

Communications Update

Kelly Ryan

Communications Committee Chair



Communicating to our Membership

The 2015-2016 HFMA year has been a year of reach – reaching out to our membership and expanding the way we reach. We hope you have seen and appreciated our efforts to get you the information you need about the chapter, conferences and critical topics in that effect you and your teams!

During this year of growth we have expanded our outreach from emails and email newsletters to include some new approaches to social media and new ways to standardize and streamline our communications to you, our members. This fresh approach includes:

- The addition of an AZ HFMA Facebook page – check us out, join if you haven't, and LIKE us... really, really LIKE us! <https://www.facebook.com/groups/943111692418933/>
- We also added a LinkedIn, not quite as sexy but truly informational – Join us? <https://www.linkedin.com/groups/2876498>
- Email blasts are now once a week and consolidated.. I know you miss getting hit multiple times a week but we thought we would go with a standard. Hope this is helpful.
- New and improved email content – the quarterly newsletter has been expanded to include more information from the AZ HFMA leadership and more timely articles about the industry including contributions from the Hertel report.
- Conference outreach – you may have noticed more outreach during conferences including costumed committee members surveying members and providing information on our social media links. We will continue to provide our membership with information at future events and hope to expand to other avenues like Twitter and Instagram... you're welcome!

We hope this outreach has been fun and helpful. Please do let us know if you have other suggestions on how we might best reach you, our membership or, if you would like to join us in this quest.

Here's to another great year. Cheers.

Kelly Ryan, Communication Committee Chair