



Education Committee Minutes - 9/06/07  
**2007 Conference – Face-to-Face meeting**

**ACTION ITEMS**

**MOTIONS**

**RECOMMENDATIONS**

**Present:** K. Canny, J. Cardenas, J. Demerath, S. Dumford., L. Evans, K. Goodin, D. Jakeilo, K. Jennings, V. Madsen, T. Marler, R. Papperman, B. Reiter, J. Schendel, P. Wagner, R. Usry, B. Lund, G. Sunshine, P. Myers

**Absent:** C. Clements, J.P. O’Haro, J. Wurzer

Introductions of all members and welcome to new members.

**MOTION** to approve the minutes from 8/7/07 by Richard Usry. Second by Barry. Passed.

**Old Business**

**Discussion of Speaker Introductions/Guidelines:**

- Keri J. will introduce Dick Keenan.
- Barry R. will introduce Bill Finerfrock.

**Grand Rounds:**

**ACTION:** Peggy W. will re-write introduction points for the facilitators and e-mail them to Paul. Paul will print these out for all facilitators prior to the sessions. Sherri will ask for additional questions/topics during the conference.

**Discounting Registration Fees:**

Rich updated the committee on a goal from the SPS session that requested we review the idea of discounting registration fees 10% to HBMA conferences for shops sending more than one individual to conferences. Our loss in doing this would range between \$2-5000. Our current margin per attendee is about 30%. From the Spring 07 conference it was 16%.

*Comments:*

- This committee recommends we do not do this for national conferences but consider it for the Regional Meetings instead.
- Fear that with more people from one company there would be less potential for networking with a variety of member companies.
- 50% of the members of HBMA have 15 or less employees. They would not send multiple employees to a national conference anyway.
- Distance Learning programs are allowing education to be brought to the sites for larger groups of employees at a lower cost.

**MOTION:** Richard Usry moved that “We do not offer discounts on multiple registrations from single sites.” Judy C. seconded. Passed

Discussion as to offering this for Regional Meetings:

- Currently these meetings are close to losing revenue anyway.
- We do not have high attendance at these meetings already for 2007-09-16 wait and see how the Distance Learning programs will affect attendance at the Regional meetings.

**MOTION:** Richard Usry moved that “We do not offer discounts on the Regional Meeting registrations until we review attendance and income from 2007 meetings. Barry Reiter seconded. Passed.

### **New Business**

#### **Move from 2 National Conferences per year to 1:**

Discussion included these points:

- What is our profit margin/attendance now?
- Reminder that Educational programs are what fuel the budget.
- We are offering QUALITY education and we want to continue to do so.
- It would be more cost effective to have only one national meeting per year.
  - How would the vendors feel about this?
  - ISAM staff make only one trip/only one site search/only one production
  - HBMA members make only one trip per year – would more come or not?
  - More education in one trip vs. two
- Would this give us more leeway with hotels re: room rates?
  - B: Not necessarily. Room rates are dependant on a variety of things. They look at meeting space as well as exhibit hall space and F/B income as well.
- With 620 member companies in HBMA, we are currently drawing 20-30% of the membership to both meetings. Moving to one meeting will most likely not change the overall involvement that much.

**ACTION:** Kathy C. presented a document to this committee re: other associations who moved in this direction. She will re-send to the committee upon her arrival home.

- Make the conference longer and ‘meatier’ with more education.
- Add another day so events are not as ‘intensive’ as they currently seem.
- If we move to one meeting there will be a drastic drop in income from vendors.
- Attendance has not declined, so why even consider only one conference?
- Are we expecting members to be away from home/shops for too long already?
- Members will look elsewhere for education if HBMA only offers it once a year.
- The business of healthcare billing changes often enough that we need education twice a year.
- Members are coming to both conference for the education as well as the networking and venues selected.
- If we reduce to one meeting, fewer members for smaller companies will be able to participate.

- If we keep our fingers on the pulse of the membership we will know when it is time to move away from 2 national conferences. Right now both conferences are working well for the membership so do not change.

**Recommendation:** Keep BOTH conferences in 2009 and re-evaluate at this same time next year. We are currently seeing more challenges, competition and opportunity than ever before. The networking is very valuable as a bonding between members. This is a volatile industry.

**ACTION:** Be sure we include a session at every conference titled: “What is CURRENTLY going on in Healthcare Billing”. Also consider a segment in Billing on this same topic.

**ACTION:** Look at the number of HBMA member companies who attend both conferences. Review this information again in 2008 and reconsider any changes for 2010.

**MOTION:** Joe Schendel moved that “We send these talking points back to the Board of Directors so they will know what this committee recommends re: dropping to only one conference per year.” Richard Usry seconded. Motion passed.

**ACTION:** Rich Papperman to take this back to the Board on their next call. Committee will reconsider this topic when attendance drops significantly.

Using the report provided to guide us; this committee reviewed the attendance of the last 5 years of HBMA conference attendance. Our conclusion – it would be highly unlikely that we would have attendance as high with only one conference per year.

#### **New HBMA Education Opportunities:**

It was recommended that we look into a new venue for HBMA education to supplement the current O&M sessions. These would include new topics, speakers and a new perspective on billing issues. Right now this matter is in discussion phase only.

Recommendations include education for:

- Front-Line track
- Owners & Managers
- Advanced Education
- IT for ‘Dummies’

The Finance Committee has reviewed the net income on a meeting to meeting basis. They asked the Education committee to do so as well. All of the Distance Learning programs have been reviewed extensively. This committee will focus more on a ‘per member cost’ for future budgeting purposes.

**ACTION:** P&L statements will be produced by ISAM staff after each meeting and will be presented to the committee as soon as they are available. Time restraints on this typically are receiving the bill from the hotel as well as the careful attention Gail gives every meeting cost before payment is made.

**Promotion of the 2008 Spring Meeting at this meeting:**

A PPT presentation will be shown at lunch on Saturday highlighting the 15<sup>th</sup> Anniversary conference in Orlando, April 2008. Rich is working with our contact at Disney World to set up a link on the HBMA website for discounted tickets and tour packages. Our special event will be in the American Pavilion in EPCOT. We have promotional buttons that will be available at the HBMA booth. Peggy Wagner has created an incredible Press Kit that will also be used to advertise HBMA. Overall the event is shaping up very well to date.

**MOTION** to adjourn by Richard Usry. Barry seconded. Motion passed.

Respectfully submitted;  
Paul Myers