



HBMA Public Relations – Minutes – 9/10/09

Attendees: Andy, Peggy, Lisa, Marla, Dave, Kurt, Karen, Kris
Staff: ISAM – Michelle, Fran, (No Brad); Dodge – Dave, Jennifer

1. Newsletter Comments – 19 sales as of 9/9... sales push thru WebTeam booth

- Have copies of Historical Newsletter
- Check w/ Brad to confirm we can create a handout for the attendee bag
- Be prepared to staff Webteam booth...efforts on closing sales not demo

2. Website / Technology Report

- Sample of demo Blog is done
 - Functionality is Fine...next issue is content
 - Prepare for approval by board
- Outcome of logo resolution is still on the table

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

- Kris is working on the final document, APK will send to the Committee for review, we will attempt to approve in Vegas and forward to the Board.

4. Dodge Communications (Dave Anderson /Jennifer Norman)

- Status Report – See attached
- August Work Plan – See Attached
- Managing the visit for for Rich Pizzi
 - Michelle to handle meeting room, requested wifi access, APK requested schedule of suggested contacts
 - Have Randy announce efforts of PR committee, Dodge Communications & the attendance of Dave Anderson & Rich Pizzi w/ Healthcare Finance News

5. Other Discussion items

- Reminder...Vegas Committee Meeting, Thurs 9/24 @ 7:00 AM
- Reminder...stuffing publications in attendee bags
- Status of Press Releases on the Website
 - Press releases were placed within Members Only
 - We are requesting they be located within the “news” tab...we want everyone to view...not just members
 - Suggested Press Release tab...somewhere near

- "call for speakers"
- "Affinity Programs"
- "Market Place"
- "Employment Resources"