

Massachusetts Health Information Management Association Summary of Activities for Board

Committee/Task Force/Other: Communications Committee

Chair(s): Jackie Raymond, RHIA

Members: Linda Hyde, Gail Wood, Anita Whelan,
Joanne Sauro, Joan Usher, Karen O'Donnell, Karen Griffin, Eileen Pacy,
Rebecca Kibazo-Gasque, Betty Ann Carroll, Marianne Poirier,
George Wilson, Sue Marre, Holly Ballam, N. Entwistle.

Date: September 6, 2007

Summary of Activities:

The MHIMA Communications Committee met June 19, 2007, July 31, 2007 and August 29, 2007.

Activities to date:

- Webmaster services:
 - Webmaster development on the new MHIMA Corporate Partners page is complete. One hundred and sixty emails and fifty-one letters were sent to potential MHIMA Corporate Partners regarding the MHIMA Corporate Partner benefit.
 - To date we have 15 Corporate Partners listed on the MHIMA website!
 - Testing the new MHIMA banner advertising system functionality is in process. Emails and letters listing our MHIMA banner advertising capability and pricing will be sent to current Corporate Partners and potential Corporate Partners shortly.
- MyPHR:
 - AHIMA updated the MyPHR campaign presentation. The updated version does not contain the video. There will be a national publicity campaign. M. Poirier attended the AHIMA full day session in Chicago. M. Poirier is organizing the MyPHR booth at the upcoming AARP convention in Boston, September 6-8, 2007. MHIMA members are asked to volunteer their time manning the booth.
- Recovery Audit Contractors (RAC's):
 - John Goulart of Partners Healthcare System, Inc. Compliance agreed to do a presentation at the MHIMA Fall meeting giving an overview of RAC's. The MHIMA Communications Committee worked with John to develop a member survey regarding the volume/type of audit requests hospitals received. The survey is pushed out until November as we were just informed Hospitals will begin receiving requests for copies of medical records in October. AHIMA recently sent an email advertising an AHIMA audio conference on RAC's.
- MHIMA Career Resource Guide:
 - A Communications Committee subgroup was formed to review/edit the current MHIMA Career Resource Guide. The subgroup will consist of: Holly Ballam, Gail Wood and Karen O'Donnell. The resource guide was created in 2003 using a consultant for the design/layout. Originally 1,000 brochures were printed. We have 600 brochures left however they contain outdated HIM education information and omit the new privacy and security credentials. Our goal is to update the brochure text keeping the same design/layout.