AAHAM
American Association of Healthcare Administrative Management
The Premier Organization for Revenue Cycle Professionals

Virtual Meetings

The recent coronavirus pandemic has led to a creation of the new "normal" for all of us. AAHAM is also adjusting to this new opportunity to provide education to our members. Now that we are "social distancing" and many of us are working remotely, face-to-face meetings are not possible. Virtual meetings create an opportunity for safe educational opportunities for our members.

A variety of software platforms are booming but hosting a virtual meeting does not necessarily mean taking your face-to-face meeting and putting it online. Consider what you want to accomplish and what you want your attendees to learn.

There are a variety of software apps available such as:

● **Zoom, www.zoom.us.com**
What it is: Offers video and audio meetings, chats, video webinars, virtual video conference rooms, file sharing
● **Google Hangouts, www.hangouts.google.com**
What it is: Video calls for face-to-face meetings
●**Microsoft Teams, www.microsoft.com**
What it is: Video calls for face-to-face meetings
●**Skype, www.microsoft.com**
What it is: Video calls for face-to-face meetings, now has a "meet now" option similar to Zoom.
 ● **GoToMeetings**,**www.gotomeeting.com**
What it is: Phone, chat and online video meetings; conference calls, webinars
● **Slack**, **www.slack.com**
What it is: Instant messaging, file sharing, creating groups

To help you decide which videoconferencing app to choose, 2 of the most popular and affordable providers are Zoom and GoToMeeting. These are not the only 2, but 2 that we opted to compare.

Zoom Meetings
Zoom meetings have a free plan as well as a subscription plan. The free Zoom plan has a 40 minute time limit on meetings with 3 or more participants.

The Zoom "Pro" plan has no meeting time limit and allows up to 100 participants for $14.99/month. AAHAM will pay for the first 3 months of the Zoom subscription for our local chapters. The Zoom platform can be purchased by the local AAHAM Chapter President (or approved designee). Once purchased, a reimbursement request should be submitted to the National AAHAM Office using an expense form (see

www.aaham.org). Once reviewed and approved, the National Office will send a reimbursement to the Chapter.

Zoom meetings are user-friendly and are an easy solution for meetings of under 100 attendees.

Here is an at-a-glance feature comparison:

	Zoom	GoToMeeting
Video Conferencing Features	"Touch up my appearance," virtual background, and more	Technically advanced visual settings
Screen Sharing	Advanced options including simultaneous screen sharing	Basic screen sharing to meet most needs
Annotation and Whiteboarding	Robust annotation tools and whiteboarding feature	Basic annotation tools for screen sharing; no whiteboarding
Group Chat and Breakout Rooms	In-meeting chat, standalone group chat, and separate breakout rooms to promote deeper collaboration	In-meeting chat and standalone group chat
Web Audio, Dial-In, and Calling	Dial-in and calling options offered at various plan levels	Full dial-in and calling options including Call Me on every plan
Design and Ease of Use	Clean, with controls along the bottom of the screen	More complex control panel, separate from screen
Host and Admin Controls	Advanced host and admin controls for various features	Basic controls that ensure meeting control and security
Recording, Transcripts, and Storage	Multiple recording features, but cloud storage above 1 GB costs extra	Multiple recording formats and unlimited cloud recording and storage at Pro plan level and above
Pricing	Free version provides full features and Pro plan may be the best deal	No free plan; paid plans cost more but provide greater cloud storage and attendee limits

Virtual Meeting Tips
Whatever software app you decide on, here are a few tips to keep in mind when developing your virtual meeting.

- Keep your sessions/presentations concise and succinct. If possible, interactive meetings are best. Reduce sarcasm for the presenters, as it is hard to gauge during the virtual meeting.

- Ask for a poll or questions/answers every 8 minutes to keep it moving.

- Consider a multi-speaker panel.

- If you are planning on a half day of presentations, take quick breaks, ask everyone to get up and stretch, take a bio break, or get a fresh cup of coffee.

- Consider the length of the event and your goals.

- Keep in mind the timing of the day.
- Make sure your speakers are dressed appropriately if the meeting includes video-conferencing options.

- Use "backlit' lighting.

- Wear solid color shirts; prints and strips can appear distorted.

- Develop clear, simple instructions for attendees and speakers on how to join the meeting and whom to contact for technical support.

- Plan on your moderator and speaker transitions; "I'm passing this over to Ms. Smith" or "Ms. Smith, do you want to take it from here" etc.

- Test the entire meeting, rehearse, and practice, practice, practice!

Please Note

There has been some buzz recently about the lack of security of Zoom sessions. Here are a few ideas to avoid getting "Zoom-bombed."

- Keep your Zoom app updated.
- Do Not record your meeting.
- Do not make meetings public.
- Avoid discussing patient health information.
- Turn screen sharing option to "host only" when applicable.
- Keep your camera and microphone turned off unless you are speaking.
- Don't publicly share your meeting ID.
- Set up a password for the meeting and only share it with the participants.
- Use the "virtual background" feature to cover up everything behind you.

KEEP IN MIND

Not all attendees have access to video meeting capability due to Wi-Fi strength or speed, among other things. The Zoom meeting can be modified to telephone only. Remind your participants of this so they can be included in the meeting even if they are unable to use the video. And, just like other conference calls, more than one person can be on a conference call line. So, if you have a roomful of attendees, they may be using only one conference call line. This ensures that even if there is a maximum number of

lines, participants can be above that number exponentially. You can reach a lot of people through your meeting effort!

We hope this information will provide help when initiating virtual meetings. If you have other meeting solutions not listed or have additional questions, please reach out to the National AAHAM Office or our Educational Chair, Kate Clark, CPC, CRCE, CRIP at cclark@mosaichcs.com or (410) 979-1624. Stay well!