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During 2015, the American Health Information Management Association (AHIMA) focused on five key areas that will move the HIM profession forward: information governance, informatics, innovation, leadership, and public good. This report highlights our achievements in these areas.

A major theme was information governance. Throughout 2015, AHIMA worked to create a deeper understanding of information governance in healthcare. Our aim is to help organizations understand that health information and data are assets that must be carefully managed and governed and the benefits that can be gained by adopting information governance and its principles. To this end, AHIMA developed an Information Governance Adoption Model™, introduced new IG resources, products, and services, and spoke and wrote extensively to enable HIM professionals to become leaders in this area.

“No delay” was another major theme as AHIMA and its members advocated for the October 1 implementation date for ICD-10-CM/PCS. Our members wrote, called, Tweeted, and met with Congressional representatives about the importance of a timely implementation, and they worked with their facilities to ensure they would be ready. In October, ICD-10-CM/PCS was officially implemented, with no major disruptions or problems reported. The industry was largely well prepared and can now move on to the next challenge.

There were new opportunities, too. The AHIMA Foundation was awarded $4.9 million from the US Department of Labor’s American Apprenticeship Grant competition. The money will fund the Managing the Talent Pipeline in Health Information apprenticeship program. The program will increase access to healthcare sector apprenticeship opportunities for 1,200 participants nationwide. This is all part of AHIMA and the AHIMA Foundation’s ongoing efforts to build a workforce that is prepared to meet the challenges of the future.

There’s more work to be done. This year, AHIMA released the results of a major workforce study that illustrated how much the profession is changing. It showed that HIM is truly becoming a profession “without walls” and illuminated the skills we will need to succeed in the future. To build these skills, AHIMA continues to strive to bring the best products and services to our members, including our gold-standard credentials, our new learning management system, a revamped Coding Basics program, award-winning publications, and new offerings like the Code-Check™ service. As the profession moves forward, AHIMA is prepared to continue to be the professional home for what promises to be a vibrant and diverse workforce.

We’re proud of these accomplishments and look forward to more success in the future. Thank you for helping us to realize the vision!
ABOUT US

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 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.
Information Governance (IG)

AHIMA believes that unless organizations and the larger healthcare system adopt IG and its principles, the industry will not be able to effectively address the need for interoperability, the ongoing security breaches we see regularly, and the data quality issues that have surfaced with increased adoption of EHRs. To advance IG in healthcare, AHIMA’s 2015 accomplishments included:

• Continued promotion of AHIMA’s Information Governance Principles for Health Care™.

• Creation of articles and presentations to enable HIM professionals to become leaders in IG. The *Journal of AHIMA* launched the “IGIQ” blog to highlight the trends and opportunities for ensuring that information is treated as an organizational asset.

• Development of an IG Adoption Model™ to allow organizations to measure their levels of IG adoption maturity.

• Work with IG pilot sites in 11 healthcare organizations, with a total of 39 facilities participating across a variety of settings.

• This fall AHIMA introduced new IG products and services, including the online resource IGIQ.org, a site for all things IG; IG PulseRate™, a free assessment tool to allow users to score the maturity of their IG program; IG Advisors™, a set of comprehensive, customizable consulting and training solutions; and IG HealthRate™, a comprehensive self review that includes guidance and coaching, coming in early 2016.

• Published the first IG Toolkit, which aims to help strengthen the healthcare organization’s performance related to managing information and data that is necessary for achieving strategic goals. In an increasingly connected world, this toolkit provides resources that will help organizations ensure that critical information is available in the right place at the right time to support decisions and strategy. It includes descriptions of various information governance best practices, role descriptions, bibliographies, and a glossary of associated terms.

• Hosted the Information Governance Thought Leadership Summit in Chicago.

• We are pleased to note that AHIMA was recognized in the August edition of ARMA International NewsWire for our work in IG. We also got the word out with presentations on IG for *Health Data Management*, *Modern Healthcare*, and Iron Mountain. A *Health IT Analytics* article on “decoding the top 10 buzzwords of healthcare big data analytics” includes IG and credits AHIMA with bringing the need for IG to the attention of the industry.
Informatics

Informatics is the initiative by which we propose to turn data into health intelligence through the use of technology. 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. Highlights included:

- AHIMA continues to lead global efforts on health information technology standardization. Working with the International Organization for Standardization (ISO) Technical Committee (TC) 215 Health Informatics, AHIMA is leading the development of standards for semantic content, privacy and security, and information exchange infrastructure to enable semantic, functional and technical interoperability of information systems in healthcare. More than 66 global standards had been developed since AHIMA accepted the role of ISO/TC215 Secretariat supported by the American National Standards Institute (ANSI).

- AHIMA collaborated with Integrating the Healthcare Enterprise (IHE) to write a new white paper, “Health IT Standards for HIM Practices,” addressing challenges of transitioning from the paper-based to an electronic environment. The white paper describes the need for the value and an approach for aligning HIM practices with capabilities of standards-based HIT products to support information governance in healthcare, describes a methodology and roadmap for expanding the list of use cases to support business requirements for IG-based HIM practices, and addresses HIM challenges identified as gaps and omissions.

- Ongoing promotion of the value of the CHDA credential and education/experience in the data analytics field.

- AHIMA and the eHealth Initiative (eHI) released results from their third annual survey of healthcare providers to assess the ICD-10 transition’s anticipated impact. The majority of organizations reported having undertaken most key implementation steps, with the exception of testing and revenue impact assessments.

- AHIMA members worked tirelessly on behalf of the profession for “no delay” and for the October 1 implementation date for ICD-10-CM/PCS. Advocates wrote, called, Tweeted, and met with Congressional representatives on this topic. By September, more than 36,000 letters were sent to Congress on ICD-10 implementation; more than 90,000 tweets using #ICD10Matters were sent to legislators; 80% of members of Congress had personally met with an HIM professional on ICD-10. In August, CMS Acting Administrator Andy Slavitt recognized AHIMA in a teleconference for our ICD-10 education/outreach/industry readiness efforts over the years. In October, ICD-10-CM/PCS was officially implemented, with no major disruptions or problems reported. In December, Sue Bowman, AHIMA’s senior director of coding policy and compliance, was featured in a Centers for Medicare and Medicaid Services (CMS) MLN Connects video, “ICD-10 Post-Implementation: Coding Basics Revisited,” discussing the unique characteristics and features of the new coding system.
Innovation

The theme “HIM Without Walls” offers a great opportunity for each of us to find new ways to apply our skills throughout the healthcare continuum and to broaden the scope of what HIM professionals are capable of leading and managing. In that spirit, AHIMA supports HIM innovation, including evidence-based research, thought leadership on behalf of the profession, and innovating in areas of expertise like workforce development, research, and education.

Highlights in workforce development include:

• Commitment from more than 50 partners to support our apprenticeship program.
• Placement of more than 50 students in apprenticeship opportunities.
• In September, the AHIMA Foundation received $4.9 million from the US Department of Labor’s American Apprenticeship Grant competition. The money will fund the Managing the Talent Pipeline in Health Information apprenticeship program, an on-the-job apprenticeship training program in healthcare informatics.

Research highlights include:

• Partnerships with two institutions on grants for training and workforce development.
• The Foundation obtained funding for a study related to hiring for competency and a project focused on the development of common employability skills, a core set of cross-industry skills needed to ensure market readiness in health information and other employees.
• International issue of the online research journal Perspectives in HIM with articles from Nigeria, North India, Japan, Australia, Canada, and Saudi Arabia.

Education:

• The Global Health Workforce Council (GHWC) finalized a global curriculum that has been accepted for implementation in three countries and is under consideration in several others, including India and Qatar.

Other examples of innovation at AHIMA include:

• Hosted successful online Virtual Career Fairs March 31 and November 5.
• Launched rebuilt, state-of-the-art Coding Basics suite that will rival any academic or corporate training curriculum for medical billing and coding.
• Added a portfolio of 100 Pearson online courses that address a range of member learning needs including workforce readiness, leadership and management, and faculty development.
• In October, launched Code-Check™, a coding hotline that will answer ICD-10-CM, ICD-10-PCS, or CPT/HCPCS coding questions from members and non-members.
Leadership

Leaders can influence the actions of people in direct and indirect ways. While some naturally have leadership skills, others may learn them over time through training and experience. AHIMA seeks to develop and attract leaders into HIM to increase the degree of influence that the profession wields in healthcare organizations and to change perception of HIM to a “partner” with clinicians and administrators. For example, publications have been added to help members become leaders in the areas of revenue cycle, data analytics, CDI, and quality and reimbursement.

AHIMA certifications represent the standard of quality in the industry. To spread the news, AHIMA has published a white paper, “What Defines a Quality Certification Program: Make Sure Your Employees Stand Out from the Crowd” for HIM hiring professionals and HR professionals, describing why AHIMA certifications provide a higher level of assurance of competencies.

Other certification highlights:

• Made CCS exam available internationally.
• Increased capacity and security of exams.

Leading in the field also means leading in education. This year, highlights for the AHIMA Foundation include:

• Established three new endowed scholarships from individuals and corporate partners investing in the education and career advancement for members.
• Renewed focus on increasing member engagement and growing philanthropic investment.
• Developed and provided key resources to educators preparing students through regional faculty development sessions.
HIM WITHOUT WALLS: REALIZING OUR VISION

Public Good

AHIMA’s public good initiative is focused on helping patients to be aware of their rights and to build trust in the privacy, security, and availability of health data in the digital age. HIM professionals should be recognized for their expertise in this area and as members of the care team along with clinicians and administrators. Through this goal we look to empower healthcare consumers through working for functional HIM and HIT standards, building consumer awareness of their rights, and inspiring confidence and trust in the accuracy and security of health information.

Public good highlights include:

- An increased number of editorial pieces that focus on healthcare privacy and security to increase consumer and allied health knowledge of our expertise in this area. The April Journal of AHIMA featured an exclusive interview with the Office of the National Coordinator’s privacy officer, Lucia Savage.
- Integrating users’ ongoing feedback into improvements and content planning for myPHR.com.
- AHIMA has recently updated its “Consumer Health Information Bill of Rights: A Model for Protecting Health Information Principles,” explaining individuals’ right to access their personal health information, expect protection of their information, ensure accuracy, and expect appropriate actions to be taken when their rights are violated.

AHIMA continues to advocate for the profession on your behalf. Each year, we also coordinate visits to legislators in Washington, DC to discuss topics of importance that will make a difference for you. Recent activities include:

- Staff member Sue Bowman testified on ICD-10 at a hearing before the House Energy & Commerce’s subcommittee on Health.
- Health Data Consortium appointed AHIMA’s Deborah Green to Policy Committee to study data access and availability, privacy and security, and data governance.
- AHIMA Past President Angela Kennedy, EdD, MBA, RHIA, was appointed to the Office of the National Coordinator for Health IT’s (ONC’s) Health IT Standards Committee, which makes recommendations on standards, implementation specifications, and certification criteria for the electronic exchange and use of health information.

To spread the word about HIM and the work of the association, AHIMA is making the news. Here are some highlights:

- The New York Times published two Letters to the Editor by AHIMA. One article highlighted the association’s advocacy for patient access to health information and the other focused on ICD-10. The letters were published online.
- Lynne Thomas Gordon and Sue Bowman discussed ICD-10 misinformation and misunderstanding in a Health Leaders column titled “Stop Complaining about ICD-10 and Start Training” prominently features quotes from Thomas Gordon and Bowman on the facts about ICD-10 and why it is important to the quality of healthcare.
- AHIMA contributed information for a San Francisco Chronicle article about healthcare and the “Internet of Things” to be included in a special section of the newspaper.
- AHIMA has also been featured in influential outlets such as ProPublica, Politico, and Congressional Quarterly Roll Call.
- Lynne Thomas Gordon was included in a Becker’s Hospital Review list of 50 leaders in health IT. The list includes individuals with “a variety of duties and responsibilities...tasked with guiding strategic vision for their organizations while also maintaining the day-to-day operations of systems.”
Operational Excellence

Under the category of operational excellence, AHIMA strives to excel in the areas of service, quality, people, growth, and finance. For instance, AHIMA was honored to receive recognition for excellence from our peers:

- The Journal of AHIMA’s website redesign earned a Bronze Award in the Association Media & Publishing’s 2015 national EXCEL competition.
- The Journal received an “Azbee” award for editorial excellence from the American Society of Business Publication Editors for its June 2014 cover illustration “Not So Fast! Congress Delays ICD-10-CM/PCS.”
- We also received a Silver Award in the 2015 Power of A Awards, sponsored by the American Society of Association Executives (ASAE). AHIMA was recognized for its ICD-10 grass-roots advocacy program.
- AHIMA received the Gold HCM Excellence Award from the Brandon Hall Group for Best Learning Team. This learning industry award recognizes the innovative approach that AHIMA took in the re-design of the Coding Basics suite.
- Doody’s Book Reviews database, the most comprehensive database of books and software in the health sciences, referred to AHIMA’s books are the “Good Housekeeping Seal of HIM books.”
- AHIMA was highlighted in Association Laboratory white paper on “Engaging Young Association Members.”

Other successes include:

- Successful introduction of signature partner program, a corporate recognition program for industry partners.
- The online Resource Connect site now showcases more than 115 vendors.
- Completed integration of new learning management system to improve and expand on AHIMA’s online educational offerings.
- Implemented a fully integrated new bulk e-mail system to ensure members continue to get the valuable and pertinent information they have come to expect from AHIMA.
- Improved search functionality to enable easier location of AHIMA content throughout all of AHIMA.org and the web store through the Body of Knowledge and Engage.

New services:

- Launched new financial toolkit this summer for CSAs to help them with finances, includes links to helpful resources.
- Expanded the AHIMA Excellence Presentation Series with new topics based on the AHIMA strategy so that CSAs can educate members within their state.
- New customer service feature: Online chat introduced to provide additional options and make it easier than ever before to get member questions answered.
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)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues</td>
<td>$7,754</td>
</tr>
<tr>
<td>Assessments/Exams</td>
<td>$8,634</td>
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<td>Meeting/Online Registration</td>
<td>$9,936</td>
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<tr>
<td>Publications</td>
<td>$9,606</td>
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<td>Advertising</td>
<td>$1,422</td>
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<tr>
<td>Donations/Contributions</td>
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<tr>
<td>Grants/Contracts</td>
<td>$999</td>
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<tr>
<td>Other Revenue</td>
<td>$2,502</td>
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<tr>
<td>Non-operating</td>
<td>$(1,155)</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$40,110</strong></td>
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### Expenses (in thousands)

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<tbody>
<tr>
<td>Personnel</td>
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<tr>
<td>Professional Fees/Consultants</td>
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<td>Outside Services</td>
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<td>Travel</td>
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<tr>
<td>Meetings</td>
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<tr>
<td>Cost of Sales</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>General &amp; Administrative</td>
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<tr>
<td>Scholarships</td>
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<tr>
<td><strong>Total Expense</strong></td>
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<tr>
<td><strong>Net Ops</strong></td>
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### Assets (in thousands)

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<th>Category</th>
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<tbody>
<tr>
<td>Cash, Cash Equivalents, Investments &amp; Accrued Interest Income</td>
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</tr>
<tr>
<td>Accounts Receivable</td>
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<td>Inventory, Prepaid Expenses</td>
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<td>Property and Equipment, Net</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$67,836</strong></td>
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### Liabilities (in thousands)

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<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
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</tr>
<tr>
<td>Deferred Revenue &amp; Rent</td>
<td>$9,586</td>
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<tr>
<td>Other Liabilities</td>
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<td><strong>Total Liabilities</strong></td>
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### Net Assets (in thousands)

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<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
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<tr>
<td>Temporarily Restricted Assets</td>
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<td>Permanently Restricted Assets</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$52,204</strong></td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$67,835</strong></td>
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