



PR Committee Meeting
March 10, 2009

Present:

Andy Kokosa	Michelle Botana
David Purvis	Brad Lund
Susan Chandler	Fran Cashen
Peggy Wagner	

Agenda:

1. PR Firm

- Dodge Communications
- Publicis
- Pros and Cons – reasons the committee chose Dodge over Publicis
 - Clientele within the Healthcare Industry / Revenue Cycle
 - ...i.e. NextGen, McKesson, Per Se, Payerpath, Medfusion, Henry Schein, etc
 - References from those who use Dodge who we are close to...Marla Harmon w/ Alpha II, Jim Moynihan w/ EHNAC
 - The committee had a greater comfort level in their accountability and reporting
 - Dodge did a better job listening to the committee's strategic plan and catered their presentation and proposal ...they were better listeners
 - Comparable in price \$45,000 vs. \$48,000; note both groups originally came in significantly higher
- Recommendation
 - The Committee will be recommending that HBMA use Dodge Communications.

2. Newsletter (see attached)

- The Product
 - Webteam has finished the template and the committee has been able to test it out. (See Andy's attached example)
- Implementation
- Pricing

After considerable discussion, the committee agreed to give the issue at no charge, the early subscription (April – June) would be \$195 annually and after June the cost would be \$295 annually. This will be the recommendation that is brought to the Board.

- Selling the Product
- Email blast
- Spring Break Out Session Demo
- Other
- Handing Over to Publications Committee

Andy has spoken with Don Rodden and this will be addressed at the next Publications Committee Meeting.

3. HBMA Blog

The Committee needs further input from Kris at Webteam to fully understand the concept and how it will benefit HBMA.

4. Website -Committee Responsibilities

This topic was tabled until the next meeting when Kris from Webteam can join.