

## **COMMUNICATIONS ADVISORY COMMITTEE CHARTER**

This committee is responsible for developing recommendations for communications, education, and marketing activities and strategies that will increase stakeholder awareness of and participation with WISHIN.

**Chairs:** Pete Thompson, Dean Health Plan – Chair  
Jane Cooper, Patient Care, WISHIN Board Member – Co-Chair

**Other WISHIN Board Members:** Chuck Nason

**Staff:** Kimberly Johnston, WISHIN  
Kim Drone, WISHIN

**Frequency:** Monthly

### **Overall Committee Responsibilities:**

- Provide support to the WISHIN Board of Directors.
- Advise on and assist with the implementation of communications, education and marketing strategies and plans for WISHIN.
- Engage stakeholders in the implementation of communication, education, and marketing activities.
- Lead workgroups associated with the committee.

### **Assignments:**

1. Develop a work plan for communications, education, and marketing activities to ensure successful implementation of statewide HIE.
2. Leverage, revise, and implement communications, education, and marketing strategies identified in the Communications, Education and Marketing Plan (Appendix 17 of the SOP) to effectively communicate with and inform key health care stakeholders and the health community of WISHIN's commitment and role in the advancement of statewide HIE and the achievement of meaningful use.
3. Identify and support communication, education, and marketing activities and programs that will inform, educate, and engage health care stakeholders in adopting and using the statewide HIE and the achievement of meaningful use.
4. Recommend key messages for both general and specific stakeholder groups regarding WISHIN plans, progress, value, and overall strategy.
5. Engage key stakeholder organizations to help communicate important information to their members and constituents and assist with activities and programs.
6. Collaborate with the regional extension center, HIT/HIE professionals, employers, educators, and consumers.
7. Work collaboratively with other committees.