



**Public Relations**  
**February 11, 2010**  
**12:00pm CST**

Present: Andy Kokosa, Dave Anderson, Jennifer Norman, David Purvis, Marla Harmon, Peggy Martin,  
Karen Linsteadt, Curt Cvikota, Michelle Botana, Brad Lund

Agenda:

**1. January Meeting Minutes (See Attached)**

**2. PR Committee Work Plan (See Attached)**

**(Issues: HBMA Logo, Hardcopy Brochure)**

The process of trade marking the logo has begun; the application will be finished by the March meeting.

Andy would like to move the development of the brochure to the 3<sup>rd</sup> qtr after the website is finished. *Michelle will bring what materials we already send out to prospective members to the SPS meeting in Baltimore.*

**3. Newsletter Survey (See Attached)**

The survey gave the committee great feedback. Need to resolve the issues that members described and take it to the next level. It was suggested to have a WebEx presentation for current users on how to use and get the most out of the tool.

**a. General Comments**

**i. Good response...45, where 15 are users**

**ii. Improvements needed**

**1. Articles, content**

**2. Ease of use, improve layout, flexibility**

Kurt will speak w/ Kris and address a resolution. The technical follow-up will be moved to the Website subcommittee meeting.

Andy will contact Don R. regarding article content.

**b. New Leads – 16**

We need follow-up (Can ISAM work w/ this...the contact info is not known to the committee.

**c. Problem...only 11 said they would purchase again...8 would not**

The product when introduced served its purpose, it's time for improvements if the project is to move forward...our members tell us it's a good idea, but improvements are needed.

**4. Website Subcommittee Report (David P. / Kris C.)**

- a. **Status**
- b. **Rolling Out New Website**
- c. **Payer Performance Tool**

The Website is coming along nicely, the committee hopes to debut it at the Spring Conference. The Commercial Payer Relations Committee has asked for some feature, Kris will join their call and get the details so that Webteam can give them a quote. An updated link will be sent to the committee.

**5. Dodge Communications (Dave Anderson)**

- a. **January Report (See Attached)**
- b. **February Work Plan (See Attached)**
- c. **Other**

Dave gave the report. He also stated that Dodge would be sending out to the committee a list of all the 2009 coverage.

**6. Baltimore – 2 Part Meeting ( Weds 4/14 8.00 AM – 11.00AM)**

- a. **General Meeting - 1 Hour**
- b. **Strategic Planning Meeting – 2 Hours**

Michelle will send out the room information as it gets closer.