# Contents

- Executive Summary ............................................................... 3
- About AHIMA ........................................................................ 5
- 2012 Highlights
  - Agility .................................................................................. 6
  - Image .................................................................................. 7
  - Member Is #1 ....................................................................... 8
  - Finance ............................................................................... 10
  - Research ............................................................................. 11
  - Education ............................................................................ 11
  - Employee Engagement ..................................................... 12
2012 was both a celebration of the past and the beginning of a new day at AHIMA. The Department of Health and Human Services proposed a one-year delay for the final compliance date for ICD-10-CM/PCS, making October 1, 2014, the new date. While this slowed down some aspects of the business, it also allowed us to spend time focusing on the future and on new ways to engage members and improve the AHIMA experience. This included creating the first AHIMA mobile “app”, building the value and image of HIM professionals to the industry and their employers, and focusing the Board on developing a long-term strategy that will create new opportunities in HIM.

Reality 2016 continued to be a necessary and innovative initiative for all of us and for future generations of HIM leaders. In 2012, AHIMA completed a survey indicating that for every advanced degree you receive, controlling for experience, organizational size, and gender, you earn $15,830 more. This spurred the creation of the “Learn more to earn more” campaign that inspires upcoming leaders and second careerists to use education as a stepping stone to reach their goals. The HIM Career Map built on the campaign to provide information on paths that individuals can take toward their dream job, including salary and educational expectations at varying levels.

Internally, AHIMA began on the path to becoming an employer of choice. This included implementing Lean process improvement to empower workers to make changes at any level that will drive out waste, boost efficiency, and streamline operations. The Studer Group was also engaged to help drive the organization towards results-oriented goals and objective performance measurement, and their contribution will be expanded in 2013. AHIMA is also working to provide an exemplary member and customer experience through continued staff training and customer service.

The goal of this report is to give our members, customers, and friends confidence that AHIMA will continue to serve as a lighthouse for the healthcare industry and to be innovative to meet future needs. We would like to thank the AHIMA Board of Directors for their continued leadership, as well as all of the members who make our work so meaningful. We are looking forward to a great 2013, as we continue to “Dream Big” and begin to “Believe”.

Lynne Thomas Gordon, MBA, RHIA, CAE FACHE, FAHIMA
CEO AHIMA

Patty Thierry Sheridan, MBA, RHIA, FAHIMA
2012 AHIMA President/Chair
“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.”

Anatole France
AHIMA Facts
The American Health Information Management Association (AHIMA) is the premier association of health information management (HIM) professionals. Serving 52 affiliated component state associations (CSAs) and more than 67,000 members, it is recognized as the leading source of "HIM knowledge," a respected authority for rigorous professional certification, and one of the industry's most active and influential advocates in Congress.

Founded in 1928 to improve health record quality, AHIMA has played a leadership role in the effective management of health data and medical records needed to deliver quality healthcare to the public. AHIMA is committed to advancing the HIM profession in an increasingly electronic and global environment through leadership in advocacy, education, certification, and lifelong learning. We are working to advance the implementation of electronic health records (EHRs) by leading key industry initiatives and advocating high standards. We strive to keep our members one step ahead through the creation of cutting-edge academic programs and professional development opportunities, including comprehensive continuing education.

Quality information is essential to all aspects of today's healthcare system. HIM has the body of knowledge and practice that ensures the availability of health information to facilitate real-time healthcare delivery and critical health-related decision making for multiple purposes across diverse organizations, settings, and disciplines. AHIMA's members are dedicated to the effective management of personal health information required to deliver quality healthcare to the public.

AHIMA Mission
AHIMA leads the health informatics and information management community to advance professional practice and standards.

AHIMA Vision
"AHIMA ... leading the advancement and ethical use of quality health information to promote health and wellness worldwide"

AHIMA Core Values
Quality
Demonstrated by an abiding commitment to innovation, relevance and value in programs, products and services

Integrity
Demonstrated by openness in decision-making, honesty in communication and activity, and ethical practices that earn trust and support collaboration

Respect
Demonstrated by appreciation of the value of differing perspectives; enjoyable experiences; courteous interaction; and celebration of achievements that advance our common cause

Leadership
Demonstrated by visionary thinking; decisions responsive to membership and mission; and accountability for actions and outcomes
Throughout 2012, AHIMA described its objectives for the Association around a set of strategic initiatives aimed toward success now and in the future. The initiatives are known as “AIM FREE” to envelop the major initiatives of Agility, Image, Member Is #1, Finance, Research, Education and Employee Engagement.

Agility: Be agile and responsive to the needs of our constituencies and market

- One of the biggest stories in HIM in 2012 was the delay of the ICD-10 implementation deadline, which unfolded over several months. AHIMA urged the industry to stay the course and participated in advocacy activities with the support of members and educators. To assist the healthcare community with its transition, the Association offered a suite of training and educational products. In addition, AHIMA refreshed its ICD-10 website and convened leading minds in the industry at the ICD-10 Summit in Baltimore in April. AHIMA also built materials for component state associations (CSAs) to use in extending outreach in their states to physician practices, small providers, and Medicaid agencies to assist them with ICD-10 implementation.

- ICD-10-PCS flash cards became AHIMA’s first mobile application. The cards are available for purchase online for both Apple and Android devices.

- AHIMA staff and volunteers worked together on a task force to provide AHIMA’s comments to the Stage 2 Meaningful Use proposed rules. After the final rules for stage 2 were released, the Association moved forward to better understand what the next steps are for AHIMA members and the industry (and to get ready for stage 3!)

- AHIMA, in partnership with the Illinois Health Information Management Association and others, gave public testimony to the Illinois Health Information Exchange Authority, which adopted preliminary privacy and security policies for the operation of the Illinois Health Information Exchange.

- AHIMA launched its first Consumer Engagement Practice Council and created the Consumer Guide to Understanding Your Medical Record, now posted online at myPHR.com.

- AHIMA continued to advance HIM interests in global standards that affect the profession. In its first year as the Designated Secretariat of the ISO 215 Committee and US Technical Advisory Group (TAG), AHIMA coordinated and facilitated meetings of the ISO 215 Healthcare Committee and several meetings of the TAG. This activity provides a means to incorporate HIM principles and practices into the electronic standards for healthcare that will be used now and in the future.
• The largest Long-Term and Post Acute Care HIT conference to date was convened by AHIMA during the summer.

• The first Health Information Integrity Summit in Chicago explored legal and compliance challenges and opportunities related to data and information integrity and adoption of EHR systems.

• AHIMA continued to expand the domain of HIM by supporting expanding HIM career alternatives through development, launch, and delivery of exam prep workshops for CHDA, CHPS, and CDIP certifications.

• To keep pace with the ever-increasing speed of change, the Association revamped its product development processes to create a fertile ground for new ideas, allow for effective management of existing products, and provide a mechanism for updating or retiring out-of-date materials. The goal is to better understand the needs of members and react more quickly to them.

**Image: Advance the image of the Association and its members with effective branding, communications, and recognition**

• AHIMA’s advertisements, featuring animals in their natural environments and the tagline, “The problems you don’t see will cost you,” again ranked at the top of a recent advertising awareness survey. AHIMA’s advertising previously garnered a spot among the top five in a recent reader survey conducted on behalf of *Healthcare Financial Management Magazine*. The most recent survey was conducted by Signet Research on behalf of *Modern Healthcare* magazine. AHIMA’s ad tied for second place out of a total of 15 ads in overall advertising effectiveness. The rating measured the effectiveness of the ad’s combined message and graphics in capturing readers’ attention. *Modern Healthcare* is the industry’s leading source of healthcare business, policy, and research news and information, and bills itself as having the highest readership among healthcare executives.

• The University of Wisconsin Hospital and Clinics (UW Health) was named winner of the inaugural AHIMA Grace Award for its innovative approaches to HIM. The award, named for AHIMA founder Grace Whiting Myers, was judged on how organizations contribute to a patient-centered model of care, electronic health records are advanced, and HIM is integrated throughout the workplace. Finalists included: Boston Children’s Hospital, Cleveland Clinic Health System, and the Vanderbilt University Medical Center in Nashville, TN. The Grace Award was presented during the 84th AHIMA Convention and Exhibit in Chicago.
• AHIMA continued to have a high profile in the industry and national media, with more than 738 media placements, reaching an estimated audience of 59 million. Highlights include mentions in the Chicago Tribune, American Medical News, and Smart Money, as well as The Wall Street Journal, Modern Healthcare, the New York Times, and Health Affairs.

• The Journal of AHIMA received a Gold award from the American Society of Business Publication Editors for editorial excellence. ASBPE’s competition recognizes the hard work and commitment of business and professional magazine, newsletter, and web editors and designers. These awards are prestigious acknowledgement that publications have met high standards of excellence and are at the top of the profession.

• The Association also advanced its image through thought leadership. AHIMA published three white papers on emerging topics: problem lists, ensuring data integrity in HIE, and defining the core clinical documentation set for coding compliance. It also published practical tools in the form of tool kits on topics such as copy functionality, governmental audits, HIM staff transformation to the EHR, information integrity in the EHR, and document management and imaging best practices. All toolkits are now available free to members in the HIM Body of Knowledge.

• AHIMA launched Health Information Professionals Week during March to celebrate the evolution of health information professionals and coincide with AHIMA’s Hill Day.

• AHIMA CEO Lynne Thomas Gordon, MBA, RHIA, CAE, FACHE, FAHIMA, has made FierceHealthIT’s list of eight influential women in health IT. Despite the rapid pace of growth and change in healthcare IT, the magazine writes, “it’s a profession that is, arguably, male-dominated.” However, there are many women, the article notes, who are “moving providers, patients, and payers into the 21st century.”

**Member Is #1: Promote an environment where Member Is #1**

• AHIMA is proud to have a robust infrastructure of member volunteers. In 2012, more than 400 AHIMA member volunteers took part in Committees, Commissions, and Councils:

- The AHIMA Triumph Awards Committee granted 12 awards in 11 categories. A total of 36 nominations were submitted.
- A total of 28 nominations for AHIMA’s elections were received, up from 15 in 2011.
- CSA Core Service Achievement Awards were granted to 20 CSAs.
- Thirteen new fellows were named, closing the year with a total of 124 fellows.
- More than 200 members attended Team Talks, with 35 locations participating via Webcast.
- More than 1,614 members connected to one of AHIMA’s 690 mentors.
- Over 16,000 unique visitors logged into the Communities of Practice monthly spending an average of 8 minutes on the site and viewed over 251,000 page of content which are facilitated by 397 volunteers.
- Currently AHIMA has 770 ACE members who are HIM experts and change agents. These members volunteer their time and expertise to help AHIMA move into the future by speaking, writing, testifying, and mentoring on behalf of the Association.

- The nine Practice Councils provided comments to regulatory issues, developed four new and updated over 10 other Practice Briefs, as well as scanning the environment for future trends critical to the HIM profession.

• Approximately 1,600 members volunteer for AHIMA engaging members in association activities, developing valuable resources for HIM professionals, and conducting AHIMA business. These dedicated volunteers participate on our Board of Directors, Commissions, Foundation Board, committees, councils, and House of Delegates advancing the association and the profession. Their energy and in-the-trenches experiences help AHIMA produce quality products, meetings, and content as well as directing the association. AHIMA thanks its volunteer leaders for all they do in service of the organization and recognizes the irreplaceable value of volunteer leadership.

• AHIMA reinvented its summer Leadership Symposium, where a new approach was introduced to plan strategically and share CSA success stories. The Association also reinforced its approach to volunteer advocacy, providing webinars for advocacy leadership training, a virtual Hill Day for student members, and support for several CSA Hill Days as well as the annual Hill Day event.

• The House of Delegates moved to a new governance model that enables it to be more agile in addressing the needs of members and the HIM profession. At its September meeting, delegates met and discussed disruptive innovations, ideas on effectively advocating for the HIM profession, and how they can support national initiatives at the state level.

• To support professional development, AHIMA introduced a set of enhanced career development tools to assist members in planning their next career moves. This included a re-design of the online Career Assist Job Bank and a series of career prep webinars on resumes, interview tips, and overall career advancement.

• The Health Information Relief Operation (HIRO) Fund is an ongoing recovery source to assist HIM professionals whose lives and communities have been shattered by natural or man-made disasters. Initiated by a $10,000 donation from AHIMA, and maintained through the generosity of AHIMA members and HIM’s greater professional community, the HIRO Fund (pronounced “hero”) provides material relief to those whose professional practices have been significantly shaken. Fourteen of the 2012 awards supported individuals who were affected by Hurricane Sandy.

• In addition, to better serve customers, AHIMA revised its customer service standards and implemented a customer call quality improvement plan.

“The Health Information Relief Operation (HIRO) Fund is an ongoing recovery source to assist HIM professionals whose lives and communities have been shattered by natural or man-made disasters.”
### Financial: Remain fiscally viable to support our mission and vision

The figures on this page cover AHIMA and the AHIMA Foundation.

#### REVENUE (in thousands)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues</td>
<td>$6,608</td>
</tr>
<tr>
<td>Assessments/Exams</td>
<td>$6,533</td>
</tr>
<tr>
<td>Meeting/Online Registration</td>
<td>$10,943</td>
</tr>
<tr>
<td>Publications</td>
<td>$8,881</td>
</tr>
<tr>
<td>Advertising</td>
<td>$1,219</td>
</tr>
<tr>
<td>Contributions</td>
<td>$203</td>
</tr>
<tr>
<td>Donations</td>
<td>$25</td>
</tr>
<tr>
<td>Grants/Contracts</td>
<td>$2,181</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$2,925</td>
</tr>
<tr>
<td>Non-operating</td>
<td>$3,821</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$43,339</strong></td>
</tr>
</tbody>
</table>

#### ASSETS (in thousands)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash, Cash Equivalents, Investments, and Accrued Investment Income</td>
<td>$38,849</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$4,191</td>
</tr>
<tr>
<td>Inventory, Prepaid Expenses</td>
<td>$988</td>
</tr>
<tr>
<td>Property and Equipment, Net</td>
<td>$2,728</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$45,756</strong></td>
</tr>
</tbody>
</table>

#### LIABILITIES (in thousands)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$4,881</td>
</tr>
<tr>
<td>Deferred Revenue and Rent</td>
<td>$6,496</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>$74</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$11,451</strong></td>
</tr>
</tbody>
</table>

#### NET ASSETS (in thousands)

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>$34,316</td>
</tr>
<tr>
<td>Temporarily Restricted Assets</td>
<td>$508</td>
</tr>
<tr>
<td>Permanently Restricted Assets</td>
<td>$481</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$35,305</strong></td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$45,756</strong></td>
</tr>
</tbody>
</table>
Research: Create a center for innovative research that supports our members, market, and profession.

- In October, the AHIMA Foundation hosted the first Health Information Innovation Leadership Conference during the convention. The event focused on innovation in practice, technology, and education that will shape the future of HIM.

- This year AHIMA unveiled a new HIM Career Map, an online interactive visual representation of the HIM job titles and roles that compose the scope of the field and the promotional and transitional career paths associated with them. The map is unique in that it reflects the current reality of HIM roles as well as pathways between the roles and connections to the direction in which the profession is moving.

- The AHIMA Foundation continued to conduct significant health service and HIM research that is influencing policy and shaping practice. A few highlights include the ongoing growth of the online-only peer reviewed research journal, Perspectives in Health Information Management, and Foundation support for the HIM Research Boot Camp held this summer at Texas State University. AHIMA Foundation also received federal funding for two contracts/grants from the Assistant Secretary for Planning and Evaluation and one from the Delta Regional Authority.

Education: Encourage growth within our profession by enhancing educational programming that appeals to first-and second-career individuals and current professionals.

- Reality 2016 is the successor to “Vision 2016: A Blueprint for Quality Education in HIM,” published in 2007. Vision 2016 provided key priority areas and suggestions for the future of HIM education. Over time, Vision 2016’s agenda has been refined through feedback from the AHIMA practice and HIM academic communities. Reality 2016’s basic initiatives include:
  - Increase the number of HIM professionals who hold graduate degrees
  - Create associate degree specialty tracks
  - Support faculty and member development
  - Increase the workforce with additional qualified professionals

  Reality 2016 was presented to key stakeholders including educators, CSA leaders, House of Delegates teams, and other audiences.

- AHIMA recognizes the movement of healthcare toward graduate degrees and launched its “Learn More to Earn More—Respect, Opportunities, and Compensation” campaign to educate professionals on the value of continued education.
While Reality 2016 envisions HIM education of the future, the AHIMA Foundation also supported the students of the present. The AHIMA Foundation awarded scholarships to 61 qualified candidates, with a total number of scholarships totaling $92,500. The list of 2012 award recipients included:

- Two doctoral candidates
- 15 master’s degree students
- 27 bachelor’s degree/post-baccalaureate certificate students
- 17 associate’s degree students.

The scholarship recipients represent 25 CSAs, and an average grade point average of 3.81 out of 4.0. Funds for scholarships are raised through individual and corporate donations as well as events at the AHIMA Convention and Exhibit, including the Foundation Booth and Not-So-Silent Silent Auction.

To encourage the development of the HIM workforce, AHIMA and the AHIMA Foundation were invited by the US Department of Labor (DoL) and the US Department of Commerce (DoC) to comment on HIT and HIM workforce issues. AHIMA will collaborate with the National eHealth Collaborative, the Department of Defense, and the DoC and DoL on a health information workforce summit scheduled for 2013.

The Council for Higher Education Accreditation (CHEA) Board of Directors granted recognition the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM). Achieving recognition is assurance to academic institutions that CAHIIM’s standards, policies, and procedures have undergone an external quality review and met CHEA’s recognition criteria and requirements.

This year’s convention and exhibit in Chicago was a success, with both attendee registration and exhibit sales reaching and exceeding 2012 goals. Other highlights included record attendance at the Student Academy; presentations from industry leaders such as Joy Pritts, Wil Yu, and John Kenagy; and a salute to the Triumph Award winners.

Employee Engagement: Be an environment that encourages team building, cross-functional communication, and employee satisfaction

- Most adults lead busy lives that don’t allow a lot of time to stay healthy and fit. But even the busiest person can find time to for health. The Association’s new employee programs included a walking competition in which more than 75 percent of employees participated.

- AHIMA gave back to the community with an employee food drive that brought in more than 400 cans of food for the Chicago Food Depository, a toy drive for Toys for Tots, a team to support Special Olympics Illinois, and support for Jobs for Youth, a program designed to help men and women from low-income families in the Chicago area prepare for their careers.

- AHIMA has embraced Lean process improvement methodologies that empower employees to identify and remove non-value-added activities (waste), allowing more time for work that is important to the individual and the organization. Lean gives employees the tools and training to make basic changes in their daily activities that provide more value to the organization, with the full support of AHIMA leadership. It is not a method to reduce staff or resources, but to better utilize the existing infrastructure and provide individuals with more opportunities to promote growth and achieve goals. Lean was adopted at AHIMA beginning in early summer and will continue to serve as a platform for improvement in future years.

AHIMA is proud to celebrate its accomplishments in 2012 and looks forward to 2013, which will focus on its five strategic initiatives of Informatics, Leadership, Information Governance, Innovation, and Public Good. These initiatives will help to provide a roadmap for the future of HIM and to engage members, other industry professionals, and the public toward a common vision of the future.