



MINUTES from Tuesday, December 14, 2010

Present: Susan C., Cindy G., Dave J., Jud N., J. Paul O'H., Audra P., Barry R., Mary Ellen S., Joe S., Roxanne S-K., Richard U., Brad L., Gail S., Paul M.

Absent: Darlene E., Lyle E., Dorothy H., Rich P.

Joe offered a **welcome to our new member**, Audra Parker, as well as thanks for their service to those committee members who have moved on to other projects: Judy, Carrie & Kellie.

MOTION to approve the minutes from October made by Jud. Second from Richard. Motion passed.

MOTION to approve the Consent Agenda made by Jud. Second from Cindy. Motion Passed.

Gail updated the committee on the **2011 National Conferences:**

Spring 2011 Theme: "Deep in the Heart of Texas – Medical Billing Style" = all materials that should be in from speakers have been received. The brochure is at the designer and registration opened on the HBMA website this morning. The \$150 discount offer for additional members from the same company is in effect.

Parameters for this discount include:

- ✓ Must be an active HBMA member company
- ✓ Discount applies to additional members after one full-price registration has been paid
- ✓ Discount will not apply following the Early Bird registration deadline

ACTION: Committee members were reminded to get involved with your assigned speaker 'early and often' to allow them a prime opportunity to understand the audience of HBMA members and assure success for the message delivered. Next deadline is March 1: initial review of materials submitted by committee members.

Leadership will present a template for speakers to use at the end of each session that would assist/guide HBMA members in creating their own action items at the end of each session. This will be added to the January agenda.

Gail reported we currently have 8 exhibitors and sponsorships for this meeting.

The HBMA Annual **Fall 2011** meeting will be held at the Bellagio, Las Vegas. Dates for the meeting are Sept. 14-16th (W-F pattern). We will begin to select topics and speakers for this meeting on our next call (January 11, 2011)

Gail updated the committee on RFP's submitted for our **2012 site searches for National Meetings:**
Spring: Washington, DC / Chicago / Philadelphia / Nashville / Miami/New Orleans
Fall: Phoenician in Scottsdale, AZ

Jud offered an update on the **Certification process:**

We are in the process of automating the collection of CEU's on-site as well as online. Dave & Bob submitted an outline for the Summer Session where members can earn CEU's for any of the 5 Modules identified. Pending final dates and location they will set up guest speakers for this event. This meeting will follow a similar format as the current O&M = full days on Thursday & Friday with a half-day on Saturday. Currently we are researching a facility in Denver to host this meeting on July 14-16 or 21-23.

ACTION: The National Office will heavily publicize this new event once specifics have been identified. Publicity will begin as early in January as possible. Ed Committee members are encouraged to offer speaker recommendations as well as topics of interest to Bob and Dave as this meeting is formulated.

ACTION: Input from all of the Ed Committee members is welcome as we create this new conference.

Members who have currently identified an interest in the following modules are:

Strategic Planning: J. Paul, Jud
Financial: Susan, Cindy, Dorothy
Legal/Operations: Susan, Audra
Marketing: Mary Ellen, Roxanne
Technology: Joe, Richard

Task Force Sub-committee Updates:

Joe asked this committee to consider the pro's and con's of the EHR Summit: no problem filling sessions / we received new members due to the singular nature of this conference / incredible networking opportunities came out of this meeting.

RECOMMENDATION: Joe asked the committee to consider this: do we want to continue to produce the EHR Summit as a stand-alone meeting or should we consider offering it in conjunction with a National Conference?

Goals for 2011:

Brad reported there were no additional goals (specific to the work of the Education Committee) recommended by the Executive Committee at this time. Once a final document is created, Joe asked that this committee please take the time to review those goals.

MOTION to adjourn (*after wishing all happy holidays*) from Jud. Second from Richard. Motion passed.

Next meeting = Jan. 11th at NOON, ET

*Task Forces

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.

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: John Howard has identified 5 HR sessions. Board gave green light to these sessions and John was told to proceed on 9/27/10. DOE has identified preliminary sessions that cover the core competencies identified by the Certification Committee. DOE and Ed Chair will meet with Compliance and O&M Faculty to identify potential courses as well.

DL Program development and review of materials [Roxanne, Carrie, Darlene]

GOAL: Identify topics and speakers for 2011 DL programs by June 30, 2010.

ACTION: DL for 2011 set. Review programs as they are submitted and offer recommendations to the speakers throughout the year.

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.



2010 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.
ACTION: John Howard has identified 5 HR topics and is in the process of developing them.
- 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: Joe and DOE 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 individuals. 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