



Publications Committee Minutes
December 8, 2009
1:00pm EST

Present:

Don Rodden
KT Anders
Mark Lieberthal
Ginger Ryder
Jon Neal
Randy Wall
Lorraine Terrero
Brad Lund
Michelle Botana

Absent:

Nitin Thakor
Bob Svendsen
Manish Jain
Keri Jennings
Renee DePuy

Agenda:

1. **Approval of 11/4/09 Minutes** – Approved
2. **Newsletter Tool** – will circle back when Ginger is on the call
 - a. **Article selections for Q1** – Ginger Ryder
 - b. **Q1, 2010 – Marketing Basics for Physicians** – Dave Anderson
 - c. **Q2, 2010 – Importance of a Living Compliance Plan** – David Queen
 - d. **Q3, 2010 – How ICD-10 Will Affect Clients (or) EHR**
3. **“Billing” Work in Process**
 - a. **Jan/Feb**
 1. **Status update** – KT
 - Holding for article from Bill Finerfrock – Brad advised it would be forthcoming by Friday 12/11

- Brad has Bing's past president profile which he will send to KT as soon as he has edited it.

b. Mar/Apr

1. What Can Technology Do For You?

1. **Mark Lieberthal inquiring** – will follow up today with the author (deadline can be extended to Jan 1, if need be)

2. Marketing or Sales

1. **Lorraine Terrero inquiring** – article is coming shortly

3. Article 3

1. Coding Article? Discussion was held regarding whether Billing should run articles from other authors on subjects that usually have specific authors.
2. Sneak preview articles – should we continue these as it has proved difficult to get the speakers to follow through

4. Publications Committee Survey

a. Next steps

- Keri Jennings currently has the project but it is on hold since her schedule is full.
- Discussion on whether to wait for the first printed issue to come out before sending out the survey so that specific questions may be asked.

5. Billing in Print – 2010

a. Scheduled release date 1/__/10 – Jan 1 is the revised send to printer date.

- It was suggested to send an email blast to the membership notifying them of the switch from electronic to print versions.

6. Other – changes to the committee

- a. Send all articles out to the committee for edit/review as they come in
- b. Add a member profile – possibly create a template with 2-3 basic questions and a brief paragraph of how they use it in their work
- c. Schedule a face to face meeting at the conferences so to allow committee members to meet.

Adjourned at 2:00pm EST