



## Education Committee Minutes from Tuesday, October 7, 2008

**Present:** Judy C., Carrie C., Julie D., Lyle E., Cindy G., Dave J., Rich P., Mary Ellen S., Joe S., Roxanne SK., Richard U., Gail S.,  
**Absent:** Susan C., Sherri D., Ken G., Jud N., J. Paul O'H., Barry R., Kellie S., Peggy W., Paul M.

### Welcome to New Members & Role Call

Cindy Groux, Mary Ellen Scalise, Susan Chandler & Roxanne Smith-Kovac were welcomed to the committee.

**Approval of Sept. 9, 2008 Meeting's Minutes – MOTION:** to approve from Richard. **Seconded by Judy.** Motion passed. Carrie abstained.

### OLD BUSINESS

#### 2008 Meetings

- **Fall Conference Wrap-up**  
Of the 206 participants registered, there were 9 no-shows for a final attendance of 197. Final financial reconciliation will be reported after all the conference expense invoices have come in. Richard reported that the response on evaluations was much better. We received more than 80 returned evaluation forms. There were lots of comments and the new format worked well. We should keep doing the practices we did at this conference to encourage completion of evaluations. Judy commented that she found people using laptops during the pre-conference session distracting. Julie noted that encouraging computer usage for future meetings was just one idea still on the topics to be discussed list.
- **O&M – Fall** – October 23-25, 2008 at the Pfister Hotel, Milwaukee, WI  
*Registrations: 47 (as of 10/07/08)*
- **Advanced O&M** – December 3-5, 2008 – The Boulders Resort & Spa in Carefree, AZ  
*Registrations: 7 (as of 10/07/08)*
- **Distance Learning, 2008**
  - Oct 15 – Audiocast on Red Flag Rules added
  - Oct 24 – Benchmarking AR Management Performance – Nicole Palmer  
*Registrations: 61 (as of 10/07/08)*
  - Nov 20 – The Alpha & Omega of Billing: Back to the Basics – Claudia Murray/ Barbara Rubel & Becca Goare  
*Registrations: 1 (as of 10/07/08)*
  - Dec 10 – Washington Update – Audio Case with Bill Finerfrock  
New – free HBMA sponsored program
  - Dec 18 – New Technologies & Best Practices – Jim Moynihan

## 2008 Committee Goals

- **Updates from F2F meeting**  
No updates. We are on track. Some new direction may come out of the Strategic Planning Meeting.
- **DL Library Review Update**  
Rich needs more CD's to review. Lyle hasn't received any.

## ACTIONS:

Office to send Rich & Lyle CD's for review.

## 2009 HBMA Education Calendar

- **O&M 2009** – Feedback provided to faculty in San Diego. Contracts signed with all hotels.  
O&M Winter – Feb 5-7, 2009 – Marriott Laguna Cliffs Resort, Dana Point, California  
O&M Summer – July 9-11, 2009 – Hotel Sax, Chicago, Illinois  
O&M Fall – Oct 22-24, 2009 – Fairmont Olympic Hotel, Seattle, Washington
- **Compliance Course** – March 11-13, 2009 – Chateau Sonesta, New Orleans, Louisiana
- **Spring Conference** – May 6-8, 2009 – Boca Raton Resort & Spa, Boca Raton, Florida  
*Topics/Speakers (See updated template)*  
Keynote: Julie reported that the cost for Regina was out of our budget. Sherri & Paul are working with Rita Emmett as well as J.D. Kleiske as other possibilities. There was some discussion as to whether the opening address should be directly related to health care topics rather than having a more general motivational approach. The decision was made to see what Sherri comes up with as a prospective speaker for this slot.  
Cindy Groux offered to be the contact for Mark Grossman. He is an attorney suggested by Bing. The original proposed topic on Software Vendor Contracts may be too narrow and should be expanded. It was decided to go with only three breakout sessions. Rich will work with Holly Louie to incorporate the 5010 within the general session she is scheduled to present on ICD-10. This session will be expanded to two hours.  
Repeating the concurrent sessions or having a closing general session was also discussed with the consensus in favor of the ending session. Having the concurrent sessions be available for those unable to attend them and resale opportunities for those not able to come was also briefly discussed.

## ACTIONS:

Gail to update template.

Committee members to follow up with confirming speakers.

- **Fall Conference** – Sept 23-25, 2009 – Caesar's Palace, Las Vegas, Nevada
- **Update on Mouse Pad Calendars**  
This project was too expensive so we will not be moving forward with this idea. Mary Ellen informed us that her sister works in that area and she would like to follow up on pricing of the calendars.

- **ACMCS**  
The HBMA sub-committee of Julie, Judy & Richard is set. We are waiting for ACMCS to form their committee and will have a conference call at that point.
- **Disaster Recovery Workshop**  
Still in discussion with Randy Johnston as his most recent proposal that came in at \$1500-\$2000 per attendee is considered to be too high. Rich pointed out that HBMA has not paid for content to be developed in the past and that it puts HBMA on the hook if interest in this program isn't there.

### **Sites for Spring Educational Conference 2010**

- **Memphis**  
During the discussion regarding keeping the Wed – Fri noon to noon meeting pattern or returning to the Thur-Sat format, Richard mentioned that a question regarding the attendee's preferences might have been included on the evaluation forms. The committee liked the Wed-Fri arrangement. Richard made the motion that we recommend holding the 2010 conference in Memphis. Seconded by Rich. Passed. Although this applies to future fall rather than spring conferences, a comment was made that we need to be careful that the vendors do not have to tear-down during the auction and that they have time to spend with the attendees at the evening events.

#### **ACTIONS:**

Julie to recommend Memphis as the site for the 2010 conference to the HBMA Board.

### **NEW BUSINESS**

#### **2009 DL Program Pricing Packages**

Julie explained the pricing packages for the DL Programs i.e. buy 10, get 12 or buy 5 get 6. She also said we wouldn't want to implement this without vendor sponsorship. Carrie made the motion to approve this package pricing. Seconded by Judy. Unanimous approval.

#### **Vendor Sponsorship of 2009 DL Programs**

The benefits of sponsorship at \$2500 per program were listed – logo on first slide, promo cards & e-blast advertising plus thank you acknowledgment at the beginning & end of the program. As chair of the Vendor Affiliate Committee, Judy stated she didn't see any basic problem with the concept. How participating vendors would be selected would be the question. Would it be possible for two or more vendors to go together so that not only the large companies would have this opportunity? There was general agreement as to offering sponsorship opportunities. The request was for ISAM to develop the plan after which Judy would take it back to the Vendor Affiliate Committee for their input. Motion made by Rich. Seconded by Lyle. Passed with Judy abstaining.

#### **ACTIONS:**

ISAM to develop the sponsorship parameters for the DL programs.

**Adjournment:** Motion by Richard. Seconded by Rich.