



*Public Relations Committee Status Report
February 2008*

through

No.	Initiative to be undertaken	Who will do the work?	What resources are needed?	Timeframe for completion	Current Status
4A5	<p>"Media Kit" - Provide the necessary art and encourage HBMA members to use the HBMA Logo on all out going materials - Business cards, letterhead, fax copy, marketing material, website</p>	<p>ISAM - make available thru the website and encourage members to use.</p>	<p>Work with Publications/ Government Relations Cmte's to reformat Billing and Washington Report to files that can be cut and pasted.</p>	<p>Originally 1st quarter 2007...now on-going because of its expansion</p>	<p>Part of the project under "Membership Value Kit" which contains logos/style guide (Media Kit), Industry Statistics, Cut and Paste news Letter, and "How to Market your billing company"</p>
	<p>Building a "cut and paste" Newsletter - Promote the use of HBMA publications (i.e. Washington Report, Billing) to be shared with clients of HBMA members.</p>	<p>Andy to coordinate with Publications Cmte...they would have to buy into the format. ISAM would need to post the newsletter on the Website for easy retrieval</p>	<p>Time and consideration from Publications Cmte</p>	<p>Originally 2nd quarter 2007...part of Membership Value Kit...implementation pushed back</p>	
	<p>Provide Educational Material to our membership which can be used to educate our member's clients.</p>	<p>Plan...Multimedia Web promotion</p>	<p>Approval by board to contract Simulconference Solution...budget amt. \$15,000 + add'l \$5,000.</p>	<p>Mar-08</p>	<p>In Process: General Outline for the Web Promotion has been done, audio content is to be prepared by the committee...submitted to Simulconference for visual to be built. Attempting to introduce for Spring Educ. Conf.</p>

	Develop Press Release. The objective is to get articles written about HBMA ... The first press official press release is announcing the 15th Anniversary of HBMA.	Committee will continue to expand the contact list ... for the use in future press releases.	Press Kit...Done		In Process: "Press Kit" done..Contact list completed...forward early February. Follow-up required in Feb and March. Measure success in April 08
	Legend:				
	Complete				
	Monthly Activity				
	In Process				
	Not Completed or Addressed				



