

HBMA Public Relations Minutes 5/28/09

Attendees: Andy Kokosa Kris Cvikota

Marla Harmon Karlene Siwek
David Purvis Karen Linsteadt
Curt Cvikota Peggy Wagner

Staff Members: Michelle Botana (Absent: Brad Lund)

Fran Cashen

Dodge Communications: Dave Anderson Jennifer Norman

1. New potential committee members

- A. Karlene Siwek
- B. Lisa Janis

Action. Lisa was unable to attend; make sure she is added to the next committee call list. Andy will follow-up with Karlene regarding her thoughts on future community involvement.

2. Re-Group...Attached Minutes from 5/6/09

3. Newsletter Comments

A. Current subscription sales

Currently have 3 subscriptions. The committee would like to send an email blast to the membership and also put a link on the public page of the website, and possibly an announcement on the home page. The message needs to be consistent on all fronts.

Action. Brad will meet with Andy and Kris to decide the message. Michelle will send the email out to the membership

B. Status of email blast ...other ideas to boost sales.

Another idea is to have the committee send personal emails to all spring attendees to follow up.

Action. Brad will write the message and Michelle will send the list of attendees to each committee member to follow up with.

C. Enhancements

Andy will follow up with Brad regarding the legal issues.

4. Website Report

- A. HBMA Goals
- B. Conference call report (Andy/Brad/Kris/Dave)

Andy and Brad will meet to finalize the document and merge both Webteam and Dodge's comments. This will be put on the next agenda.

C. On-Going report as part of PR committee

5. Special Meeting called for establishing abstracts (Friday 5/21)

(Included: Randy, Brad, Dave Anderson, Bill Finerfrock, and a Dodge writer, Don was invited but was unable to attend)

Topics Discussed

- A. Transaction Set Standardization
- B. Best Practices in dealing with self pay and denial management (Go to...Randy and his staff; white paper has been written)
- C. Public Policy, Administrative Simplification and why it has not been successful (Go to...Bill Finerfrock)
- D. EMR ...the impact on your billing company

(Go to ... Patrick Lukacs)

- E. High cost of filing commercial claims vs. gov't claims (Reference abstract sent to us by Bill F. use supporting information from HBMA members)
- F. Compliance in the New Age ... Red Flag, New MAC audits (Go To...Holly)
- G. Creating News...Payer report card(Can this be done through the survey committee?)
- H. Press release topics

Dodge would like to put out a press release once a month on any number of topics.

- a. Announcement of gov't relations committee going to D.C.
- b. ICD 10 task force...other associations and HBMA involvement

The bolded items are the ones that Dodge and the Committee agreed to work on first. Dave will set up calls with Bill Finerfrock, Holly Louie and Patrick Lukacs.

6. Other