

WISHIN COMMUNICATIONS ADVISORY COMMITTEE MEETING MINUTES

Tuesday, September 27, 2011 – 1:30 – 3:30 p.m.

Wisconsin Hospital Association



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

AGENDA ITEMS	END RESULT
Approve July Meeting Minutes	Approved
General Marketing Update	WISHIN developed a monthly newsletter, <i>WISHIN Connections</i> , and moved its list serve internally. Promotional collateral was developed for WISHIN Direct, and a postcard was mailed regarding Stage 1 meaningful use. WISHIN Connect was changed to WISHIN Bridge and marketing will begin in October. Trademarks for WISHIN, WISHIN Direct, WISHIN Bridge, and Wisconsin Statewide Health Information Network are in process. The WISHIN website is still being developed. Hospitals and physicians are being targeted for Stage 1 Meaningful Use with press releases, direct mail and sponsor newsletters. The first WISHIN Direct exchange was completed last week.
WISHIN Public Awareness Workgroup Update	The workgroup discussed the benefits of a public awareness/branding campaign, reviewed efforts to continue building the brand, and discussed the RFP timeline. Suggested goals for 2012 for the outside agency are to create awareness of WISHIN, educate consumers/patients about HIE, address patient concerns regarding privacy and safety, and build brand awareness. The group proposed a public awareness campaign that would reach and educate patients.
Public Awareness Campaign Discussion	The public awareness campaign will educate patients and personalize technology. Mr. Thompson said security and privacy issues will need to be addressed, and advised creating awareness before the product is established will create confusion. WISHIN should also have doctors' endorsement. Ms. Hildebrand volunteered to help with this campaign.
RFP Process	The Communications Committee needs to begin drafting an RFP next month, and a budget will need to be established. Please send any suggestions of organizations to include in this process to Ms. Drone. (The agencies contacted for RFPs will be required to provide metrics as deliverables of the campaign.)
Review Next Meeting Date	The October 25 meeting could be rescheduled to allow more time before the Board meeting.