



**Board of Directors Minutes  
September 9, 2008  
12:00 Noon PDT**

Present:

Ken Goodin, President  
Randy Roat, Vice President  
Jackie Willett, Secretary  
Scott Everson, Treasurer  
Sherri Dumford, Past President  
Julie Demerath, Director  
Andy Kokosa, Director  
Patrick Lukacs, Director  
Holly Louie, Director  
Barry Reiter, Director  
Don Rodden, Director  
Brad Lund, Executive Director  
Michelle Botana, Membership Services

Absent:

Bill Carns, Director

**1. Call to order, Roll Call and Approval of the August minutes**

Ken called for a motion to approve the August minutes.

**Barry Reiter motioned, Julie Demerath seconded.**

**All approved, none opposed - Motion carried.**

**2. Conference logistics**

Ken went through the Wed - Fri schedule asking the Board to be mindful of member feedback as this is a different format from other years.

- ❖ Pre conference
- ❖ Conference
- ❖ Breaks
- ❖ Grand Opening Reception
- ❖ Awards/Dinner

**Sherri Dumford motioned for HBMA to give 1/3 of the auction proceeds, after expenses, to the Red Cross. Scott Everson seconded.**

**All approved, none opposed - Motion carried.**

**Action: Brad and Scott will provide an accounting of auction expenses and results to the board.**

- ❖ Honorary Membership for Dennis Mock
- ❖ Business Meeting

**3. Financial Report**

Scott gave the report. HBMA continues to look good; membership is up and currently ahead of budget.

#### 4. National Office Report

Brad gave the report.

**Action: Patrick and Michelle will work on getting a graph / chart of all the renewals / nonrenewals for 2008.**

#### 5. Related Associations Updates

There was brief discussion about dialogue taking place with various other associations (referenced below). It was suggested that strategy and priorities regarding these relationships would be pursued further at the upcoming SPS meeting.

- ❖ AHIP
- ❖ ACMCS
- ❖ MGMA
- ❖ AHRA
- ❖ EDPMA
- ❖ RBMA
- ❖ Veterans Administration

#### 6. Memberships

- ❖ CAQH - Paid \$2,500 for 2008 dues - Bill Carns will be going to Washington for the meeting.
- ❖ CORE - Included with CAQH
- ❖ HASC - No 2008 dues, 2009 will be \$5,000
- ❖ Cooperative Exchange - Dues are \$5,000 and due now  
**Andy Kokosa motioned to approve the CE dues, Holly Louie seconded. All approved, none opposed - Motion carried.**

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

- ❖ ISAM Report Card - The Board went into Executive Session to discuss the most recent ISAM Report Card. Upon conclusion of Executive Session, the Board provided feedback to Brad regarding Report Card results.

#### 8. Committee Reports

- ❖ **Affinity Program Committee**
- ❖ **Certification**  
Barry gave the report. It will be a topic at the SPS meeting; would like to look at adding certain criteria, as it is now no participation is necessary.
- ❖ **Education**  
Julie gave the report. The committee is having their face to face meeting tonight in San Diego. They will be discussing ideas / changes to improve education and conferences, the current evaluation process, reviewing policies, certification and brainstorming for 2009.
- ❖ **Ethics & Compliance**  
Holly gave the report. There is now an ICD-10 link on the homepage and the compliance course in March is set.
- ❖ **Finance**
- ❖ **Government Relations**  
Barry gave the report.  
**Barry Reiter motioned for Sherri Dumford to join the Committee, Don Rodden seconded. All approved, none opposed - Motion carried.**
- ❖ **ICD-10**  
Holly gave the report. A survey has gone out to the membership and Lorraine Doo from CMS has agreed to answer specific questions HBMA composes.

❖ **Organizational Effectiveness**

Sherrri gave the report. She reminded all committees to start working on the policies and procedures assigned.

❖ **Public Relations**

Andy gave the report. The membership value page is now live on the website and the committee is still working on the industry statistics. The cut and paste newsletter may now become a joint venture with the Publications Committee and could earn some revenue for HBMA.

❖ **Publications**

Don gave the report.

❖ **Regional Development & Membership**

Patrick gave the report. The state pages on the website are being updated.

❖ **Survey**

Jackie gave the report. ICD-10 survey was just released. The Committee is currently working with Sage on a PQRI survey.

❖ **Technology**

Bill was not present.

❖ **Vendor Affiliates**

Ken gave the report, noting nothing significant.

❖ **Miscellaneous Committee Information**

9. **ACMCS Guest** – Melody Mulaik and Gretchen Segado, representatives of the American College of Medical Coding Specialists were invited to introduce themselves and describe the mission and vision of the College. There were further discussions about the possibility of exploring a strategic relationship.

**Meeting adjourned at 5pm PDT.**