



*Public Relations Committee
June 23, 2008*

Present:

Andy Kokosa- Chair
Julie Demerath - Education Chair
Barry Reiter - Government Relations Chair
Randy Roat - Past Government Relations Chair
Sue Irwin
Dave Purvis
Brad Lund
Michelle Botana
Fran Cashen

Agenda:

PR Committee will determine topics that HBMA can use as press releases / articles for publications. HBMA should consider at least 5-7 press releases a year. Fran will interview, draft, and edit the press releases and further pitch to the various publications.

Potential Topics for Press Release

1. AMA White Paper - Brad
2. Compliance Course - Holly
3. Security Issues/ Disaster Recovery - Randy Johnston
4. AMA - National Report Card - Commercial Carriers, Brad / Randy Roat
5. Why we need Clearinghouses, and will they be there for the Industry?
Cooperative Exchange - Brad
6. Government Relations / General
 - a. RAC Oversight / MAC Oversight
7. NPI - Hidden impact on the provider community - Bill Finerfrock
(Andy to contact Bill for direction)

Brad will facilitate the above list and drive new and different topics.

Regular column for BC Advantage...Brad to bring to Don and Publications

Fran will forward the most recent version of the Fall Conference Press Release to Committee for final approval.