



Summary of Activities for Board Annual Report

Committee/Task Force/Other: Public Relations

Chair : Anita Whelan

Members: none

Date: 6/11/2007

Summary of Activities: include meetings held or planned; any action or follow-up in process; any other relevant activity

- Items were purchased for AHIMAs FORE Silent Auction. A framed print of the Swan Boats in the Boston Public gardens and a pair of brass swan bookends were donated.
- Press releases to announce new officers were sent to local newspapers and company newsletters.
- Press release on the CSA Award was sent to organizations associated with MHIMA.
- Created Press Release for the 2nd Hill Day and submitted the release to The Globe and Boston Herald.
- Created Press Release to promote HIT Week and submitted it to local newspapers and organizations associated with MHIMA.
- Sent myPHR PSA announcement to Mass Council on Aging, the Mass League of Community Health centers and to other "sister" organizations.
- Created letters to welcome new graduates and new members to the MHIMA organizations. These letters will be used by the President & President-elect to reach out to solicit new members and new committee members.
- Assisted in gathering contacts for the CAH session for the NEHIMA 6-State Annual Meeting.
- Submitted nomination to AHIMA for Linda Hyde for Director, AHIMA.
- Created article on MHIMA web site survey feedback for July issue of eChannel.
- Organized MHIMA Hospitality Booth at NEHIMA Annual meeting. Purchased Silent Auction and raffle items for the event.

Proposed 2008 Goals

1. Support NEHIMA Silent Auction & Raffles
2. Organize MHIMA Hospitality Booth at 6-State meeting.
3. Support AHIMAs FORE Silent Auction
4. Continue to promote myPHR campaign to increase consumer awareness of health information & the HIM profession.
5. Promote HIT Week to other organizations & health care facilities.
6. Support MHIMA Image Marketing campaign.