

Meeting Name	IHE Eye Care Planning Committee, Marketing and Education Subgroup
Meeting Date and Time	October 17, 2008; 1:00 – 3:00 p.m. ET
Next Meeting Scheduled	Not until after the Annual Meeting
Location / Dial-in Numbers	1 800 605-5167 use passcode 724635
Gotomeeting	936759204

Agenda

- I. Review of Meeting Minutes of October 3, 2008
- II. Follow up on Action Items from October 3, 2008
- III. Need for workstations for lensometers at Showcase
- IV. Discussion of IHE Eye Care Marketing Activities
 - IHE powerpoint presentation for sales presentations prior to Meeting
 - www.iheeyecare.org website
 - Signs with slogans/web banners
 - Vendor presentations at Showcase Booth
 - Handouts – IHE Integration Statements

Decisions and Actions

Decisions and Action Items	Person responsible	Timeline
1. The group reviewed and approved the minutes of October 3, 2008.	All	
2. The group discussed the follow-up items from October 3. Flora will follow up with Doug. Dan Fawcett responded that they will be able to clear unfulfilled orders (for the lensometer) at any time.	Flora	
3. The group also discussed the possibility of having DICOM stereoscopic image objects demonstrated at next year's Showcase. Vendors are encouraged to try to develop this for next year.		
4. The group reviewed the request for workstations for the lensometers. This should be for one kiosk only, because Topcon has equipment in the other 2 kiosks for acquisition modalities. Flora will follow up on the workstation request.	Flora	10/17/08
5. The group discussed the www.iheeyecare.org website, the signs for each vendor (22X28) and vendor presentations. The IHE Eye Care powerpoint presentation was provided, so that sales people at the various companies can be given an overview of IHE Eye Care. Also, a theater schedule and guidelines for vendor presentations was provided, so that there can be publicity provided at the vendors' booths for the company's presentations. A report of the web traffic was provided by Marc-Francois Bradley from September 16 – October 16, showing international viewing of the site, with 188 unique visitors from 29 countries, with a total of 328 visits overall. One handout at the Showcase should be a compilation of all the IHE Integration Statements. All vendors should be encouraged to send these to Flora so that they can be printed up and provided at the Showcase.	Flora	10/20/08

General Notes

Prepared by Flora Lum

Documents Discussed

IHE Eye Care powerpoint presentation
Vendor guidelines for Showcase Theater Presentations
IHE Showcase Theater Schedule

Meeting Minutes

Scheduled Calls & Meetings

After the Annual Meeting

Participants

The following members participated by phone in the meeting.

<i>Attendee, Project Role</i>	<i>Org.</i>	<i>IHE Org.</i>	<i>E-mail Address</i>	<i>Present</i>
Michael Schmidt, Co-Chair	Medflow	X	mschmidt@medflow.com	X
Mark Horton, Co-Chair	HIS	X	Mark.Horton@ihs.gov	X
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