



HBMA Board of Directors  
Wednesday April 8, 2009  
2:00pm EST

**Present:**

Randy Roat, President  
Scott Everson, Vice President  
Jackie Willett, Treasurer  
Patrick Lukacs, Secretary  
Ken Goodin, Past President  
Bill Carns, Director  
Shawn Keough-Hartz  
Andy Kokosa, Director  
Holly Louie, Director  
Jud Neal, Director  
Barry Reiter, Director  
Don Rodden, Director  
Joe Schendel, Director  
Judy Cardenas, Vendor Affiliate Chair  
Brad Lund, Executive Director  
Michelle Botana, Membership Services  
Paul Myers, Director of Education

**Agenda:**

1. Call to order and Roll Call  
Randy Roat called the meeting to order; Michelle Botana took roll call  
Randy Roat welcomed Joe Schendel to the Board.

## 2. Consent Agenda

- Approval of March minutes
- Financial Report
- National Office Report
- CAI Report
- Committee Reports

Motion to approve the consent agenda by Barry Reiter, seconded by Scott Everson; all approved, none opposed. Motion passed

## 3. Spring Conference

Brad gave a brief update. We do not expect any attrition regarding the rooms or food service. Currently have 114 attendees which is tracking the same as Spring of 2006.

- Board Meeting

Scheduled for Tuesday May 6<sup>th</sup> from 12Noon – 5:00pm EDT

- Pre-Conference

Paul gave the update. The bonus session is scheduled for Wednesday May 7<sup>th</sup> from 9:30am – 12Noon. Holly and Bob are working on 5 topics that they will present.

- Committee Meetings

These will be scheduled throughout the conference. Michelle will send out a list of times and locations once they are finalized.

## 4. Policies and Procedures

Randy is working on realigning the groups and the P&P's, this will be sent out to everyone in the next 30 days. Michelle is working with Webteam to develop a web page that will allow all P&P's to be posted to it. Technology has chosen a policy management vendor which will be tested over the next 30 days.

**Action:** Brad, Randy and Bill will get together off line to review the vendor and make a decision as to whether it would work for HBMA.

5. Vendor/Exhibitor Policy

There was discussion regarding how HBMA allows non-member companies to exhibit. The vendor committee has suggested only allowing non-members to exhibit for one year after which they would have to become members. They also discussed adjusting the pricing for non-member booths.

6. MedAvant contract update

Brad, Randy and Scott have a meeting on April 21<sup>st</sup> with Ron Coots.

7. Product/Services coming online

- EmployerPages  
It is online and being received well
- Legicrawler  
Brad has received good feedback
- Client Newsletters  
Will be rolled out at the Spring Conference
- "Find a Biller" search engine  
Has been changed on the website
- Project Management  
Under evaluation

8. EHR Task Force

The Committee is in the process of gathering information from the members to learn their current situation with EHR and how they would like to receive education and resources from HBMA. A survey is being developed along with a timeline of current and proposed activities.

9. Committee Spotlight

➤ Survey

There is a lot of work being done with different committees. They are looking to set goals for some structure regarding surveys and are in the process of testing new software.

➤ Regional and Membership

The committee has identified 10 goals for this year, 6 of which directly correlate to the Strategic Plan. The committee is looking to purchase an email list to

market to 1<sup>st</sup> Party Billers and also 3<sup>rd</sup> Party Biller as well as enhance the State Web Pages.

➤ Vendor Affiliate

The Committee feels strongly that non members only be allowed to exhibit for one year without becoming a member. Judy has discovered through research that no other association allows non members to exhibit at conferences.

10. Open discussion time

**Motion to adjourn Bill Carns, seconded by Jackie Willett; 3.00pm EDT**