

NOSN

NATIONAL ONCOLOGY STATE NETWORK

MARKETING & COMMUNICATIONS TEAM TELECONFERENCE MONDAY, OCTOBER 29, 2018

9:30am Pacific/11:30am Central/ 12:30pm Eastern
Phone # 866-423-8755 and enter Passcode 858324#

Present: Warren Fong, M.D. (Chair); Wendy Alfaro; Nichole East; Diane Gerards-Benage;
Dawn Holcombe; Mariana Lamb; Mary Jo Richards; and Sheryl Riley, RN.
Absent: Carol Teal-Christner.

MINUTES

I.

Old Business:

A. Individual letters:

1. Final Corporate Membership Request. *(Attached)*

Action:

- a. The Team approved of the revised letter. Mary Jo made a motion for approval and Diane seconded the motion. The letter was unanimously approved as written.
- b. The NOSN Office has a list of Industry contacts that the office had previously held meetings with. Dr. Fong asked that Nichole share that with the Team.
- c. Mariana will follow up with Ricky for the list of Pharma contacts that support COA.
- d. Nichole will ask George if he has names of his counterparts in other companies.
- e. Nichole will begin compiling the list of new industry contacts and work with Dr. Fong on soliciting support for 2019.

2. Potential partners – need to create.

3. Legislators – need to create.

Action:

This has been tabled until after the election.

B. Brochure *(Attached)*

Brochures were distributed at ACCC and at the ASCO SAC.

Discussion:

While the Team thought this was a good start with the short turnaround time, most felt the brochure needed to be further refined, i.e., add more color and high resolution photos. Everyone agreed that brochures will need to be printed yearly at best to update the names and numbers of states involved. The cost to print the brochure was approximately \$200, which is minimal. It was suggested that an insert could be added with more details on NOSN activities and successes.

Action:

Mariana will work to revise the brochure. If anyone is interested in assisting her, please send an email to neast@nosn.info

C. Business Cards:

Proofs have gone out to those that ordered cards. If anyone else would like to place an order, send an email to neast@nosn.info.

Action:

Nichole will peruse the business cards for accuracy and then place the order.

II. New Business:

A.

III. Next Teleconference:

A. Will be scheduled for one month via email.

The meeting adjourned at 9:58am.