



KCER Meeting Minutes

ATTENDEES

<i>Gary Green, Chair</i>	<i>Kim Ramsey</i>		
<i>Aaron Herold</i>	<i>Mark Neumann</i>		
<i>Bridget Carson</i>	<i>Jim Curtis</i>		

KCER COMMUNICATIONS RESPONSE GROUP MEETING MINUTES

Date: July 17, 2007	Time: 3:00 pm Eastern	Location: Conference Call	
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TOPIC	DISCUSSION	PLAN OF ACTION	RESPONSIBLE	DUE
Emergency Web Site www.kidney.org/help	<p>A draft of a plan for declaring an emergency/disaster was very recently circulated to KCER Response Team chairs. It will be discussed during the KCER Strategic Planning Committee call tomorrow. The plan will provide for how an emergency is declared and who will declare it.</p> <p>The role and functions of kidney.org/help and kcercoalition.com were discussed. Broadly speaking, /help provides information for the patient and the kidney public during normal times and likewise during declared emergencies. “kcer” fulfills this role for the kidney community professional. The CRT agreed that a content review of /help should be conducted to move (or remove) professional content to kcer, and to determine</p>	<p>Conduct a content review of /help.</p> <p>Invite patients and patient organizations</p>	Aaron, Bridget, Mark, Troyce	

	<p>if the remaining content was in need of revision or addition. Also, the Team felt that it would helpful to have this content reviewed by patients themselves to see if it is understandable and meets their needs. Other organizations should be invited to provide input. Aaron, Bridgett, and Mark agreed to serve as a sub-committee for this task, and Troyce C?? would also be asked to serve.</p>	<p>to participate.</p>		
<p>Kidney Community Emergency Listserv</p>	<p>The issue of declaring an emergency will likewise be handled by the larger procedure now in development.</p> <p>Gary Green explained that the listserv is normally dormant but is to be tested on an infrequent basis. Coalition staff has suggested that certain groups be added The initial test is to occur in the next few days, after the Strategic Planning Committee is informed. Bridget Carson reviewed several groups which might benefit from being part of the list. She agreed to promote an online form for listserv additions. Aaron Herold asked about how the list gets activated and also suggested that local lists be considered, as sometimes local issues would not be of interest to a national list. Gary Green mentioned the possible difficulty in being sure that interested vendors and resource providers were added to each local list.</p> <p>Bridget felt that the list membership should be circulated to assist in finding old or incorrect addresses. Gary agreed to provide Coalition staff with the entire list membership after the updates had been added and the first test conducted.</p>	<p>Initial test of listserv to be conducted after Strategic Planning Committee is informed and new groups are added.</p>	<p>Gary Green</p>	<p>July 31 latest</p>

Toll Free line 888-3KIDNEY	The Team discussed the line's general usage. The Team asked about procedures for changing the message during emergencies. The issue of directly transferring calls to a resource number <i>ad hoc</i> was discussed. Gary Green will investigate and provide a more complete update to the Team.	Procedure(s) to be provided to Team	Gary Green	July 31
KCER Web Site	Issues covered in earlier discussion concerning web sites.			
Develop information on types of communications and technologies for facilities	The Team continued a discussion from the Baltimore meeting concerning the need to provide facilities with a "best practices" document for what communications tools and other technologies to obtain for emergency operations and situations.	A subcommittee of Gary Green, Paul Miller, and Bridget Carson was formed to work on this and report back to the Team.	Gary Green, Paul Miller, Bridget Carson	
Issues surrounding confidentiality and privacy of PHI during emergencies and disasters	Team members noted that there has been some information distributed on this subject. Aaron and Jim will circulate recent documents on this issue. The Team will review and comment.			
Slogan for KCER Contact Card	<p>KCER had requested that the Communications Response Team assist in coming up with a slogan that captures the goal of the Coalition that could be used in connection with exhibits, materials, displays, etc.</p> <p>Mark Neumann felt that the slogan should catch the attention of booth visitors, etc., and should actively portray the nature of the Coalition's role. The Team agreed to give this additional thought if the Strategic Planning Committee still desired the input; Aaron will ask on the call tomorrow.</p>	Planning Committee to be asked if input still desired.	Aaron Herold	July 18

<p>Marketing Efforts</p>	<p>Mark initiated a discussion about possible marketing efforts in connection with the Coalition. He noted that his magazine was preparing a story about disaster preparedness but so far the story was approaching the issue from providers/vendors perspective. He felt that the Coalition story was an interesting one and deserved to be told.</p> <p>Other collateral efforts were discussed, including providing speakers for meetings that would be occurring in the next year.</p> <p>This idea will be brought up in the Planning Committee meeting tomorrow and pursuant to that, the Committee is interested in exploring this concept.</p>	<p>Planning Committee's opinion to be determined.</p>	<p>Aaron Herold</p>	<p>July 18</p>
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