



HBMA Board of Directors

Tuesday May 5, 2009

12:00 Noon 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, Director

Andy Kokosa, Director

Holly Louie, Director

Jud Neal, Director

Barry Reiter, Director

Don Rodden, Director

Joe Schendel, Director

Judy Cardenas, Vendor Affiliate Chair

Rich Papperman, Interim Education Chair

Brad Lund, Executive Director

Michelle Botana, Membership Services

Agenda:

1. Call to order, Roll Call and Approval of the April Minutes

Randy Roat called the meeting to order; Michelle Botana took roll call

Scott Everson motioned to approve, Jackie Willett seconded. All in favor; none opposed.

Motion passed.

2. Welcome Joe Schendel

Randy Roat welcomed Joe Schendel to the HBMA Board of Directors and the Board Members provided their support and encouragement to Joe and his work towards the benefit of HBMA through the Education Committee.

3. Consent Agenda

a. Conference logistics

- i. Bonus Session – Wed 5/6 9:30am – 12Noon
- ii. Conference – Wed 5/6 – Fri 5/8
- iii. Committee Meetings – see handout
- iv. 1st Timers Breakfast – Thurs 5/7 7:00am – 8:00am
- v. Grand Opening Reception – Wed 5/6 5:00pm – 7:00pm
- vi. Wine and Cheese Reception – Thurs 5/7 5:30pm – 7:30pm

b. Financial Report

c. National Office Report

d. Capitol Associates Report

e. Committee Reports

Holly Louie asked that the Ethics & Compliance Report be pulled from the consent agenda. Holly would like the ad hoc ICD-10/5010 committee to be reinstated, it would act as a standing committee and the 5010 would be a sub group of the ICD-10. They would report to the Board ever month and have a committee status workplan submitted. Holly has volunteered to run the committee through its expected life which is likely to exceed Holly's term on the Board of Directors of HBMA.

Barry Reiter motioned to reinstate the committee with Holly Louie as the chair, Jud Neal seconded. All in favor; none opposed. Motion passed.

Holly Louie motioned to approve the consent agenda, Shawn Keough-Hartz seconded. All in favor; none opposed. Motion passed.

4. Capario

Brad Lund gave the update. HBMA is no longer interested in maintaining an exclusive relationship. HBMA must give notice of the cancellation by 5/30/09. The exclusivity will remain intact until the new program is put in place.

5. Policies and Procedures

Bill Carns will set up Michelle Botana with Robin from his office to start training on Power DMS. HBMA will be able to use this product to update the association's policies and procedures.

6. ASAE Recap

HBMA is looking to use a moderator from the same firm which conducted the ASAE symposium attended by the Executive Committee earlier in the year. The SPS meeting is being planned for October – – and will be held in Laguna Beach.

7. **Executive Session and/or Open Review**

- ❖ ISAM Report Card – Board Feedback
Staff was excused at this time

8. **Related Associations**

- ❖ AAFP – American Academy of Family Physicians
- ❖ AAHAM – American Association of Healthcare Administrative Management
- ❖ ACMCS – American College of Medical Coding Specialists
- ❖ AHIP – America’s Healthcare Insurance Plans
- ❖ AHRA – American Healthcare Radiology Administrators
- ❖ AMA – American Medical Association
- ❖ CAQH – Council for Affordable Quality Healthcare
- ❖ CE – Cooperative Exchange
- ❖ CORE – Committee on Operating Rules for Information Exchange
- ❖ EDPMA – Emergency Department Practice Management Associations
- ❖ EHNAC – Electronic Healthcare Network Accreditation Commission
- ❖ HASC – Healthcare Administration Simplification Coalition
- ❖ HCCA – Health Care Compliance Association
- ❖ HFMA – Healthcare Financial Management Association
- ❖ MGMA – Medical Group Management Association
- ❖ RBMA – Radiology Business Management Association
- ❖ WEDI – Workgroup for Electronic Data Interchange

Brad Lund discussed each association explaining who they are, the level in which HBMA is involved and how HBMA can continue to work with them. There was discussion as to the perceived benefits of maintaining each of the relationships and discussion as to the added benefit of having a Board member available with Brad to better articulate detailed industry perspectives. It was decided that a table should be prepared showing what work is being done with each related association, and what resources are expended, financial and otherwise. A process should be built for committees to become involved in these relationships. The Executive Committee will take a first look at the table and make recommendations for committee involvement.

9. **Strategic Plan Review**

Brad Lund went through each of the 7 goals and work efforts toward their progression.

10. Committee Discussion

❖ Ad Hoc Affinity Program

Scott Everson gave a brief update on how he would like to restructure the Affinity Program. It could include multiple vendors in each category, commitment of X amount of dollars to HBMA, rebates to members, exhibit guarantees to participants, etc.

❖ Certification

Jud Neal showed a power point communicating where he believes certification currently stands and where he would like to see the certification program in the future.

❖ Commercial Payor Relations

Sherri Dumford wrote a report for the Board outlining the goals for the committee. Committee has been formed and a survey was launched to gather information for an upcoming AHIP presentation which will be delivered by Sherri and Brad.

❖ Education

Rich Papperman provided the update. His focus was on the concept of an HBMA University and Rich requested feedback from the Board.

❖ Ethics & Compliance

Holly Louie provided the update. New FAQ's and compliance articles are being posted on an ongoing basis. The compliance course is set for the upcoming year.

❖ Finance

Jackie Willett provided the update. The association finances remain in a strong and positive position; ISAM has been proactive with renegotiating Caesars' Palace for the Fall Meeting in order to mitigate risks during this downturned economy.

❖ Government Relations

Barry Reiter provided the update. Legicrawler has replaced StateNet and the feedback from participating members has been positive. The CMS meeting and Capitol Hill day have been set and the committee is continuing with the Pecos conference calls.

❖ Nominations

Ken Goodin has begun to build his committee and is seeking nominations for open positions from the Board of Directors

❖ Organizational Effectiveness

Brad Lund explained that the President Elect will now be the chair of this committee every year. We are in the process of planning this year's SPS meeting which will be held in Laguna Beach.

❖ Public Relations

Andy Kokosa provided the update. The newsletter is now for sale on the website and will be available for testing at the Webteam booth. Dodge Communications, a public relations firm has been contracted to assist HBMA with branding efforts. Publications

Don Rodden provided the report. The committee has worked hard to build articles and material to get ahead a few issues and is doing very well.

❖ Regional Development & Membership

Patrick Lukacs provided the report. We are currently looking at the possibility of restructuring the dues and at ways to improve the regional participation with the members. Each committee member is responsible for a specific goal which relates to the SPS goals determined last October.

❖ Survey

Shawn Keough-Hartz provided the report. The committee is looking to implement policies to define how committees request surveys. A new software tool is being evaluated which will allow for survey improvements to include the committee's ability to target respondents through the use of focus groups.

❖ Technology

Bill Carns provided the update. The committee is working on several initiatives at this time. Employer pages have been implemented and are having a very positive response from the members. Power DMS is being evaluated for a policy management tool.

❖ Vendor Affiliates

Judy Cardenas provided the report. The committee has been working on the advertising and exhibition policy which should be complete by the end of the Spring Conference. Judy is asking the BOD to take some time during the conference to talk and thank the exhibitors for their participation and support

11. Open Discussion

Meeting adjourned at 5:30pm EDT