



HBMA Public Relations Minutes

June 11, 2009

Attendees.

Andy Kokosa
David Purvis
Marla Harmon
Lisa Janis
Peggy Wagner
Kris Cvikota
Karen Linsteadt
Susan Chandler

Curt Cvikota (Abs)

Staff Members.

Brad
Michelle
Fran

Dodge Communications.

Jennifer Norman
Dave Anderson (ABS)

1. New potential committee members (Karlene Siwek, Lisa Janis)

- a. Andy will follow-up w/ both Karlene and Lisa to determine their desire to participate as future committee members.

2. Meeting Minutes from 5/28/09

3. Newsletter Comments

a. Email blast from National office

Total 5 sold...email blast has gone out and was well liked by the committee

b. Email solicitation from committee members

Suggested by the 15th...Susan was done.

c. Enhancements...comments regarding additional articles

I. We need more options

- i. The committee agreed that we need more articles...more options would assure greater customization and more differentiation between members
- ii. We need to be sensitive to the role of the Publications Committee
- iii. Andy will speak w/ Don R and suggest ways to provide add'l articles w/o putting greater burden on the publications committee

II. Washington Report ... break up articles

It was agreed to add the Washington Report to the options, but to divide this up into the various articles to allow for more choice. It was not specified who had this roll. (Michelle...would you respond to this?)

4. Website Report

a. *HBMA Goals*

We have a drafted document that Kris had provided, Brad will have this updated to include the information discussed in the meeting w/ Kris, Andy, Dodge, and Brad...once completed this will be forwarded to the committee

b. *Report (Kris / Brad)*

c. *Furvis suggested a sub-committee to deal w/ technical points and consistency within the Website, he will take control of this w/ the assistance of Kris and Curt*

5. Abstract status (Jennifer Norman / Brad)

a. *Interview w/ Holly 6/4 RE: ICD-10 (also working on press release)*

(Should be completed within the next week)

b. *Interview w/ Randy Roat RE: Best Practices 6/4*

c. *Interview w/ Bill Finerfrock 6/4 RE: Public Policy, Administrative Simplification*

d. *Interview w/ Patrick Lukacs 6/5 RE: EMR, the impact on Billing Companies*

(Should be completed within the next week)

6. Discussion RE: Finerfrock / Editorial

7. Press Releases

a. *ICD-10 / Involvement of HBMA*

...announcing task force

b. *AHIP Meeting (Brad)*

An outline of the relationship and + a power point presentation was provided by Brad and given to Jennifer

c. *HBMA Leadership meets w/ Washington and CMS (Jennifer to follow-up Brad)*

8. Other ...Consider Potential Hot Topics

We discussed the need to come up w/ a recommendation of a new HBMA logo and possible variations. Kris sent out the work she has done to date + the sample forward to us from Dodge (Capario) which we can use as a model in preparing our recommendations to the board.