



PR Committee Meeting Minutes
April 9, 2009

Present:

Andy Kokosa	Karen Linsteadt
David Purvis	Marla Harmon
Susan Chandler	Dave Anderson – Dodge Communications
Peggy Wagner	Michelle Botana – ISAM
Kris Cvikota	Brad Lund – ISAM
Curt Cvikota	Fran Cashen – ISAM

Agenda:

1. Dodge Communications (Dave Anderson / A. Kokosa)

Dave will participate in the committee meetings.

a. Chicago Meeting (4/7)

Andy and Brad met with Dodge to go over the contract and any questions HBMA had.

b. Agreement

The contract has been signed!

c. Moving Forward

Dave will review HBMA's messaging and website and produce an SEO (Search Engine Optimization) report as well as recommendations for messaging.

2. Newsletter

a. Comments from Don Rodden

Publications is developing content which has not been published prior

b. Kicking off intro in Boca (break out session eliminated)

c. Proposed Alternative

- i. Samples will be put in all attendee bags.
- ii. Randy will put on a short presentation explaining this new benefit.
- iii. WebTeam will be set up to help attendees get started on their own newsletter

3. Blog – why we're slow to move...moving forward

Anyone can view the blog but only members can post comments. Comments should be approved before being posted.

4. Annual Report

The HBMA Public Relations Committee targets efforts that will increase influence, visibility, and credibility within its own membership and throughout the healthcare community.

Goals for 2009. A public relations initiative will include kicking off a very important relationship with Dodge Communications which is professional PR firm hired to assist HBMA in communicating the great things it does for its membership. It is our job to educate our members of the benefits we provide to our membership and how to take advantage of those benefits.

Dodge Communications will also assist the PR Committee in communicating who HBMA is to the healthcare community. HBMA has made great strides in areas of government relations and education and has earned the respect of other organizations within the health care industry. We need to continue having a presence and work at expanding our presence in the health care industry. Branding, and creating name recognition for HBMA is part of the process.

5. Boca committee meeting

Is set to be Wednesday 5/6 at 8.30am