

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, 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: January 11, 2007

Summary of Activities:

The MHIMA Communications Committee met once in November (11/20/06) and once in December (12/18/06).

Activities to date:

- Webmaster RFP vendor selected (Avisé Web Solutions). The first area of website improvement will be the MHIMA Corporate Partners page followed by banner advertising. L. Hyde is leading the webmaster service enhancement with K. O'Donnell and S. Pepple testing the website development.
 - The web site update for the implementation of the Corporate Partners page is in process. The programming is almost complete and our contractor is doing his unit testing. The application will be ready for Karen to test during the week of January 8. After that he will turn his attention to implement the ability to support banner advertising.
- MHIMA member survey received a 20% response rate (209 members) The Communications Committee is currently evaluating the responses and suggested areas of improvement for the website, e-Channel and CoP, details to follow.
- Contact made with area Program Directors and sample letters drafted to new MHIMA members to increase student involvement in MHIMA activities and relationships with area HIM programs
- Continue the following:
 - Reviewing/addressing MHIMA Image/Marketing plan
 - Begin reviewing Inclusive Membership communication plan
 - MyPHR advertising
 - Critical Access Hospital communication plan