

WISHIN COMMUNICATIONS ADVISORY COMMITTEE MEETING

**Tuesday, July 12
1:30 PM – 3:30 PM**

**Wisconsin Hospital Association
5510 Research Park Dr.
Madison, WI 53711**

Conference Call: 866.365.4406 Access code: 2741820

AGENDA

1:30 p.m.	CALL TO ORDER	Mr. Thompson
1:32 p.m.	APPROVAL OF THE MINUTES*	Mr. Thompson
	<i>The Communications Advisory Committee will be asked to approve the Minutes from the April and May 2011 meeting</i>	
	ATTACHMENT 1 & 2 – Communications April & May 2011 Minutes	
1:45 p.m.	OVERVIEW OF WISHIN DIRECT DRAFT MARKETING PLAN	Ms. Johnston
	ATTACHMENT 3 – Draft Marketing Plan WISHIN Direct <i>*substantive comments due back to Johnston/Thompson by July 19, 2011</i>	
2:25 p.m.	OVERVIEW OF WISHIN CONNECT DRAFT MARKETING PLAN	Ms. Johnston
	ATTACHMENT 4 – Draft Marketing Plan WISHIN Connect <i>*substantive comments due back to Johnston/Thompson by July 19, 2011</i>	
2:45 p.m.	WISHIN MARKETING UPDATE	Ms. Johnston
3:00 p.m.	GENERAL ITEMS	Mr. Thompson
3:20 p.m.	REVIEW NEXT MEETING DATE	Mr. Thompson
3:30 p.m.	ADJOURN	Mr. Thompson