



## **HPN Business Meeting**

October 23, 2008

St. Louis, MO

10:15 AM – 11:30 PM

### **I. Call to Order**

Virginia Pappas, HPN President, called the HPN Business Meeting to order at 10:15am on October 23, 2008.

### **II. Summary of the state of HPN**

Virginia Pappas described how HPN was mounting an awareness campaign to expand the scope of HPN. There is current work on a marketing plan with HODES corp. and she called upon Teri Pinkham, SNM Director of Development to speak about the campaign.

It was also discussed that HPN would be having a strategic planning session as the main focus of the 2009 Spring Meeting. HPN was planning to have a facilitator help to point us all in the right direction and keep us on task.

### **III. HPN Consumer Awareness Campaign Update**

Teri Pinkham introduced us to the fundamentals of the HPN Awareness campaign as it pertains to the HODES marketing proposal. She is delighted to be a part of the HPN network and enjoyed getting to know what makes us tick. She reviewed a PowerPoint that will be presented to prospective corporate sponsors of the awareness campaign.

From a group of 15 high level investors, a top 5 was chosen. HPN will actively seek sponsorship from Kimberly Clark, Kaiser Permanente, McKesson Corp., and the Josiah Macy Foundation.

The major question is whether we will have collaboration between 2 or more sponsors with HPN having ownership of the direction of the campaign, or having one sponsor finance and take ownership of the whole process. This question will be answered after the completion of a number of introductory conference calls with the "Top 5."

HPN is looking at 7-10 Million for the HODES proposal which includes a new website, TV, Print and Radio ads. Print ads from the PowerPoint were shown as a reference.

Virginia Pappas commented that Teri jumped right in to helping HPN and thanked her for her help. She explained that we have gotten a positive response from the "Top 5" and are looking forward to the conference calls with them.

Other members expressed their support for the campaign and see if as a springboard for moving forward.



#### **IV. Financial report**

Dan Olson reviewed the current budget that was handed out to attendees.

The finance committee needs new members who are interested in the financial future of HPN to join them. Interested parties are to contact Dan Olson.

#### **V. Membership report**

Fred Lenhoff reported that we sent letters to potential members after the April meeting in Baltimore and that HPN has received Eight new members since then.

8 new members:

- Virginia Dental Assoc
- Joint Commission
- ARRT
- HC
- ExploreHealthCareers.org
- NAAHP
- (2 more)

It was found that some applicants were not appropriate to HPN. They were applying to a group in NY state that shared the HPN acronym. It was agreed that we would remove them from membership.

It was also discussed that once we define full vs. affiliate members we need to place all members in one of those categories.

In order to make membership in HPN more advantageous and appealing a number of membership benefits were proposed:

- Workforce data portal (Barriers Comm)
- Data collection and analysis
- Dues? As not to exclude smaller groups; maybe \$200 to \$300
- Different levels for full vs. affiliate
- Different meeting registration fees for members vs. nonmembers
- All schools are affiliate members

A few suggestions and concerns were discussed:

- SNM covers a lot of our costs
- A few gaps in our membership list (AHIMA)
- ASET and AHRA folks are not getting info (still have old info on the list)
- We need to keep the list more up-to-date.
- Membership list--post on HPN site, ask for updates/changes.

#### **VI. HPN Bylaws Proposed Changes**

Stephanie Ellingson made a presentation on the policy and procedure changes of the HPN that were changes and approved by the HPN Board of Directors prior to the Fall 2008 meeting.



The Bylaws Committee was charged with clarifying the relationship between the committee chairs and the Board of Directors.

The Policies and Procedures Manual has been revised to state: The chairman will sit on the HPN Board of Directors *as an ex-officio member without voting rights unless elected to the board by the membership*. The chairman will preside over the committee.

The only committees affected by this decision were: Membership, Program, Consumer Awareness, Advocacy and Bylaws. The following committees were NOT affected: Finance, Nominations

Stephanie made a second presentation on the proposed changes to the HPN bylaws. These changes have been approved by the Board of Directors but also require HPN membership approval to officially change.

The Bylaws Committee was charged with clarifying the definitions of membership, to include Full Member and Affiliate Member. This is Article IV of the Bylaws.

The Proposed Bylaws Change for Article IV, Section 1a: Full Member. A *full* member shall be a *not-for profit, member-based, professional* association/organization that is oriented towards the health professions and supports the purpose of HPN. Membership shall be open to an unlimited number of *qualified health professions associations*. *Full members shall have full voting privileges and may serve on the HPN Board of Directors*.

The Proposed Bylaws Change for Article IV, Section 1b: Affiliate Member. A (delete *for-profit*) firm or organization that is oriented towards the health professions, supports the purposes of HPN and subscribes to its bylaws. *Affiliate members are not allowed to vote or serve on the HPN Board of Directors*.

The Proposed Bylaws Change for Article IV, Section 3: Voting Rights. Each *full* member (association/organization) shall be entitled to one vote on each matter submitted to a vote of the members.

A vote was called on for the approved changes. The discussion that followed centered about issue with the wording in affiliate and full member status. It was the consensus that "Full Member" was an inappropriate choice. There was also an issue put forth as to whether Michigan Health was a member of HPN since it now fell in as an affiliate member. Ron Waetzman questioned his ability to perform his new role as HPN Board of Directors member.

The discussion was tabled and the Bylaws committee was charged with working on new wording for the "Full Member" status. The discussion will resume at the 2009 Spring meeting in Ft. Worth, TX.

## **VII. Elections**

Greg Morrison introduced the members who were running for election to the HPN Board of Directors. Each person stood and was recognized.



Voting was initiated with ballots for the candidates being distributed to all voting members.

Once ballots were distributed a motion was made to vote all members to the board by acclamation because there were 9 needed and 9 running.

The motion was seconded and carried.

All nine members that were running for the board were elected: Lynn Brooks; Kathy Cilia; Bill Dubbs; Cathy Malchiodi; Cynthia Mattice; Don Richards; Lena Spencer; Virginia Pappas; Ron Waetzman

**VIII. Advocacy**

Cate Lisak discussed the advocacy survey that was sent to membership.

**IX. Future Meeting highlights**

Don Richards gave an update on where the next meeting was planned. The 2009 Spring meeting of HPN will take place in Fort Worth, Texas in April. The dates are still being worked out and an update to members will be provided soon.

Don also brought forward the prospect of HPN holding summit meetings on the different subjects that impact allied health. This would offer an additional revenue stream and allow HPN to further its cause and get out name out to more people. Interest in the idea was great and it was decided that Don and the program committee move forward with the gathering interest and information.

**X. New/Old Business**

Belinda Mahone gave an update on the HOSA Scholarship. Secondary and Post Secondary students are the AIM of HOSA. They invited 5,000 teenagers to the national conference, and they appreciate the support of HPN. HPN also has a booth at the HOSA conference.

**XI. Adjournment**

The meeting was adjourned at 11:30 AM