



## HBMA Public Relations – Committee Minutes – 8/13/09

Attendees: Andy, Susan, Dave, Brad, Lisa, Karen, Kris, Michelle

### 1. Newsletter Comments

16-17 Sales / 2<sup>nd</sup> push being put in place in Vegas through the Booth Space of Webteam

### 2. Website / Technology Report...N/A...Keep pushing to get final approval of Logo

### 3. Logo Design and documentation (reference email and files sent 8/11)

The committee has agreed that the add'l effort in creativity may not justify the change. We admit a certain level of recognition w/ the existing logo. With that we are recommending we use the first row of 3 on the sheet of nine, we're also recommending the first on the left and the last on the left of the sheet of 7. We are also recommending the options under the logo 1) Being Blank, 2) Healthcare Billing & Management Association, and 3) using the tagline "educate . advocate. cooperate" We now need to take these recommendations in put them into a presentation format similar to the sample given to us by Capario. Michelle has taken the responsibility of this w/ the assistance of Brad.

### 4. Dodge Communications (Dave Anderson /Jennifer Norman)

- a. Status Report – See attached
- b. August Work Plan – See Attached
- c. Press Release / Annual Conference – See Attached
- d. New Topics for Press Releases (be prepared to discuss)  
Potential News Releases...Post Educational Meeting, Coding task force w/ ACMCS, ICD-10 follow-up...Holly goes to Washington / Finerfrock, 3 educational sessions

### 5. Other Discussion items

- a. Vegas Committee Meeting, Thurs 9/24 @ 7:00 AM
- b. BC Advantage...Approval for Assistance in getting the magazine distributed to members at Vegas...I.e. attendee bag, Publication drop near registration areas  
We expect publications from BC Advantage, Healthcare Finance News, and possibly Healthcare IT News...we will stuff in the attendee bags. Future consideration of having a publication desk near registration pending future requests from other publications

- c. Healthcare Finance News...press pass vs. travel budget; dealing w/ the new potential needs and expenses

We took a straw poll, allowing a 1 time amount to reimburse expenses of up to 500.00 for Rich Pizzi w/ Healthcare Finance News...Dave Anderson to coordinate meetings w/ people of interest.

- d. Placing Press Releases on the Website
- Agreed...to be handled by Kris and Brad