DREAM BIG, BELIEVE, and LEAD

2014

ANNUAL REPORT

AHIMA
American Health Information Management Association®
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EXECUTIVE SUMMARY

AHIMA found itself on the leading edge of a changing industry in 2014. Increased adoption of new technologies, changing government regulations, and the move from volume to value in healthcare have led to both challenges and opportunities. Health information management (HIM) professionals are in a great position to increase their influence in the coming years by applying their traditional skill sets in new ways to audit, analyze, and use data in decision making in leadership roles.

Throughout the tumult, AHIMA has stayed focused on our 2014–2017 Strategic Plan and made significant strides in each area. We have taken the industry lead in information governance through the publication of our Information Governance Principles for Healthcare (IGPHC®), released at convention in San Diego, CA and will follow it in 2015 with a maturity model and pilot programs to showcase best practices. The HIM Body of Knowledge (BoK) is being updated with new resources on informatics and the use of clinical data for secondary purposes, reflecting the need for HIM oversight outside of traditional acute care settings. We continue our dedication to setting proactive practice standards, both domestically and abroad, that will allow the profession to be recognized and promote research, knowledge sharing, and the overall quality of health information.

Of course, one of the biggest surprises that we received in 2014 was yet another delay in the US adoption of ICD-10, and we have been working at the national level to educate the industry and avoid future postponements. AHIMA is a leading member of the ICD-10 Coalition along with other healthcare heavyweights and has been at the forefront of advocacy efforts in Washington throughout the year. Perhaps our proudest achievement, however, has been the substantial influence of HIM at the state and local levels, thanks to the dedication to our grass-roots efforts by each and every AHIMA member. We could not hope to see the same results without your ongoing leadership and support.

AHIMA also undertook a major workforce study, “HIM Without Walls,” which explored the current and future roles of HIM professionals and how those will evolve over the next 10 years. The results of that study will be communicated in a variety of ways throughout the coming year, and the full report is available in the BoK. Overall, the future looks bright for HIM!

In 2015, we will continue to realize our vision and gain recognition for the value and influence that HIM holds in the healthcare field. See you in New Orleans!
AHIMA Facts
AHIMA is the premier association of HIM professionals. Serving 52 affiliated component state associations (CSAs) and more than 101,000 health information professionals, 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 ensure 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.
2014 HIGHLIGHTS

AHIMA has built its primary activities around five key strategic initiatives of informatics, information governance, innovation, leadership, and public good, as described in the AHIMA Strategic Plan. Here’s a recap of the progress made in 2014.

Informatics

Informatics is the initiative by which we propose to turn data into health intelligence. AHIMA has set out to help HIM professionals increase their knowledge and sharpen skills to be better prepared to meet the opportunities offered by informatics and analytics and expanding roles in data management and information governance.

Some highlights include:

- We released a position statement on the use of “copy and paste” functionality in electronic health record systems (EHRs) to spread awareness and caution against misuse of this functionality. The position statement makes recommendations for both public and private-sector stakeholders to ensure appropriate use of the copy/paste feature.
- We’ve also been working to coordinate and execute work related to use of standards for health. We continue our role as secretariat for the International Standards Organization, Technical Committee 215, which support the work plan and bodies of the technical committee and the US Technical Advisory Group. The standards team also developed a standards agenda for AHIMA to more closely align our work with the work of standards-developing organizations on topics such as interoperability and workforce development.
- An AHIMA team developed a definition of the term “health intelligence” for healthcare, following coordinated efforts including a literature search, member and volunteer feedback an appointed review group, and expert advisory committee, as well as the Board of Directors. The definition is: “Health intelligence is actionable information that informs strategic, operational, and clinical decision-making with the aim of enabling optimal health outcomes for individuals and populations.”

This year we launched a campaign to avert another delay in implementation of the ICD-10 coding systems, letting Congress know that ICD-10 matters and we want no more delays. AHIMA has been working in partnership with CMS and other industry alliances, such as the ICD-10 Coalition, to get the word out to policy makers and the industry. In addition, we have launched a grass-roots advocacy campaign to enlist our members to help us get the word out, too.
Information Governance

Throughout the year, AHIMA kept busy creating a deeper understanding of information governance (IG) in healthcare. We define IG as the accountability framework and decision rights to achieve enterprise information management, and we know it is needed now in healthcare to address information challenges within organizations, to improve patient outcomes, population health management, and cost savings. This year AHIMA launched a variety of content and projects to discuss the need for information governance and how organizations are getting started:

• We convened an expert advisory group to provide advice and input into our IG efforts.
• We developed a communications plan to build awareness and get the word out.
• We conducted the first study of the current state of IG in healthcare, in partnership with Cohasset Associates. The results of that study were published as the “2014 Benchmarking White Paper on Information Governance in Healthcare: A Call to Adopt Information Governance Practices.”
• At AHIMA’s national convention in October, AHIMA unveiled the first Information Governance Principles for Healthcare, developed in concert with industry experts to guide healthcare organizations in adopting an IG program. The release of the principles, which can be downloaded from ahima.org, signals AHIMA’s commitment to harnessing information to achieve the goals of improving population health, enhancing patient outcomes and experience, and reducing costs.
• Other IG-related initiatives included publishing a six-part Journal of AHIMA web series, “Information Governance 101”; a series of four webinars; IG-themed videos; national and global presentations and panels at conferences and meetings; and more than 50 articles or mentions in major media outlets.
• AHIMA will next release a maturity model that organizations can use to measure their programs against the IG Principles for Healthcare. Leading into 2015, a pilot program has been announced and recruitment opened to a limited number of institutions that will help test the principles in practice. The pilot group includes leading healthcare organizations from the US as well as one from Qatar. In the future, AHIMA hopes to build an industry assessment tool to benchmark the level of IG adoption.
Innovation

By “innovation,” AHIMA means supporting HIM innovation, including supporting evidence-based research, thought leadership on behalf of the profession, and innovating in areas of expertise like information governance, integrity, and analytics. As an association AHIMA continues to look for best practices and new ways to meet members’ needs, such as this year’s workforce study, “HIM Without Walls,” which helps determine the skills and knowledge needed in 10 to 20 years so we can ensure everyone is prepared for roles of the future.

Milestones included:

• This summer, with IFHIMA, AHIMA and the Foundation convened a Global Health Workforce Council of 13 members from 12 countries that will work to advance a global workforce curricula standard. By assisting other countries in building their own version of the HIM profession, AHIMA is helping ensure quality standards are met and their workforces educated and certified.

• The ACT Foundation, which works to provide support for individuals who work while attaining further education, has awarded the AHIMA Foundation grant funding as a member of the National Network of Business and Industry Associations. The grant will be used to implement strategies that improve economic opportunity and quality of life by better connecting the working and the learning world.

• AHIMA’s online Career Map was updated with funds from an ACT Grant. A Career Prep Workbook was created as an interactive step-by-step guide to job searching to compliment other career resources AHIMA offers, including webinars, Career Assist Job Bank, and Career Minded e-newsletter. AHIMA held two successful Virtual Career Fairs in 2014, putting hundreds of professionals in front of dozens of industry employers with open positions.
Leadership

The Leadership pillar has a strong agenda to advance the HIM profession through education, particularly through the work of the AHIMA Foundation. Whether you are starting your education, looking at what the future holds, or wondering about pursuing further education, the AHIMA Foundation can help. The Foundation works with student and faculty and hosted a record-breaking Assembly on Education meeting this summer.

Milestones included:

- In 2013 the Council for Excellence in Education revised the traditional HIM curriculum and competencies to reflect both the growth in the HIM profession and to meet expected workforce needs. As a follow-up step, this year we created the Graduate Resource Alliance (GRA). The GRA will bring together a group of universities committed to graduate education in HIM to create an open source platform to share information, work on grants, and serve as advisors and faculty for graduate courses and thesis committees.

- AHIMA and the AHIMA Foundation recently provided recommendations to the US Bureau of Labor Statistics’ Standard Occupational Classification (SOC) Principles, which is used by employers to set salary scales and organization leadership structure; by students considering career training; by job seekers; and to reflect the current occupational structure of the US. We recommended an update to the “Medical Record & Health Information Technician” classification and, working collaboratively with other groups, proposed a new health informatics practitioner occupation.

- The AHIMA Foundation continues to raise money for scholarships for HIM students. For instance, a year after the unexpected death of our 2013 president Kathleen Frawley, the AHIMA Foundation raised more than $81,000 to support the Kathleen A. Frawley Memorial Endowed Scholarship.

Public Good

In the context of our strategy, “public good” means empowering consumers to optimize their health through management of their personal health information.

Milestones include:

- Last year, AHIMA launched a campaign to encourage members and state associations to support the federal Blue Button Initiative. In September we participated in an ONC public service campaign for the Blue Button Initiative and hosted a series of public service videos to create increased awareness for the campaign on myphr.com.

- AHIMA also took the HIM message online via AHIMA’s page on the health and wellness-focused social platform Sharecare. Sharecare allows consumers to post questions and receive answers from an array of health experts. AHIMA’s participation in the expert network will help to empower the public to optimize their health through the management of their personal health information.

- Last year AHIMA released our “Mobile Health Apps 101” guidance for consumers. This year we followed up with a “Reference Guide: Patients, Caregivers and Advocates: Preparing for a Doctor’s Visit” and “Pre and Post Care Checklist” developed by a subgroup of the consumer engagement practice council, available at myphr.com.
Each year, as a service to members, AHIMA and the AHIMA Foundation publish brief summaries to show how the Association performed financially.

Numbers shown below are consolidated and listed for both AHIMA and the AHIMA Foundation.

**REVENUE (in thousands)**
- Dues: $7,391
- Assessments/Exams: $7,309
- Meeting/Online Registration: $10,670
- Publications: $8,627
- Advertising: $1,410
- Donations/Contributions: $221
- Grants/Contracts: $623
- Other Revenue: $2,770
- Non-operating: $3,923
- Total Revenue: $42,944

**EXPENSES (in thousands)**
- Personnel: $15,866
- Professional Fees/Consultants: $2,929
- Outside Services: $5,151
- Travel: $1,399
- Meetings: $2,803
- Cost of Sales: $3,601
- Marketing: $2,450
- General & Administrative: $3,964
- Scholarships: $103
- Total Expense: $38,266

**Net Ops**: $4,678

**ASSETS (in thousands)**
- Cash, Cash Equivalents, Investments & Accrued Investment Income: $54,803
- Accounts Receivable: $2,722
- Inventory, Prepaid Expenses: $1,958
- Property and Equipment, Net: $4,771
- Total Assets: $64,254

**LIABILITIES (in thousands)**
- Accounts Payable & Accrued Expenses: $4,288
- Deferred Revenue & Rent: $8,224
- Other Liabilities: $3,000
- Total Liabilities: $12,512

**NET ASSETS (in thousands)**
- Unrestricted Net Assets: $50,473
- Temporarily Restricted Assets: $634
- Permanently Restricted Assets: $635
- Total Net Assets: $51,742
- Total Liabilities & Net Assets: $64,254