



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, Joan Usher, Karen O'Donnell, Karen Griffin, Rebecca Kibazo-Gasque, Betty Ann Carroll, Marianne Poirier, Susan Pepple, George Wilson, Sue Marre, Holly Ballam, Nancy Entwistle

Date: April 3, 2008

Summary of Activities:

The MaHIMA Communications Committee met January 23, 2008, February 26, 2008, and March 28, 2008.

Activities to date:

- Banner Ads:
 - Banner Ad pricing is \$675 for four months or \$900 for non corporate partners
- Event Registration:
 - The 6 State Presidents agreed to use C-Vent for the upcoming annual meeting registration.
 - 178 members registered for the MaHIMA Winter meeting via C-Vent. 54% paid by credit card. K. O'Donnell received excellent feedback on the C-Vent meeting registration process.
- New MaHIMA Logo Merchandise sold at the Winter meeting was a big hit with almost \$400 collected. The following items were sold:
 - Blue T-Shirts
 - Lunch boxes
 - Water bottlesThe plan is to sell more merchandise at the upcoming Dot Wagg Seminar.
- The MyPHR campaign:
 - AHIMA kicked off their new MyPHR campaign. Marianne and George will offer a MyPHR refresher training on April 18, 2008. AHIMA sent a package of 50 DVD's of MyPHR ads to distribute. Communication Committee members suggested distributing to Senior groups, area colleges and Hill Day.