



Education Committee Minutes from  
Tuesday, November 11<sup>th</sup>

**PRESENT:** Judy C., Susan C., Julie D., Sherri D., Lyle E., Ken G., Jud N., Rich P., Barry R., Joe S., Roxanne SK., Kellie S., Richard U., Peggy W., Paul M.

**ABSENT:** Carrie C., Cindy G., Dave J., J.Paul O'H., Mary Ellen S., Brad L., Gail S.

**Approval of 10/7/08 Meeting's Minutes** – **MOTION** to approve from Barry. Second from Richard. Passed.

Old Business

2008 Meetings

- The "Red Flag" Webinar on Wed. 10/15 – attendance was well over 200. **ACTION:** Paul will research to see why Lyle's company did not receive any notification of this event or other advertising and/or Action Gram e-mails that have gone out from the National Office.
- Advanced Executive O&M – *REGISTRATIONS: 15*
- Distance Learning - 2008  
A potential Webinar on 'Economic Crisis' is being discussed for Nov or Dec 2008. This committee supports this idea. The focus of the presentation would be to assist HBMA member companies to be aware of the components that have created this crises as well as offer recommendations on what we can do to survive.
- **November 20 – Webinar** - *REGISTRATIONS: 29*
- **December 10 – Washington Update** – Audio Cast with Bill Finerfrock at 1pm ET
- **December 18 – "Webinar"** - *REGISTRATIONS: 2*

2008 Committee Goals

- F2F Update – Please be aware that these updates will be coming out following the synopsis of the SPS meeting that was held in October. We will be looking for volunteers to assist with sub-committee work on the projects that have been identified.
- DL Library Review – Lyle and Rich received their CD's and will review. Joe will return his disk after reviewing it this week. Michelle will send 2 disks to Judy and 2 to Susan for review. She will also report back on the number of CD's that still need to be reviewed and we will look to this group for additional volunteers.

2009 HBMA Education Calendar

- **O&M Sessions:** Winter – Dana Point, CA, Feb 5-7, 2009 / Summer – Chicago, IL, July 9-11, 2009 / Fall – Seattle, WA, Oct. 22-24, 2009
- **Compliance Course** - New Orleans, March 10-12, 2009 / Post conference session on March 13, 2009  
**ACTION:** This committee will review the Compliance Course materials upon arrival as we did with the O&M.

- **Spring Conference** – Boca Raton, FL on May 6-8, 2009

**ACTION:** Sherri will follow up with the Covey Institute to book the Keynote Speaker.

Committee liked the topic “Working with Generations – from Pops to Punks”. She will also continue a dialogue with them re: potential programs for our members at reduced pricing. These negotiations would not put HBMA at financial risk of any kind.

Rich updated the committee on the 5010 / ICD-10 segment. Holly will work with Jonathan Grau (CORE) as well as a member identified from the Technology committee to produce a very strong program. Information will be given to Gail as soon as it is available for advertising purposes. CORE will also write articles for BILLING to advertise this session as well as their services to assist our members with this change.

**ACTION:** Peggy will contact Andrew Wachler to see if he would be able/willing to lead the Concurrent Session on Stark Laws.

Judy will work with Brad to see if we can identify another speaker for the Business Insurance review.

Recommendations for the closing General session (something fun and informational that would leave everyone on a HIGH note) included:

- Dave Jakielo or someone he could recommend
- Finding a local speaker in Boca
- Jason Jennings (Joe S. recommendation)
- “Event Solutions” – Susan will follow-up
- Eddie Williams – cost might be too high for a non-keynote speaker

**ACTION:** Paul will follow-up.

- **Fall Conference** – Caesar’s Palace, Las Vegas, NV Sept. 23-25, 2009

- Julie asked this committee to please make note of the Distance Learning Dates for 2009:

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|----------------------|----------------------|
| ○ Thursday, Jan. 22  | ○ Thursday, July 16  |
| ○ Thursday, Feb. 19  | ○ Thursday, Aug. 20  |
| ○ Thursday, March 19 | ○ Thursday, Sept. 17 |
| ○ Thursday, April 23 | ○ Thursday, Oct. 22  |
| ○ Thursday, May 21   | ○ Thursday, Nov. 19  |
| ○ Thursday, June 18  | ○ Thursday, Dec. 17  |

- A call has been set for Wednesday, 11/19 at 10am to discuss the 2009 nation-wide meetings with ACMCS and HBMA.

- Disaster Recovery Workshop – in process.

- **Sites for Spring Educational Conference 2010** – Due to concern over the Memphis area, Brad has asked Fran to continue the search for a city that is east of the Mississippi. This is in process. Paul will discuss with Fran and offer an update to this committee when we have additional information.

- **2009 DL program pricing packages / vendor sponsorship** – these will be discussed at the Board meeting tomorrow, 11/12/08. Julie will report back to the committee on our next call.

## New Business

- **AHRA Sub-Committee** – a sub-committee is working on this project re: providing programs for them at their national conference in July 2009. The next call is set for December 9, 2008.
- **Dates for committee calls in 2009** – by general consensus we will keep the calls for 2009 on the 1<sup>st</sup> Tuesday of the month\* at Noon ET. If that date is too close to month-end, it will be moved to 2<sup>nd</sup> Tuesday of the month if 1<sup>st</sup> Tuesday falls prior to the 4<sup>th</sup>.

**ACTION:** Paul and Julie will send out a listing of dates for calls in 2009 so all committee members can put them on their calendars.

Adjournment – **MOTION** to adjourn from Richard. Second from Rich. Passed.

**Next committee call: Tuesday, December 9<sup>th</sup>, NOON, EDT**  
**#866 642-1665 Pass code: 6235245**

Education Committee Goals for 2008

### **1. Continue to review Compliance Workshops concept – COMPLETED**

Future workshops will be coordinated with the Compliance Committee. We will continue to build concepts into pre-conference compliance courses. We will add at least one Compliance DL program in 2009. Add a new pre-conference session that will follow-up with members who have completed the Compliance Course but got 'stuck' along the way. *Sub-committee: Julie, Holly and Paul*

### **2. Consider offering a Disaster Planning Writing Workshop – SPRING 2009**

Workshop concept has been put on hold due to lack of membership support financially. There is interest and we will provide a pre-conference session in spring of '09. Considering updated proposal from Randy Johnston as well. *Sub-committee: Sherri, Rich, Joe S., Viggo, Julie & Paul*

### **3. Consider offering an Executive Forum**

- Organizational issues
- Fiscal management
- See information from HFMA (December 11 e-mail from Brad)

**4. Continue to produce cost-effective Distance Learning.** Tune in to new technology to reduce expenses and produce a consistently better quality product. Determine if we should offer discount pricing for participating in multiple Distance Learning programs in 2009.

**5. Update Distance Learning evaluations** to establish the best value of information is received and is being used to promote better education. **COMPLETED**

### **6. Build HBMA Curriculum = HBMA University.**

- Become the premier source of information for the third-party medical billing community. Create it, own it and brand it.
- Create, control, and develop our own HBMA programs for Billing 101, 102, Denial Management, Internet Follow-up, Medicare 101, Disaster Recovery, CPT 101, CD9 101, Diagnosis 101, Coding Basics for the Non-Coder, etc.
- Hire our own trainers – even (especially) if some are our members - implement the "Train the Trainer" concept.

7. Push out a re-run of the Audio Cast: "What Does HBMA Do for You - 101" Offer it as a free marketing tool to all members. Invite members who have not renewed to join the program. **ACTION:** Brad will record the presentation he gives at the O&M meetings and we will attach it to the website. Timeline to complete is Q4, 2008.
8. Continue to re-evaluate the pros and cons of booking conferences 18 months out. - **IN PROCESS**
9. Establish a draft of the 2009 Educational Calendar by May 1, 2008. Finalize DL speakers by August 31, 2008 for 2009 sessions. - **IN PROCESS**. Contracts to be sent out first week of November 2008.
10. Review materials offered in HBMA library. Determine needs and fill those gaps. **IN PROCESS** *Sub-committee: Sherri, Dave, Joe, Rich, J. Paul, Lyle, Jud*
11. Consider not offering Regional Meetings in 2008. - **COMPLETED**.
12. Carefully monitor and review all profit/loss reports for each meeting. - **ONGOING**
13. Schedule Education Committee F2F Planning Meeting in September, 2008. -**COMPLETED**
14. Prepare master calendar of to do lists and due dates for the Education Committee. - **COMPLETED**
15. Create a training program for new hires. IE: PowerPoint self-paced basics about the inter-workings of a billing office, how a "bill becomes a law", and other basics such as specialty overviews, etc. *Sub-committee: Peggy*