

WISHIN COMMUNICATIONS ADVISORY COMMITTEE MEETING MINUTES

Tuesday, July 12, 2011 – 1:30 – 3:30 p.m.

Wisconsin Hospital Association



IN PERSON	PHONE	STAFF	ABSENT
Pete Thompson	Ken Carlson	Joe Kachelski	Richard Ammond
Jason Acord	Laurie Kohel	Kim Drone	Jane Cooper
Lisa Hildebrand	Chuck Nason	Kim Johnston	Mary Kay Grasmick
	Elise Braun		Beth Kaplan
			Jason Klimowicz
			Dianne Kiehl
			Jesi Wang

AGENDA ITEMS	END RESULT
Approve April and May Meeting Minutes	Approved
Overview of WISHIN Direct Draft Marketing Plan	WISHIN Direct is the WISHIN secure messaging product that will be released on September 12. Pricing will be per address and is yet to be determined. WISHIN will be reaching out to labs and pharmacies in white space and working to create awareness of WISHIN.
Overview of WISHIN Connect Draft Marketing Plan	WISHIN Connect is the WISHIN HISP service, and costs \$500 for a vendor to be certified. The target audience is 25 HISPs in the Wisconsin area. A logo was created, and print materials are in process.
WISHIN Marketing Update	A marketing tool kit will be developed and include “Three Steps to Meaningful Use,” WISHIN Direct development piece, “Why Direct is Important”, a sales sheet and a meaningful use diagram. We need to develop a public relations strategy for Direct marketing. WISHIN is hoping to host pre-taped webinars. The WISHIN website is currently under constructions and will go live at the end of the month. WISHIN will be establishing four pilots to demonstrate the utility of Direct.
General Items	None