

## Call for Speakers – 2016 AMBA National Medical Billing Conference

### Benefits of Presenting Include:

- Admission to the conference waived
- Recognition by your colleagues and other industry professionals
- Contribution to the medical billing profession
- Personal professional development
- Networking, exposure and new professional contacts
- Recognition for providing credible and accredited education, enhancing your resume
- Continuing education credit for the development and delivery of the presentation from the American Medical Billing Association

### General Questions and Answers

- **Will AMBA pay honoraria or travel related and other expenses to breakout or general session speakers?**

No. Your conference registration fee will be waived if you are selected and meet all deadlines for contracts, handouts and audio-visual requests.

**Travel, housing and per diem costs are the responsibility of the presenter. AMBA can not reimburse presenters for any expenses for breakout or general sessions at the Annual Conference.**

- **How many applications can I submit?**

Each presenter or organization is limited to three applications on different topics.

- **Will applications be accepted through the U.S. mail?**

No. We will only accept proposals electronically through email to [cyndeew@brightok.net](mailto:cyndeew@brightok.net)

- **When should I expect to hear if I've been accepted?**

AMBA will select presentations and notify applicants of their acceptance on or around May 31, 2016.

- **What are the requirements regarding handout materials?**

We prefer not to have to print and send paper handouts. Our attendees are used to receiving handouts online with access one week prior to and one week after the conference. If we must deal with paper, we will require handouts to be submitted by September 1, 2016. If handout info is not submitted by September 1, 2016, printing and mailing to the conference will be the responsibility of the presenter.

**Please note that your waived registration fee is contingent upon receipt of your handouts, contract and audio-visual request to us by the specified deadlines.**

Presenters are responsible for obtaining copyright permission for all citations in handouts and copyright permission is granted to AMBA for all presentations that are approved. Your session may be audio or video-taped.

- **Can I promote products or services in my presentation?**

Marketing is for the exhibit floor, receptions, sponsorships, etc. AMBA prohibits presenters, vendors, consultants or others from promoting their own products and services in education sessions. Non-vendors may discuss the use of a product or service within the context of a case study presentation only. Resource lists for participants must include multiple resources and should not focus only on one product, if possible. *Vendors are encouraged to use alternate methods of promotion such as exhibits, sponsorship and advertising. If the speaker is not committed to using traditional means, it is vital to address the reason or the presumption is likely to put the presentation at risk.*

- Slide presentations may not promote your company or product, including your logo. Presentations that do so will be changed to a generic white background and or your logo will be removed prior to the conference.

Visit our exhibitor/vendor opportunities area (when available) to find information regarding exhibitor/sponsorship opportunities.

All speakers and faculty should disclose financial interest in any product or service that may be mentioned in their breakout sessions.

### **Target Audience**

Our attendee audience is comprised entry-level billers through experienced billers, coders and consultants, physicians and staff members, business

accounting professionals and students in medical billing. Ninety percent of our attendees are female and fifteen percent are male.

Other audience statistics:

- 30% percent of attendees are physicians or work in a doctor's office
- 60% of attendees have attended at least one previous annual conference
- 40% are first-time attendees
- 10% of attendees are new billers
- Less than 2% of attendees have no previous medical billing experience

### **Certifications**

- 70% are Certified Medical Reimbursement Specialists
- 40% are Certified Coders
- 25% are preparing to be CMRS certified
- 20% are preparing to be Certified Coders
- 25% are compliance officers or hold compliance certifications
- 20% are preparing to be certified in compliance

Content should be geared toward the following:

- Intermediate to advanced-level medical billers
- Experience medical billers and practice managers
- Physicians, physician billing staff, physician office managers
- Compliance officers
- Practice management consultants
- Reimbursement Specialists
- Medical Billing Education Trainers
- Coders (including entry level)

### **Breakout Session Focus**

The goal of breakout sessions is to deliver current hot topic and leading-edge information. Sessions can focus on a variety of topics. Your application will be designated in one of the following areas:

- Practice Management, Reimbursement & Billing
- Coding

- Emerging Trends & Issues
- Leadership, Communication, Organizational Skills & Professionalism
- Focus on Business and or Marketing
- Compliance & Regulatory
- Technology
- Basic Informational Session

### **Presenter Eligibility**

Each presenter application must indicate:

- Demonstrated speaking experience with good presentation ability and expertise in knowledge area. Evaluation scores from previous engagements are encouraged.
- Minimum of two years experience is preferred but is not mandatory.
- Employment as a biller or coder through a billing service, employment as a biller or coder, office manager or administrative position in provider's office or experience through owning a billing service, employment as a consultant, coder, researcher or educator is preferred.
- While each presentation may include any number of presenters, only one speaker from each session will be eligible to receive a waived conference fee unless pre-approval has been obtained through AMBA.

### **Application Guidelines**

- Applications will only be accepted electronically through email.
- Objectives must be written in a measurable format to meet the standards set by AMBA
- You must define or clearly indicate what the attendee will come away with through your proposed session.
  - What will the participant know or be able to do as a result of attending the session?
- An abstract (outline) of the proposed session.
- Biography of the presenter should be limited to 250 words.

## **Maximize Your Acceptance Chances**

- The committee will be looking for content that is practical and that can be used right away.
- Develop interactive presentations. Show how you will get your audience actively involved, rather than have your audience hear you read your slides
- Take time to edit and proofread your content before submission. If our committee members don't understand it, chances are that you won't be selected as a participant.
- Incomplete applications will be set aside for the last review choices if necessary.
- Applications for speaking about offshore outsourcing will not be reviewed.

## **Questions about the Application Process**

Email your questions and completed application to [cyndeew@brightok.net](mailto:cyndeew@brightok.net)

**Note: AMBA may wish to change your presentation to General Session, in which case, we may discuss applicable in kind sponsorship, honorarium and or travel expenses.**