



Publications Committee Minutes

November 4, 2009

1:00pm EST

Present:

Don Rodden

KT Anders

Keri Jennings

Ginger Ryder

Jon Neal

Renee DePuy

Randy Wall

Brad Lund

Michelle Botana

Absent:

Mark Lieberthal

Nitin Thakor

Bob Svendsen

Lorraine Terrero

Manish Jain

Agenda:

1. Approval of 10/13/09 Minutes
2. Newsletter Tool

It was suggested to send an email blast to the subscribers when new articles are posted and to send a 'teaser' blast to the rest of the membership, to show them what they are missing out on by not participating.

- a. Q4, 2009 – Importance of a Living Compliance Plan – David Queen

In process

- b. Q1, 2010 – Marketing Basics for Physicians – Dave Anderson

Done

- c. Q2, 2010 – ideas are: how ICD-10 will affect clients, EHR

3. "Billing" Work in Process

- a. Nov/Dec -

1. Pending for issue - Nothing

- b. Jan/Feb

1. Status update – KT

c. Mar/Apr

1. What Can Technology Do For You?

1. Mark Lieberthal inquiring

2. Marketing or Sales

1. Lorraine Terrero inquiring

3. Article 3

1. Spring Conference sneak preview – Michelle will check with Gail that the verbiage went out with speaker packets.

4. Publications Committee Survey

a. Keri Jennings – Update

Currently reviewing the previous survey questions and updating with new ones after which she will send the survey to the Committee for review.

5. Billing in Print - 2010

a. Project Status

Jan / Feb issue will be printed and mailed to the membership. Currently have two quotes which are close in price, around \$2,000 for printing and shipping.

6. Other

a. Deadline for newsletter articles

1st day of the month before the quarter to ensure that we will have them.

b. _____

c. _____