

NOSN

NATIONAL ONCOLOGY STATE NETWORK

MARKETING & COMMUNICATIONS TEAM TELECONFERENCE THURSDAY, AUGUST 9, 2018

10am Pacific/ 1pm Eastern

Phone # 866-423-8755 and enter Passcode 858324# (Officers add 7#)

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

MINUTES

- I. Team Charge:** Branding of NOSN – responsible for Marketing & Communications.
- II. Team Chairperson:** Dr. Fong volunteered to be the Chair of this Team.
- III. Old Business:** *(from the Annual Business Meeting)*
- A. FYI - **Name:** was changed from National Oncology Society Network to National Oncology State Network.
- B. FYI - **Logo:** after much discussion the group decided to only change the name in the logo. *(Attached)*
- C. **Revision of the Mission Statement** *(original attached)*
1. The National Oncology State Network is a non-profit action organization established by state oncology leaders to unify the voice of the states, to meet emerging challenges and to advance the care of cancer patients.
 2. The National Oncology State Network is a non-profit action organization established by state oncology leaders to collaborate in a nimble manner on legislative, regulatory and advocacy efforts at the state level to benefit cancer patients.
 3. The National Oncology State Network fosters direct and nimble exchange of reliable legislative, advocacy, and regulatory information among state oncology leaders for the benefit of cancer patients.
 4. The National Oncology State Network is an independent non-profit action organization of state oncology leaders seeking to foster collaboration, ideas, and activities that unify and coordinate responses to emerging challenges in order to strengthen the cancer care of patients.

Discussion:

After much discussion, the Team agreed upon the following: The National Oncology State Network is a non-profit action organization established by oncology leaders to meet emerging challenges and to advance the care of cancer patients at the state level.

Action:

Diane made the motion for approval, Mary Jo seconded the motion. The team unanimously approved of the revised Mission Statement.

IV. New Business:

- A.** Creation of an elevator pitch.

Action:

1. Mariana and Mary Jo agreed to work on this and later present to the Team for final approval.
2. They will also work on the creation of a Tagline and revision of the Vision Statement.

- B.** Create an executive summary of NOSN activities that can be shared with others outside of NOSN.

Action:

Nichole will create a summary and share with the committee for approval, then distribute to others outside of NOSN.

- C.** Create individual letters for pharma, potential partners and legislators. (*Pharma letter is attached*)

Action:

Dr. Fong, Diane and Carol volunteered to work on creating these letters. Once they are created, they will be shared with Mariana and Mary Jo to ensure they are consistent with the elevator pitch.

- D.** Business Cards for each partner. (*Sample is attached*)

These will be ordered after Mission Statement and tagline are finalized.

- Box of 250 cards, cost is \$35.88.
- Box of 500 cards, cost is \$37.63.

Action:

These will not be ordered until the tag line is finalized. Each partner on the Marketing & Communications Team will receive a set of cards.

V. Next Teleconference:

- A.** This will be scheduled for the end of September via email.

Meeting adjourned at 10:19AM-PST.