

Public Relations Minutes
May 22, 2008

Present:

Andy Kokosa – Chair
Curt Cvikota
Dave Purvis
Marla Harmon
Brad Lund
Michelle Botana

1. Membership Value Kit

a. See Current List

Industry statistics needs work.

Cut and paste newsletter still needs to be developed.

b. Discussion with Webteam...test placement

c. Adding "Testimonials" under market

i. Sample (see sample testimonial)

The sample is available for review on the HBMA dev site.

ii. Pros/Cons

iii. Obtaining additional

d. Other Changes

e. To do list

2. Multimedia Web Promotion (Brad)

The video is moving along well. We should have a test link in two weeks which will be forwarded to the committee for review.

3. Press Release

a. Orlando release final summary – successful

We need to build on the current contacts and move forward with another release.

b. What's next?

We need to develop some key topics and components that the publications would be interested in, such as: NPI, PQRI, EHR, EMR, and Budget Constraints.

4. Affinity Program

a. Relationship to Public Relations

The Committee agreed, after discussion, that the PR group should not oversee the affinity program and that the Executive Committee should appoint a special committee.