

Marketing and Communications Committee (MarComm) Agenda

Wednesday, June 17, 2020

10:00am-11:00am CT/ihe.webex.com

Agenda

1. [2020-05-20 Minutes](#)
2. Review Marketing budget
 - a. **Action:** Develop marketing content to promote IHE's support of the GCeHI and distribute through IHE marketing channels.
 - b. Brand perception of IHE
3. COVID-19 Case Studies (publish on ihe.net)
 - a. PULSE COVID
 - b. Dutch MOH
 - c. Austria e-Medication
4. 2020 Inside IHE Webinar
5. IHE Tagline Update
 - a. Preparing and distributing marketing kit and guidelines to deployment and domain committees. Will include PowerPoint templates and domain-specific logos, as well as guidelines for use.
6. IHE Newsletters
 - a. Bi-monthly (Once every two months)
 - i. January, March, May, July, September, November - 15th of month
 - ii. June Newsletter Review
 1. IPS
 - iii. July Newsletter Contents
 1. COVID related Case Studies
 2. IHE European Connectathon Updates
 3. Inside IHE Webinar
 4. Membership

7. National Deployment Committee Reports as source of news items. Consider adding “news items” as part of the report template. Extract major developments like relationships with national HIT programs.
 - a. **Action:** Rachel and Carrie will work with Mike in identifying news items and case studies based on National deployment committee reports.
8. Next call
 - a. July 15, 2020, 10-11:00am CT