Publications Committee Minutes
August 8, 2010
1:00pm EST

Present:
Don Rodden, Lorraine Terrero, Mark Lieberthal, Cindy Groux, Ginger Ryder, Keri Jennings, Michelle Botana, Brad Lund, Rita Goldberg

Agenda

1. **7/7/10 Minutes** – Approved

2. **"Billing" Work in Process**

    1. **Sep/Oct Issue** – Replace Rex Stanley's article with the NCVHS article from Jerry Killough and Bill Finerfrock.

        Industry Expert– Bill Jessee;   Brad is developing the questions for the interview.

    2. **Nov/Dec Issue** – Industry Expert – Bill Rogers?

        Mark Snow article will be moved to this issue, Cindy Groux will write from Biller to Owner.

    3. **Jan/Feb Issue** – Bill Finerfrock to write a forecast article, billing companies now have a better understanding of what will happen with the passing of the healthcare bill.
        State of the Industry – Ted Stack

3. **Newsletter** – The PR committee contacted Don to discuss the articles that get posted to the newsletter. According to the survey, members feel that the relevance of the articles is lacking. It was suggested to create a "call for" writers/articles, etc that could help content come to the Publications Committee instead of having find authors willing to write articles.

    a. **Status of Q2 & Q3 postings** – place Rex Stanley's article as a Q3 posting and begin the Q4 process. Brad will contact Rex about rewriting the article for a physician.

    b. **Selection of Q4 Articles**

    c. **Deletion of non-current content**

        1. **Example: Washington updates**

4. Vendors – Development of Publications Policy

5. Publications Committee Survey

   a. **Status – Cindy/Keri** – Keri will make the modifications adding questions asking the members if they'd like to see a new member corner; all committee members are to respond with comments.

6. Other

   a. **Jan/Feb content** – New member corner: introduce new members, movers & shakers program, human interest pieces, new business ventures, etc.

   b. **Mark Lieberthal** – has a connection who could write leadership, communication articles (Robert Weiss); he will give the contact info to Rita

   c. _____