



**MACHIS**  
**Michigan Association of**  
**Consumer Health Information Specialists**

Business Meeting  
March 27, 1992  
Bronson Methodist Hospital, HealthAnswers

**AGENDA**

Call to Order:

Presidential Remarks

Secretary's Report

Treasurer's Report

Old Business:

- Tape Recorder
- Tapes of Meeting Discussions
- Current Status of the Self-Help Database
- Mailing of 1992/93 Membership Applications
- Nominations for 1992/93 Officers
- Archives

New Business:

- Survey of Consumer Collections
- Next Meeting Topic and Location

Adjournment

Happy  
5<sup>th</sup> Birthday  
HealthAnswers®

## MACHIS MEETING

MARCH 27, 1992

9:30 to 10:00

*Glenda Evans*  
*Market & Communications*  
Coffee time Glenda Evans, Host

10:00

*Bob Doud*  
*Manager Marketing*  
Welcome Bob Doud, Vice President  
Bronson Institute for Health Education

10:15

HEALTH TALK: MEETING PUBLIC AND ORGANIZATIONAL NEEDS  
Danna Downing, Marketing Specialist  
Robert Snyder, Manager of Marketing Research  
and Analysis

12:00

TOUR OF HEALTHANSWERS

12:30

Lunch RSVP BY MARCH 20, 1992  
Call Glenda, 1-800- 451-6310

1:15

MACHIS BUSINESS MEETING



MACHIS  
MICHIGAN ASSOCIATION OF  
CONSUMER HEALTH INFORMATION SPECIALISTS  
July 17, 1992  
Rehabilitation Institute of Michigan

AGENDA

10:00 AM - Presentation: "Grant\$ Writing FUNDamentals"  
Speakers: Daria Shackelford  
Michelle Klein

11:00 AM - Business Meeting

Call to order

Secretary's Report

Treasurer's Report

Old Business: MACHIS meets at MHSIA  
12/15 11:30-1:30  
Membership

New Business: Discussion topic for  
October meeting

11 - Promote & Market - 11

11:30 AM Adjournment and Lunch

Media Resource  
How to Evaluate  
Collectors Development

HealthAnswers  
 NUMBERS TO CHEW ON.....

H e a l t h	1987	1988	1989	1990	1991	t o
Consumers						
Visitors	4019	2761	2668	2951	3562	
Phone Referrals	2645	7748	10554	15278	22452	
Mail Referrals	1317	2317	2335	3386	3466	
Circulation	6703	23688	22954	23132	29521	
Physician Referral Side						
Total Calls	710	2099	6254	7947	8485	
Services	39	394	3221	6393	5619	
Physician Referral	824	1185	5661	6148	7509	
Speakers	10	61	103	71	61	

So What?

- Attention of management
- Proritize opportunities/risks
- Show growth/improvement

PLUS.....

- Linkage to volume (Bronson admission reconciliation an increase of 10% in total organizational revenues)
- Relationship Building



**MACHIS**  
**Michigan Association of**  
**Consumer Health Information Specialists**

September 29, 1992

**TO:** All MACHIS members  
**FROM:** Judy Barnes, President  
**RE:** The Next Meeting.

The next meeting of Michigan Association of Consumer Health Information Specialists (MACHIS) will be held on Thursday, October 15, 1992, at 12:00 Noon, at the Mayflower Hotel in Plymouth, Michigan.

This meeting is beeing held during the Michigan Health Sciences Libraries Association (MHSLA) Annual Educational Conference. Members who have paid at least one days registration for the MHSLA conference should pick up their "boxed lunches" before coming to the meeting room assigned to MACHIS. (Since no room has yet been assigned, you should check with MHSLA registration for the location of the meeting.)

At this meeting, nominations will be taken for 1993 officers. Those members who have not paid their dues can do so at the meeting. Ballots will be mailed following the meeting.

The discussion following the meeting will deal with collection development strategies for consumer health libraries. Please bring copies of your collection development tips, tricks, etc. for discussion.

This promises to be an informative meeting. I hope to see you there. Please R.S.V.P. by October 12, 1992, to me at (517) 377-8389 or FAX (517) 372-0341.

jkb