



Publications Committee Minutes

Purpose: (Proposed) To develop relevant and timely content for the bi-monthly HBMA publication "Billing" and in so doing deliver additional value to HBMA membership..

Committee Name: Publications Committee

Date of Report: September 3, 2008

Most Recent Call(s): Wednesday, September 3, 2008

Attendees: K.T. Anders, Manish Jain, James Monroe, Jon Noel, Don Rodden, Michelle Botana, Brad Lund

Discussions:

1. Approval of May 28, 2008 Minutes
2. HBMA Client Newsletter Concept – Andy Kokosa and/or Brad Lund discussed the potential of creating a newsletter template with relevant client articles that HBMA would develop and provide to members on a regular basis. The template could then in turn be “branded” by individual HBMA billing companies, personalized and forwarded to their clients.
 - a. The initiative would require a significant additional commitment to development and production, which may involve resources external to HBMA volunteers.
 - b. Consideration of a survey was suggested to determine viability, how many companies already produce a newsletter, etc.
 - c. Andy will continue to dialogue with the Executive Staff, the PR Committee and the Board for any further action.
3. Jul/Aug Publication released 8/17/08
 - a. Inserted last minute article on SGR legislation passage from Bill Finerfrock
4. Sep/Oct Issue
 - a. Status update – KT
 - i. Ted Stack’s article complete – financial statements
 - ii. Peggy Wagner – marketing

- iii. Karen Collier – Compliance
 - iv. Fall Conference Roundup – Nitin Thakor volunteered to do a partial write up on Wednesday's and Thursday's activity, Jon Noel will summarize Friday and James Monroe will take the content and draft the final article.
 - 1. KT suggested photos taken to include side shots, informal shots, shots of speaker(s) and audience, auction shots, etc.
 - v. Auction results
 - vi. New Board Member announcement
 - vii. Awards recognition
5. Nov/Dec Issue
- a. 2nd article on branding
 - b. Maureen Brooks – Brad to check
 - c. American Pathology Foundation – re-write regarding insurance company behavior
 - d. Denise Terry (SkillPath) – Paul to contact
 - e. Other subjects considered...PQRI, ICD-10,
6. Survey of "Billing" Readers – bi-annual
- a. Previously December, 2006
 - b. Bi-annual survey
7. In process...
- a. Seeking 1 additional interested and committed committee member
 - b. Spreadsheet of historical articles, authors, subjects, dates, etc.
 - c. Continued promotion of 2 major HBMA conferences – "Sneak Peak" section in Mar/Apr (2009) editions and going forward
 - i. Purpose, to highlight and promote upcoming HBMA events
 - ii. Authors to give a brief snippet of actual value added content
 - iii. Including "brief article" requirement in contracts with speakers ("teaser")
 - iv. Template developed by KT to more easily gain desired content from speakers
 - d. Database of historical titles, authors, subjects
8. Recurring monthly conference call
- a. For balance of 2008 – we will schedule a call the 1st Wednesday of each month - 1:00 PM EST (12:00 PM CST, 11:00 AM MST, 10:00 PST)

Respectfully submitted,

Don Rodden
