



Public Relations Committee Conference Call
November 11, 2010

Committee Members

Andy Kokosa	Karen Linsteadt	Curt Cvikota	Marla Harmon
Keri Jennings(ABS)	Peggy Martin	David Purvis	Kris Cvikota

Staff

Michelle Botana	Brad Lund	David Anderson	J. Norman	Fran C.
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Agenda:

1. Dodge Communications
 - A. Change in Reporting (Dave) [See reports provided by Dodge Communication](#)
 - This month Nov / December plan
 - Oct Report
 - B. October Report Comments (Dave)
 - i.e. SGR, Out Pt. Survey, Certification
 - C. More Ideas requested from Dave...
 - Follow-up on Brad's idea...HBMA has a standing staff meeting every Weds; an agenda item will be added to list hot committee topics to report to Dodge ... [Not completed, Brad will implement](#)
 - Reporting on EHR summit
2. Newsletter Report (Karen)
 - A. Total Registration
 - 43 Measured last month (Any Changes ?)
 - Subscription renewal data is not currently available
 - Change the renewal process....At time of membership renewal (Status w/ Brad informing Kris and implementing changes – [Brad has just recently discussed w/ Kris but nothing has been implemented to date](#))
3. Website Subcommittee (Kurt / Purvis)
 - A. Blog
 - Measuring is there and reported... are we still tracking and reporting
 - B. Other Developments
 - [It was suggested that Dave Anderson will provide key words to assist in the process of search engine optimization.](#)
4. Miscellaneous
 - A. Brochure ... 3 fold – status (Brad)

1 for new members / 1 for the vendors: Status...This was being finalized by Fran and to be submitted for review