



Minutes to the Regional Development and Membership Committee Conference Call

Date: 2/27/2008

Start Time: 2:00 CST

Participants: Patrick Lukacs Sarah Nofziger Kathy Canny Diane Kennedy Todd Gillis Brad Lund Kyle Shupe Emily Osetek Dennis Kasper Ken Goodin Michelle Botana	Absent:
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This is single purpose committee call to discuss support of allowing HBMA membership the opportunity to determine the expansion of membership. Patrick recapped the committee's previous attempt of generating a proposal from our committee to expand our membership categories.

Patrick referred to an e-mail which was sent out earlier in the week and asked each committee member for their thoughts on generating a motion requesting the board of directors to begin communication with members related to an expanded membership category.

E-Mail sent to committee members February 25, 2008

As a Committee we have explored and debated the appropriate membership categories of HBMA for over a year. Other groups of HBMA leadership have also been considering the wisdom of becoming more inclusive within the medical billing community. It has been suggested that our name itself, Healthcare Billing & Management Association, might infer some responsibility to provide broader access to our many resources. At the same time, the staff at the National Office has been monitoring "billing related" educational programs of physician and physician management association and is seeing increasing activity on medical billing topics. Examples include a radiology business management association hosting a specific billing seminar in New Mexico later this year, a pathology business management association has a number of billing related subjects at its national conference in Arizona in March and yet another physician business management association is providing a distance learning program on accounts receivables management in June. It appears that a number of other associations are filling a void by building their own billing resources.

At the same time HBMA continues to experience a significant loss of membership through the acquisition and consolidation of our member companies. We lost five member companies to this

activity during the first two months of this year. Below are some thoughts that have been developed on the benefit of expanding HBMA membership opportunities:

Advocacy:

HBMA continues to be a more recognized voice in third party billing issues nationally. By expanding our membership parameters we expect to continue to be known in the Washington arenas but also to expand our recognition on issues regionally and locally.

HBMA's Government Relations Committee along with the expertise of our lobbyist, Bill Finerfrock, has demonstrated an increased visibility and advocacy with CMS. Increasing membership will enable that strong force to continue as well as create further opportunities on a State level.

Visibility:

The larger our membership the greater our visibility is in all arenas which is advantageous to all members. The unique challenges of the billing industry and the expertise required to execute effective billing for providers will be inherently apparent to all members.

Networking:

HBMA's members find one of the most rewarding benefits of membership is networking. The more members we have from the healthcare community increases the networking opportunities.

Corporate Partners:

Increasing our membership will give HBMA more collective volume to negotiate potential discounts on a variety of business products.

Professional Development/Resources:

HBMA's ability to partner with other healthcare professionals will enable members to develop greater knowledge and have access to more resources.

Financial Strength/Stability and Diversity:

Growing HBMA membership will continue to build a legacy of stability and one that encourages diversity as a means to better equip members.

I spoke about this with Ken Goodin, HBMA President, and he would like to begin speaking with the HBMA membership and Board of Directors about this topic. I would like to be able to provide Ken with guidance from our Committee. I do not want to provide Ken and the Board with specifics about whom and how we should expand our membership categories, but simply to advise him that we feel bringing this subject to the membership of HBMA is appropriate.

(End of e-mail)

Patrick opened the call for discussion and each committee member shared their thoughts related to the expansion of membership. The committee overwhelmingly discussed the benefits of being inclusive to other organization who seek the resources currently offered by HBMA to third party medical billing companies. The committee believes increasing our membership numbers to be positive for our organization and purpose. The committee acknowledged other organizations are already attempting to offer billing education to their members which would have a long term negative impact as dual member companies may choose the alternative association over HBMA. The committee discussed the importance in ensuring HBMA not lose it's identity as a resource to third party medical billing companies through an expansion of membership categories. The committee discussed altering existing dues structures for a web based membership which can be included in other necessary discussions related to revisiting dues calculations based on the number of FTE's.

Patrick requested a motion be made on the topic. Dennis Kasper made a motion which was restated as follows:

" A motion is made by the Regional Development and Membership Committee to encourage the HBMA Board of Directors to consider allowing HBMA membership the opportunity to consider the benefits of an expanded membership category which is more inclusive of other individuals, companies, or entities whose involvement will benefit HBMA as a national organization providing members with the benefits of Governmental and Commercial Payer Advocacy, Visibility, Networking, Corporate Partner programs, Professional Development/Resources while enhancing the organizations Financial Strength, Stability, and Diversity with the assurance the HBMA organization maintains its valuable identity.

Kathy Canny seconded the motion

There was no discussion on the motion and the motion passed unanimously.

I sincerely thank everyone for their time and valuable input today! Your commitment is truly appreciated.

- The committee's next conference call is scheduled for March 19th at 2:00 CST.

Thanks to each of you for your commitment to HBMA!!!