



Publications Committee Minutes
February 4, 2009
1:00pm EST

Present:

Don Rodden
Jon Noel
Mark Lieberthal
KT Anders
Brad Lund – Staff
Michelle – Staff

Mar/Apr 2009

1. Sneak Preview – Spring Conference (2/4/09 deadline)
 2. Core/CAQH – Jonathan Grau (& others) (1/25/09)
 3. Clearinghouses – Ribelin (In)
 4. Electronic Claims – Renae Price (In)
 5. Committee Profile – Organizational Effectiveness / Strategic Planning – Sherri Dumford
 6. Compliance – Dennis Mock
 7. Coding – Melody Mulaik
 8. Past President Profiles – Jean Campbell
 9. From the Road – Dave Jakielo
 10. Other
 - a. Client Corner?
- We have 6+ pages of articles for Mar/Apr
 - Renae Price will be moved to May/June
 - the technology article highlighting the employee management tool will be put in the HBMA News section of Mar/Apr

May/Jun 2009

1. Spring Conference in Review
2. Article 1 - Marketing and Sales - Possible article on growth thru EHR – Brad will talk to three companies to gauge their interest in writing the article.
3. Article 2 – Leadership – Jon has a possible lead with a consultant; Don will reach out to Robert Mittelstaedt.
4. Article 3 – Technology _____
5. Committee Profile – Finance Committee
6. Compliance – _____
7. Coding – Jackie Miller

8. From the Road – Dave Jakielo
9. Other
10. Past President? – Brad will reach out to Bob Burleigh

Webteam

- Michelle will reach out to Kris to find out how the Billing count is calculated. Is there any way to see which pages are viewed and how many times?

Workflow

- How many days does it take to convert to web layout?
- Ads – Do we wait for the new ads or do we stick by the deadline and if we don't have the new ad, run the old one?
- Cindy will let us know the deadline dates for ads.

New Committee Members

- Should the national office send out an email blast asking for people with particular skills that are interested in volunteering to serve on the committee?