



Regions and Membership Committee

March 25, 2009

2:00pm CDT

Present:

Patrick Lukacs	Todd Gillis
Kyle Shupe	Sara Nofziger
Emily Osetek	Kathy Canny
Barry Haitoff	Brad Lund – ISAM
Dennis Kasper	Michelle Botana – ISAM

Agenda:

1. Retention – Dennis

Dennis discussed some ideas and ways to keep HBMA members after the initial first year. Some ideas are: Ask the member what their expectations are from joining HBMA, send automated emails every month (few months) acknowledging the member, welcome the new members in Billing, a voucher to attend a National meeting, etc.

Action: Brad and Michelle will get the percentage of one year members that do not renew.

2. 1st party Biller – Sara

Possible ways to attract 1st party billers are post an article in the local MGMA/HFMA chapters, exhibition at a state level by Staff or State Reps, purchase email address (possibly through Dodge Communications).

3. 3rd party Billers – Kyle/ Emily

Emily did a pilot test attempting to capture email address from the current list of non members. After which she has concluded did not produce good results. Both have stressed the importance of capturing the non member's email address instead of sending

through regular mail. A possible idea would be to offer an incentive for the non member to enter their email into the HBMA website; another would be for HBMA to exhibit at National Conferences.

Due to time constraints, the other tasks will be deferred to next month's call.

Action: For all Committee members to think about what their next step will be.

4. Patrick would like the committee to think about the pros and cons to changing from geographical regions to specialty based 'regions'. It could have multiple tracks or broad selections, be small vs. large?