

COMMUNICATIONS/EDUCATION WORKGROUP MINUTES
North Dakota HIT Steering Committee

Monday, February 4, 2008, 2 p.m.

Committee Members in Attendance

Laurie Peters, Chair, Communications Workgroup, HIT Steering Committee

Lynette Dickson, UND Center for Rural Health

Geneal Roth, North Dakota Health Care Review, Inc.

Janice Cheney – AARP

Jeremy Schoneberg – Heart of America Medical Center

Caroline Gaarder – MSCTC

June Herman - American Heart Association

Update provided by Lynette Dickson:

- Reviewed update to group. Open meeting disclosure is in effect prior to calls, providing notice and agenda.
- No update on state funding opportunities.
- Keep track of in-kind donation support of the work of the groups to demonstrate commitment.
- We are not a governor appointed committee. We are a legislatively created committee.
- Craig Hewett presented to ND Vision and Strategy workgroup.

HIT communication plan:

Consensus:

- Review on prior order of target audiences, and members were asked for any changes. No changes identified.
- Many members have contact with legislators. This committee would develop the product and message, and many would play a role in delivery.
- Status nationally or purpose was ID'd as a necessary component to include.
- Document would need to be concise/brief.
- Request for volunteers to review prior communication piece. Caroline and Laurie volunteered. Janice agreed for a cc: role to assist. Draft developed by March 1, 2008 for sharing at the March 3 meeting.
- Once a document was developed, print production determined as 200, with the final number TBD.

Respectfully submitted,

June Herman

American Heart Association