

Massachusetts Health Information Management Association

Summary of Activities for Board

Committee/Task Force/Other: Public Relations

Chair(s): Anita Whelan/Joanne Sauro

Members:

Date: 9/7/06

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

FY07 PROPOSED GOALS & OBJECTIVES:

1. Support NEHIMA Silent Auction & Raffles
 2. Support AHIMA's FORE Silent Auction
 3. Promote My PHR campaign to increase consumer awareness of health information & the HIM profession.
 4. Promote HIT Week to other organizations & health care facilities.
 5. Support MHIMA Image Marketing campaign
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- Submitted budget to Finance Committee
 - Participated in two Communication Committee meetings.
 - Purchasing gifts for AHIMA's FORE Silent Auction.
 - Created list of related organizations to receive Press Releases.
 - Creating Press Releases to announce new officers.