DL Packages

9 for 6 sessions & 5 for 12 sessions

2009 DL Sponsorships

1 for October from CPU

### Registration updates as of today:

WEBINAR – Feb. 19 “Mergers & Acquisitions” = 57 ATTENDED

WEBINAR – March 19 “Legal Matters” = 36 REGISTRATIONS

WEBCAST – APRIL 23 “DISALLOWING Charges” = 17 REGISTRATIONS

O&M – all registrations are open

Winter – Dana Point, CA, Feb 5-7, 2009 = 44 total attendees

Summer – Chicago, IL, July 9-11, 2009 = 3 REGISTRATIONS

Fall – Seattle, WA, Oct. 22-24, 2009 = 2 REGISTRATIONS

Compliance Course - New Orleans, March 10-12, 2009 – 41 REGISTRATIONS

16 for the Post conference session on March 13, 2009

### Spring Conference – Boca Raton, FL on May 6-8, 2009

On-line registration is open and brochures have been mailed.

23 Registrations as of 3/10/09

Concurrent Session Sign-Ups are:

3 for Stark Laws

2 for VA

16 for Red Flag Rules

40 Exhibit Booths Sold

7 sponsorships sold for \$26,000

Brad reported the following registrations for the past 2 Spring Conferences:

Year	Location	# registered 57 days out	# of final registration	Meeting Date
2007	Scottsdale	9 (3 Board registered)	178	March 8 <sup>th</sup> , 2007
2008	Orlando	62 (with Board)	182	April 6 <sup>th</sup> , 2008
2009	Boca Rotan	35 (with Board)	XXX	May 6 <sup>th</sup> , 2009

Gail reminded all of the committee members who are responsible to review speakers' materials that the **due date for review was Friday, March 6<sup>th</sup>**. Please follow-up with your speaker if you haven't received materials.

Judy Cardenas offered to stand-in for Peggy for speaker introductions, etc at the Spring Conference since Peggy won't be attending.

There was some discussion regarding anticipating lower attendance this spring. Brad stated we are looking at doing a number of things to encourage attendance. It was suggested we include lower airline rates in our promotions. We will also want to conduct a post-conference review to determine the actual reasons people who regularly attend the spring conference did not participate this year.

## Fall Conference – Caesar’s Palace, Las Vegas, September 23-25, 2009

Discussion of possible topics for the Fall Conference included the following:

- Marketing/Growing Your Business. Suggested by Peggy as a hands-on pre-conference program with various speakers
- Keynote to address morale, building confidence, dealing with fears about the economy, jobs, etc. Mary Ellen mentioned she knows of a speaker from the National Park Service that might be a possibility. Jud mentioned the book by Spencer Johnson, *Who Moved the Cheese*.
- Understanding & Surviving the Economic Crisis
- Universal Health Care – impact on our billing company business
- Collecting Patient Bills – related to the uninsured, high deductibles
- Productivity – how to do more with less; monitoring productivity
- EHR – (Patrick & Bill chairing efforts on putting together a program)
- Identity Theft
- Customer Loyalty
- ICD-10 as Breakout
- Insurance as Breakout (Judy to follow-up on this one)
- Beyond the Blackberry – Steve Wattenmaker

**ACTION: Julie & Gail will review topics. Updated template will be sent to all for additional ideas on topics and/or speakers.**

**AHRA Sub-Committee:** Julie reported that Sherri has scheduled 4 sessions and turned it all over to Paul. This is all set.

**Self-Pay Regional Program:** The committee would like more information on this and doesn't want to be tied in as collection agencies. There is also a question regarding being "certified" through such a short program.

**ACTION: Paul to invite Dennis & Kathy to participate on our April call and to give them a heads-up on our questions beforehand.**

**Education Committee Survey:** Julie reported this has gone to the Survey Committee and will be released by May.

**New Business - None**

**Adjournment: MOTION from Lyle. Second by Mary Ellen. Passed.**

**Next committee call: Tuesday, April 7, NOON, EDT  
#866 642-1665 Pass code: 6235245**