



HBMA Public Relations Minutes

Spring Educational Conference – 05/06/09

1. Newsletter

a. Cover letter / sample newsletter

- Kick off at spring educational Meeting
- We're needing a legal disclaimer + any opinion regarding the copyright and allowing those to copy and distribute, Brad will check into this
- Kris to implement the purchase option
- Potential enhancements to include...multiyear purchasing, ways to establish order of articles (potentially resolved)

b. Randy / Announcement

- Done at General Session

c. WebTeam Booth

- Very successful, overwhelming positive response, the only thing we missed was not having the ability to close the deal.

d. What's next?

- We need an email blast to all members to attempt boost sales before the end of the 195.00 promotion.
- Get disclaimer developed for website.
- Develop "term of use" for member website and collateral materials

2. Dodge Communications (Dave Anderson)

a. Public Relations Plan – April and May

(Dave will sit w/ Committee heads work at brainstorming hot topics)

b. Editorial Calendar

c. Target Media List

d. Member communications–CMS/HHS/White House/AHIP

e. Dave to meet with Technology and Survey Committees at their next meeting(s)

f. Work with Dave on development of "restricted use" of the HBMA logo.

g. HBMA Website

- Search Engine Optimization
- HBMA overarching Message (Dave has asked for comments from the Committee)

3. Webteam and HBMA goals – Kris / Dave /Brad

- a. Discussed...incomplete, future follow-up required
- b. PR Committee to get monthly National Office report prepared for the Board

4. Other

“Brave New World”...RSS Feeds, Blogs