

MONTANA HEALTH INFORMATION MANAGEMENT ASSOCIATION

POSITION: Marketing Chairperson

TERM OF OFFICE: Two years, extendible

PURPOSE:

1. To promote the Health Information Management profession and the activities of the Montana Health Information Management Association.
2. To facilitate effective communication and education between the MHIMA and the general public.

COMPOSITION:

The MHIMA President shall appoint the Committee Chair, with the remaining members selected by the Committee Chair.

DUTIES:

1. Review and become familiar with MHIMA/AHIMA bylaws; the MHIMA procedure manual; AHIMA procedures for Component State Associations (CSA); current master membership roster; and the list of names and addresses of MHIMA Officers, Board Members and Committee chairs.
2. Send letters to the following;
 - a. Employers of MHIMA Officers, Board Members and Committee Chairs outlining the advantages to their institutions and the association. Send letters at the beginning of the term with a copy to each member concerned.
 - b. MHA – An Association of Health Care Providers, enclosing list of the Board Members. Send the letter at the beginning of the term of office with a copy to each member concerned.
3. Send news releases:
 - a. Following the annual meeting, as appropriate; following the election of new officers/board members; and following the appointment of newly appointed committee chairpersons.
 - b. Obtain from these members an appropriate write up to be given to the President Elect for the newsletter.
 - c. Contact the newspapers and/or radio stations in each of the above members' hometowns and suggest a feature on the member.
4. Assist the MHIMA Nominee to the AHIMA Nominating Committee (every other year) in developing a news release and/or flyer, which may be used to promote our nominee at the national convention.
5. Liaison with the AHIMA Public Relations Department.
6. Develop and distribute publicity for the MHIMA
 - a. Send news items to the MHIMA newsletter (seek out members that have marketed our profession and include in the newsletter article).
 - b. Prepare information releases for distribution to the news media. Utilize media contacts on the state and local levels.

7. Conduct recruitment activities.
 - a. Provide informational material on the HIM profession. Information may be obtained from the AHIMA, MSU-COT, Salish-Kootenai College.
 - b. Respond to all inquiries relating to the HIM profession and opportunities in Montana.
 - c. Provide speakers for groups of potential members, students, or other interested groups.
 - d. Arrange for tours of HIM departments and HIM/HIT programs.
 - e. Coordinate and be present at local career fairs. Distribute materials relating to the HIM profession.
 - f. Assist colleges to arrange on-site student internships for designated work hours.
 - g. Be an advisory to colleges and keep program directors well-informed on AHIMA, and MHIMA activities.
 - h. Send a letter of recruitment to those who have forfeited their membership.
 - i. Send recruitment letters to nonmember HIM personnel.
 - j. Obtain a list of HIM/HIT students in the state and send recruitment letters.
8. Maintain a current mailing list of all state members
 - a. Receive from the Secretary/Treasurer a copy of the membership roster quarterly. Use this membership roster as a mailing list for recruitment, forfeiture and other public relations activities.
9. Send a welcome letter to new members. Include a copy of the MHIMA bylaws and a list of current Officers and Board members.
10. Send a farewell letter to members who are leaving the state.
11. Answer all correspondence as assigned by the MHIMA President.
12. Coordinate the promotion of HIM Week across the state of Montana.
13. Submit a written and/or oral report of activities and progress as outlined below:
 - To the President-Elect for the *Big Sky Connection* on a quarterly basis
 - To the Board per the report schedule. It is recommended that committee chairs participate in conference calls.
 - To the MHIMA members in person at the Spring and Fall meetings.
14. At the end of your tenure as committee chair, transfer all supplies, procedure manual, and roster to your successor. Material which is deemed to be unimportant and/or unnecessary shall be purged prior to transfer of files to successor. Revise this procedure and submit changes to the MHIMA President for inclusion in the MHIMA Policy/ Procedure Manual.
15. All Board agendas will be consent agendas. All information to be approved is to be reviewed in advance, and all questions clarified with the board/committee if necessary. It is recommended that all committee chairs participate in each conference call.