



Communications Committee Annual Report FY07

Chair(s): Jackie Raymond, RHIA

Members: Linda Hyde, Gail Wood, Susan Pepple, Anita Whelan, Joanne Sauro, Joan Usher, Karen O'Donnell, Karen Griffin, Eileen Pacy, Rebecca Kibazo-Gasque, Betty Ann Carroll, Marianne Poirier, George Wilson

Date: June 20, 2007

There were a total of ten MHIMA Communications Committee meetings from July, 2006 through May, 2007. The Communications Committee consists of fourteen members with varied background and responsibilities. Committee meetings were well attended with an average of ten attendees at each meeting.

Accomplishments:

- MHIMA member data base updated
- Webmaster RFP created and sent to nine companies
 - Improvements requested to the MHIMA Corporate Partners page
 - Ability to offer Banner Advertisements
- RFP subgroup narrowed the Webmaster RFP responses to five companies
- Avise Web Solutions selected as the vendor of choice for the MHIMA web site improvements
- Corporate Partners page web enhancements and Banner Advertising complete
- Letters drafted to vendors offering Banner Advertisements
- MHIMA membership survey sent to MHIMA members regarding e-Channel/e-Alert, MHIMA website and the CoP
- MHIMA member survey received a 20% response rate (209 members)
- e-Channel/e-Alert, MHIMA website and CoP member survey response summaries included in the July e-Channel
- MyPHR public service announcements sent to Mass. Newspapers and radio stations

- MyPHR presentations given to Amesbury, Mashpee, and Andover Councils on Aging, MHDC and Tewksbury Hospital, and a private organization, ClaimsAssist. There are several more Council on Aging presentations scheduled through the summer, and has spurred additional interest in MyPHR presentations throughout the Senior communities
- MHIMA welcome letters developed for new grads and members transferring from other states
- Contact made with Program Directors to improve and promote clinical placements

e-Channel Accomplishments:

- Four quarterly issues "published" on time
- A broad range of authors and topics (2006-2007 editorial content attached)

FY08 Goals:

1. Re-design of Web Site to:
 - a. Offer on-line event registration
 - b. Review and update page content such as MHIMA Mission Statement, Job Bank, access to Board Reports
2. Re-design of e-Channel to support
 - a. Advertising and sponsorships
 - b. Ease of use and navigation
3. Conduct a new corporate partners campaign based on enhanced web site and ability to promote advertising on web site and e-Channel
4. Promote MHIMA Corporate Partnership opportunities in conjunction with Web Site and e-Channel updates and advertising ability.
5. Finalize the content, use and maintenance of the Massachusetts CoP and MHIMA Web Site.
6. Create new opportunities to promote organization to members in conjunction with Public Relations.
 - a. Internet access at meetings for updating member profiles, demonstrating web site and CoP access and uses.



Summary of Activities for Board

Committee/Task Force/Other: e-Channel
 Editor: Susan Pepple
 Date: June 7, 2007

The following pages list the actual contents of the 2006-2007 issues of e-Channel.

Editorial Content: July 2006 issue

Article	Author
President's Message	George Wilson, RHIA
Outgoing President's Message: "Giving-up the Gavel"	Joan L. Usher, RHIA
Strategies for Protecting Security, Data Integrity, and Access in the Electronic Health Record	Karen Grant, RHIA, CHP and Debbie Mikels
Best Practices for Managing Hybrid Medical Records	Mark Rempe, Iron Mountain
Do Your HIM Skills Translate to the Physician Practice World?	Lynn Kuehn
Long-Term Acute Care PPS Update	Susan Marre, RHIA
An Interesting Texas HIPAA Case: State Law Trumps Federal	Molly E. Cahill, MPA, RHIA
Joint Commission holds National Performance Measurement Data Strategy Roundtable	
MHDC is Massachusetts designated Security and Privacy Collaborative	Diane L. Stone, MBA, Project Manager, MA HISPC Project, MHDC
Fisher College HIT Program Profile	Patricia Parkes, RHIA, Program Director,
Case-Mix and Reimbursement Committee Annual Report	Shari Manning, RHIT, CCS and Robert Seger, RHIA, CCS
How to vote in AHIMA's Upcoming National Election	
Please support Gerry and Susan for AHIMA office	

Editorial Content: October 2006 issue

Article	Author
President's Fall Message	George Wilson, RHIA
Call for Information	Jackie Raymond, RHIA, Director, Communication Focus
New Developments in Inclusive Membership Debate – Massachusetts Offers Important Amendment	Jill Callahan Dennis, JD, RHIA
MHIMA recognized for excellence in AHIMA's Core Service Achievement Award	
Update: MyPHR	Marianne Poirier, RHIA, CCS-P
Members in the News: Karen Griffin and Deborah Adair	
Members in the News: Annette Gamache	
Members in the News: Linda Hyde	
Attention Coders	
Mark your calendar: Maine HIMA to host two day coding workshop	Rhonda Edgecomb, RHIT
Guidelines for Procedure Code 39.74	Lisa Zindel, Concentric Medical
E-Forms Management	Bettyann Carroll, RHIA, Southcoast Hospitals Group
Three Tips for Creating a Culture of Compliance	Mark Rempe, Iron Mountain
Being our Own Best Friend	Elaine Fanwick, RHIA, co-Chair Legislative Committee
Go Get That Coding Certification!	Margaret Fisher, RN, MPH, CCS-P, CCS Partners Healthcare System
Life Long Learning: What are my options?	Gail I. Smith, MA, RHIA, CCS-P, University of Cincinnati
AHIMA Helps Advance HIT Legislation	Don Asmonga, AHIMA Director of Government Relations
Update on Senate Bill 1292	Karen Griffin, co-chair, Legislative Affairs
Mark your calendar: Beacon Hill Day 2006	Karen Griffin, co-chair, Legislative Affairs
Using the Commonwealth of Massachusetts' Website to Keep Connected	Elaine Fanwick, RHIA, co-Chair Legislative Committee
Lead Delegate Report: Summer Team Talks, Leadership Conference and Upcoming House of Delegates	Susan Marre, RHIA, Director, Advocacy and Legislative Focus and Lead Delegate

Editorial Content: January 2007 issue

Article	Author
Happy New Year!	Georgette Wilson, RHIA, President, MHIMA
AHIMAs 2006 Membership Changes	Marilyn Render, AHIMA
Northeastern University to offer Online Healthcare Informatics Graduate Certificate	Dr. Leslie Schneider, the Academic Director of Informatics Programs,
Announcing a great way to receive computer training at a DISCOUNT! (New Horizons)	
Why I Became Certified in Healthcare Privacy	Elizabeth A. DeSisto, RHIA, CHP, CCP
The Importance of Communication	Scarlett Denman, RHIT
New Data Requirements from the Division of HealthCare Finance and Policy	Nancy Stanton, RHIA
Does Severity Adjustment Really Make a Difference?	Robert Trocchi and Jack Ijams, 3M Health Information Systems
MHIMA Members Making News: Linda Hyde, RHIA, Joan Usher, RHIA	
MHIMA Membership Survey	Jackie Raymond, RHIA, MHIMA Director Communication Focus
Time to Serve?	Linda Hyde, RHIA, Chair, MHIMA Nominating Committee
MyPHR Winter Update	Marianne Poirier, RHIA, CCS-P
HIM in the News	Anita Whelan, Chair, MHIMA Public Relations Committee
Finance Report – First Quarter (July-September 2006)	Linda Hyde, RHIA

Editorial Content: April 2007 issue

Article	Author
MHIMA President's Message	George Wilson, RHIA
FLASH: MHIMA Announces the 2007 Award Winners	Susan Marre, RHIA, Director, Legislative Focus and Chairperson, Awards Committee
AHIMA Capitol Hill Day and Winter Team Talks 2007	Susan Marre, RHIA, Director, Legislative Focus
Implementing Speech Recognition Dictation with Natural Language Processing	Deborah Ash, Project Manager, HIM Department, Lahey Clinic
Case Study: Hartford Hospital	Michael Brown, Iron Mountain and Cindy Pugliese, RHIA, Hartford Hospital
Electronic Document Management for Small Hospitals	Beth Friedman, RHIT, and Aaron Brandwein
ICD-10: Strategies for Successful Implementation	Kerry Johnson, BA, MAEd, CCHRA(C)
The Good Shoe Story: How to hire the right employees (you get what you pay for!)	Anthony Rino, MHA, MT (ASCP)
How and Why you should Mentor a Student	Clare Carvel, M.ED., RHIA and Bettyann Carroll, M.S., RHIA
Physician Coding for Endovascular Abdominal Aortic Aneurysm Repair	Shelly Carling, JD, Manager of Reimbursement, Cook, Inc.
Dot Wagg Memorial Seminar April 12, 2007	Susan Marre, RHIA, Director, Legislative Focus