

# OHIMA REGIONAL ASSOCIATION MEMBER E-MAIL LIST POLICY & PROCEDURE

## PURPOSE

To establish guidelines and the mechanism for regional associations to communicate with the members in their region via an email list set-up by the OHIMA Central Office.

## POLICY

1. At the beginning of the association year, OHIMA will contact each regional president to determine the designated board member who will be responsible for sending out email messages to the membership.
2. An email list of all members in the geographical region of each association will be developed by OHIMA with the board contact person (identified in 1. above) as administrator.
  - a) Lists will include only those members who accept CSA emails AND CSA products/services mailings. as part of their AHIMA member profile. When a member opts-out of receiving CSA mailings in their AHIMA profile, AHIMA does not provide OHIMA with the member's address (including zip code) and therefore OHIMA is unable to sort that member into a regional association.
  - b) The regional associations should stress the importance of an updated AHIMA member profile to their members for accurate database.
3. The OHIMA Central Office staff will maintain and update regional email lists every two weeks.
4. The regional email lists are to be used solely **to communicate regional association news** and **must never be given or sold to others.**
5. When referring regional members to information on a regional site, reference the OHIMA homepage and give a description on where to find info. For example, "this information can be found on the EOHIMA website accessed via the *Regional Association* link of OHIMA's website at [www.ohima.org](http://www.ohima.org)."
6. Please avoid using attachments. Members are less likely to view and download attachments. . You may only send notices to your own regional membership.
7. Announcements to regional members about upcoming regional events must not be in conflict or competition with OHIMA services or events. **Announcements of job openings are not permitted because it conflicts with the OHIMA Job Bank service** – a continued source of revenue to OHIMA.
8. The administrator must send message originating from the email address as indicated in setup. To send a message, simply use your regional email address as the "send to" address.
9. As a measure of security, after you post your email message, you will receive two e-mail messages. The first will have a copy of the message, the second will have instructions on how to Allow or Deny the message. If you reply with an Allow or Deny response to either message you will then receive a confirmation that the message was either blocked or a message stating that the message has been queued (with a total for the number of recipients).
10. If a reply is requested from your email message, be sure to indicate an email address for reply in body of message (an automatic message reply will not be delivered).
11. Although the use of this email list is encouraged for communication to your regional members, take care to use list judiciously as not to overload members with unwanted, non-essential emails. We currently have a small percentage of our membership who 'opt-out' and we do not want this to increase.

## Regional Email List Setup – 2007-08

REGION	Administrator email address	Email address (reaching regional members w/ emails)	Tot people in region w/emails (includes non- member credentialed)	Tot people receiving emails (not opting out)	
				#	%
EOHIMA	<a href="mailto:dgeis2@neo.rr.com">dgeis2@neo.rr.com</a> (Diane Geis)	<a href="mailto:ehima@ohima.org">ehima@ohima.org</a>	528	510	97%
GCHIMA	<a href="mailto:brenda6195@myway.com">brenda6195@myway.com</a> (Brenda Cox) will assume responsibilities in July '07. Until then, Carrie Newport will remain as administrator. <a href="mailto:cnewport@uasi-qc.com">cnewport@uasi-qc.com</a> (Carrie Newport)	<a href="mailto:gchima@ohima.org">gchima@ohima.org</a>	372	349	94%
MVHIMA	<a href="mailto:katherine.gibson@va.gov">katherine.gibson@va.gov</a> (Kathy Gibson)	<a href="mailto:mvhima@ohima.org">mvhima@ohima.org</a>	312	301	96%
NOHIMA	<a href="mailto:clawton@cchseast.org">clawton@cchseast.org</a> (Chelsea Lawton)	<a href="mailto:nohima@ohima.org">nohima@ohima.org</a>	479	460	96%
NWOHIMA	<a href="mailto:Lynette_Lemke@mhsnr.org">Lynette_Lemke@mhsnr.org</a> (Lynette Lemke) <b>new administrator to be determined by 6/29</b>	<a href="mailto:nwohima@ohima.org">nwohima@ohima.org</a>	380	358	94%

**IMPORTANT NOTE:** The regional mailing list set-up and the statistics above include those individuals who are OHIMA members *and* non-member credentialed (not OHIMA members but maintain their credentials). The division by region is based on zip code. Please note that if an individual opts-out of receiving CSA emails and/or mailings in their AHIMA profile, AHIMA does not provide OHIMA with the member's address (including zip code) and therefore OHIMA is unable to sort that member into a regional association. Thus, individuals must accept both CSA emails and CSA products/services mailings to receive regional email communication.

Please direct all questions about regional email lists to Amy Dotts at [adotts@aol.com](mailto:adotts@aol.com)

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