



Sub-committee Minutes
9/14/07

HBMA 2007 Fall Conference Wrap-Up

ACTION ITEMS

RECOMMENDATIONS

Present: Sherri Dumford, Julie Demerath, Rich Papperman, Brad Lund, Paul Myers

Kudos

- Educational Program = covered many different educational topics
- Meeting was a lot of fun
- Exceptional food
- Nothing 'missing' i.e.: snacks
- Great exhibit hall time and vendors
- Bingo game was a hit
- Grand rounds were very well received. **Recommendation: Look at offering repeated sessions to allow for participation in more than one**
- Loved the BIG screens in the General Session
B: Recommendation: Continue to create the General Session time as an EVENT – using big screens, music, lights, etc.

ACTION: This needs to be discussed by the Education Cmte and consideration given to costs to do so. The General Session room also needs to be considered so we can avoid long rooms requiring this as it does represent an additional cost that we have not needed before.

Kinks

GRAND ROUNDS:

S: Leadership role in Grand Rounds was a bit awkward. Attendees were looking for new ideas and in the Strategic Plan session it was a bit difficult to get the group 'going'. Facilitators should come with more info in case group is not ready to discuss.

R: Suggested that this problem may have been topic specific as there does not seem to have been a problem with the Small Companies or Benchmarks session. Some topics may be more difficult to discuss – Strategic Planning may not be something that many companies have done so they would not have anything to share. However, it still would be a good idea to have the info to present as a "safety valve."

ACTION: Use sign-in sheet for each session to allow for follow-up with individuals who attended and might want additional information following the event.

R: We did receive several comments that members wished we had run each session twice so they could attend another topic.

ACTION: Offer duplicate session for those who would like to attend more than one. Gail will look into site availability for spring and fall of 08.

POCKET SCHEDULE

ACTION: Keep card outlining daily activities. Preview it several times in order to remove all typos. Division of activities vs. chronological sequence of events was met with favorable and unfavorable comments. Assure that all information on the card matches the information in the conference book.

CONFERENCE MATERIALS

J: Be sure to have notepads and pens/pencils on the tables for all events.

ACTION: This is done at each hotel. The Bellagio had an unusual policy and Gail will follow-up with this at all future hotel sites.

HOLD back all materials for all people who signed up for the conference BEFORE surplus materials are handed out to on-site registrants.

ACTION: Per Gail, we will follow the established policy that holds conference materials (bags, badge holders, books) for all who signed up prior to the conference, before handing them out to those who showed up on-site if quantities are low.

EXHIBIT HALL

Recommendation: Would it be better to offer smaller prizes in the Exhibit Hall – bingo cards – to generate more involvement? Exhibitors liked the larger prize and this year the one large prize seemed to generate a good deal of excitement.

AWARDS/AUCTION

ACTION: We need to find a way to make the Award Presentations more meaningful and get more attention from the audience – there were a LOT of private discussions going on when awards were being announced. Establish a policy to assure all award winners are present.

EVALUATIONS/CERTIFICATES

S: We need to be sure we enforce the ‘no certificate without an eval turned in’ policy. Set an expectation, refine the process, and raise the bar. This is the 1st time since we began using the new evaluations that we did not have someone stand up in front of the members and reinforce the importance of the evaluations in making decisions about future conferences.

R: How can we help attendees understand the info they provide is so helpful in planning future conferences? **Recommendation:** Put more emphasis on this vs. getting your certificate. **ACTION:** Create a place – sign in sheet - for people to request a certificate rather than print all of them out. Have a member of the Education Cmte present the slides in General Session. Make sure the slides include specific mention of member’s “valued opinions.”

2008 Conferences

Disney Tours

ACTION: Rich will work with Laura and Disney World to set up the tours at different times. Recommendations from this call: Garden tour from 9am-Noon on Saturday and “Through Walt’s Eyes” on Sunday from 1-4pm.

ACTION: Promote both conferences early and often.

2008 Distance Learning

B: Recommended we look into the potential of accepting sponsorship from Vendors for the Webinars and web casts. We would put the company name on the screen and allow for an infomercial during the break. This could influence the hard costs and allow for lower registration rates.

ACTION: All on this call liked the idea. Brad to pursue.

S: It is important that we continue to look into providing HBMA University Educational Programs – using our own faculty and creating a curriculum that will assist our members. Once this is established, joint education with RBMA, or other associates will have a stronger impact.

ACTION: Although the 2008 Budget shows only 7 DL programs for 2008, this group recommends we do not cut back from the 12 that are currently being planned. Rich specifically directed, as Chair of the Education Cmte, that the 2008 budget reflect 12 DL programs.

Respectfully submitted,
Paul Myers