



Publications Committee Minutes

October 13, 2009

1:00pm EST

Present:

Don Rodden

Jon Neal

KT Anders

Lorraine Terrero

Mark Lieberthal

Brad Lund

Ginger Ryder

Michelle Botana

**Agenda**

**1. Approval of 9/2/09 Minutes**

**2. Newsletter Tool**

**a. Q4, 2009 – Importance of a Living Compliance Plan**

Brad will contact David Queen, ESQ about writing an article

**b. Q1, 2010 – discussion ideas**

Don will circulate an email to start discussion / brainstorming new ideas for next year.

**3. “Billing” Work in Process**

Holly will provide a list of authors to KT for who will provide the ICD-10 article each Billing issue.

**a. Nov/Dec**

**1. Journal or Book?**

**a. i.e. – what do we need to cut out?**

**2. Outstanding items – KT**

Past Presidents profile, 5010 implementation, President's message and compliance article.

Brad and KT will contact the authors again to ask for the articles.

**b. Jan/Feb**

Healthcare reform – Bill Finerfrock (Don will contact)

CPR Committee Profile – Sherri Dumford (Brad will contact)

Past President profile – Bing Herald

Article drafted by motivational author that compels readers to make HBMA educational conferences a “must attend” to stay competitive. (Brad to consider past motivational speakers who have experienced HBMA conferences and/or other qualified authors.)

**c. Mar/Apr**

Technology – Mark Lieberthal

Follow up marketing article to Nov/Dec – Lorraine Terrero

Primary ways to promote your physician practice – Dave Anderson

**4. Publications Committee Survey – Keri Jennings**

**5. Billing**

**a. Board Approval**

**b. To be printed beginning 1/1/2010**

The Committee needs to decide how many pages and the look of the publication (i.e. font, etc).

**6. Other**

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_