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During 2016, the American Health Information Management Association (AHIMA) focused on five key areas that will advance its members and the HIM profession. This report spotlights AHIMA’s accomplishments in those areas: information governance (IG), informatics, innovation, leadership, and public good.

Throughout 2016, AHIMA worked to provide the healthcare industry with the tools and expertise to implement information governance, an organization-wide framework for managing information throughout its lifecycle and for supporting the organization’s strategy, operations, regulatory, legal, risk, and environmental requirements. This year AHIMA introduced a number of new tools including IGHealthRate™, IGAdvisors®, and a variety of articles, boot camps, and webinars. In addition, pilot tests of AHIMA’s IG Adoption Model were completed by 11 organizations and documented for future learning.

The evolution of the profession is also reflected in AHIMA’s commitment to increase its members’ expertise in health informatics. To that end, this year AHIMA has introduced a new credential, the Certified Professional in Health Informatics, for eligible professionals.

In the realm of innovation, AHIMA has been getting its message out around the world with the creation of the AHIMA World Congress, which will serve as the international arm of AHIMA to support trusted information around the world. Our aim is to advance AHIMA’s standards work and build an international workforce to develop and operate interoperable health information technology.

We are also preparing for the future with “HIM Reimagined,” a plan for creating future roles for HIM professionals, building on the profession’s foundation, and ensuring its continued relevance during a time of rapid transition in healthcare. The plan was drafted in 2016 and comments were collected from AHIMA membership and leadership. The aim is to create career pathways, as well as academic curriculum, to meet future workforce needs.

Finally, AHIMA also made progress in engaging consumers to build trust in the privacy, security, and availability of health data. We launched an unprecedented national campaign, myHealthID, to focus on the urgent need for a more complete patient identification system, and worked with congressional staff to advance a patient identification solution.

These are just a few of the accomplishments that represent the inroads AHIMA is making and the ways we are working hard to represent our members. We are proud of the big thinking that is helping to launch our future.
The American Health Information Management Association (AHIMA) is the premier association of health information management (HIM) professionals worldwide. Serving 52 affiliated component state associations and more than 103,000 health information professionals, it is recognized as the leading source of “HIM knowledge,” a respected authority for rigorous professional education and training.

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 taking a lead in advancing informatics, data analytics, and information governance for healthcare while continuing to lead and support world class HIM practices and standards.

AHIMA’s Mission: Transforming healthcare by leading HIM, informatics, and information governance

AHIMA’s Vision: Improving health through trusted information

AHIMA’s Values: Respect, Excellence, Leadership, Integrity

Focus: Providing expertise to ensure trusted information for healthcare

1. AHIMA introduced its new mission, vision, values, and focus statements in mid-2016.
INFORMATION GOVERNANCE (IG)

Throughout 2016 AHIMA has worked to provide the healthcare industry with tools and expertise to implement IG. Highlights include:

- Launch of AHIMA’s Information Governance Adoption Model™ (IGAM) through IGHealthRate™, a comprehensive, subscription-based assessment tool that will allow organizations to get a full picture of their IG strengths and weaknesses. It is healthcare’s only maturity model for IG.
- Launch of three new web sites meant to expand AHIMA’s reach for IG content and services: IGIQ.com, IGAdvisors.com, and IGHealthRate.com.
- Release of an interactive “IG for Executives” video that aligns IG with key challenges in healthcare in 2017 and beyond. Find it at IGIQ.com.
- Launch of an IG-themed column, “The Road to Governance,” offered details on return on investment for IG, stories from successful organizations, and leading practices for implementing information governance.
- Launch of IGIQ Blog series with twice-monthly posts.
- Update to the IG Toolkit which provides education and resources for starting an IG program.
- Partnership with CSAs to provide IG training via boot camps, state meetings, and webinars.
- Completion of pilot tests in 11 organizations with results documented by case studies.
INFORMATICS

As a leader in data analytics, AHIMA wants to build on members’ existing knowledge and expertise to increase the use of health informatics as a skill to make better decisions and improve patient outcomes. This year, AHIMA announced that it would introduce a new credential, the Certified Professional in Health Informatics, for eligible professionals. A beta test of the certification exam launched in December.

Additionally, AHIMA continues to lead global efforts on health information technology (HIT) standardization. Our approach is based on the public-private partnership of stakeholders. In these efforts, we focus on HIT standards to support interoperability (i.e., electronic information sharing across HIT products including electronic health records [EHR] and ancillary systems). Specific activities include:

- Led the development of HIT standards with Integrating the Healthcare Enterprise and functional standards for the EHR and personal health record with Health Level Seven.
- Advanced privacy and security standards at HL7 and the International Organization for Standardization (ISO).
- Led as the secretariat to the ISO Technical Committee 215 Health Informatics and US delegation at ISO/TC215. ISO technical committees convene member countries to work together to develop standards; ISO TC215 develops standards on health informatics and health information.
- Increased participation by HIM professionals in the AHIMA Standards Task Force. The task force also identified several types of HIM practice standards for additional development and focus.

Other key achievements include:

- Participated with the Office of the National Coordinator for HIT in development and delivery of a legal EHR workshop.
- Delivered ISO workshop on data governance.
INNOVATION

To foster innovation, AHIMA is focusing on thought leadership and evidence-based HIM research. A number of initiatives reflect the way AHIMA is moving into new subject matter areas:

- The AHIMA Press published 27 new titles this year, including 14 new or revised textbooks that align with the new curriculum.
- Online course development was updated to better track timelines and improve updated course readiness.
- Successful meetings included the CDI Summit and Clinical Coding meetings.
- AHIMA launched online HIPAA education for the workforce and business associates.
- AHIMA added several new applications to the Virtual Lab: Argo MPI, Meditech EHR, drchrono EHR, and Find-A-Code.

In addition, AHIMA is developing a strategic international business development plan that will help us build and enhance our international presence. Our aim is to both advance our standards work and to build an international workforce to develop and operate interoperable HIT products.

AHIMA has been getting its message out around the globe by presenting and speaking at conferences around the world on key HIM topics. AHIMA also has deployed its first exam preparation workshops outside the US.

In October, AHIMA announced the creation of the AHIMA World Congress. This organization will serve as the international arm of AHIMA to support trusted information around the world.

Other accomplishments:

- Our RHIA credential was recognized by Global Knowledge, LLC, as one of “18 Certifications Worth Having.”
- Held initial job analysis meeting to begin the development of an information governance credential.
- Renewed National Commission for Certifying Agencies accreditation for the RHIA, RHIT, CCA, CCS, and CCS-P certification programs.
LEADERSHIP

As part of leadership development, the AHIMA Foundation continues its efforts to advance the workforce.

Registered Apprenticeship

Through its two awards from the US Department of Labor—a grant and a contract—the AHIMA Foundation has established itself as the leader not only in health information apprenticeships, but in the healthcare sector at large. At the end of the first year of the grant (September 2016), six cohorts of trainees—46 individuals from five employers—were participating in training activities.

Leadership Institute

In 2016, the AHIMA Foundation initiated planning for the Leadership Institute that will provide education and research to develop leaders to be able to lead in the workplace, the local community, and at the national level.

Common Employability Skills Modules

With funding from the National Network of Business and Industry Associations/ACT Foundation and the US Department of Labor, the AHIMA Foundation has defined a set of six modules focused on addressing the gap identified between traditional education/technical skills and the employability skills needed for workplace success in any position. The first proof-of-concept module on communication skills was developed and released in 2016, and additional modules will follow in 2017.

In addition, the AHIMA Foundation:

• Increased silent auction and booth revenue 27 percent and raised more than $48,000 at the 2016 convention.
• Established the John Kloss Memorial Veteran Scholarship, in memory of the husband of former CEO Linda Kloss, which will be granted to a veteran seeking an HIM degree.
• Awarded $92,000 merit awards to 60 individuals.
EDUCATION

In 2016, AHIMA launched a draft of HIM Reimagined, a framework to create future roles for HIM professionals that builds on our foundation and ensures our continued relevance during a time of rapid transition. By building on our strengths and through additional research, we will identify and create career pathways as well as academic curriculum to meet future workforce needs. HIM Reimagined gives the profession a strategy to be ready for the future by the time it gets here. During the year, several periods of comments took place to allow for member input and feedback. The final paper is expected in 2017.

In other developments, AHIMA:

- Appointed a taskforce of health informatics practitioners and graduate-level educators to create graduate-level health informatics competencies.
- Developed and implemented the HIM Awareness program, which includes a grass roots CSA initiative. A toolkit, webinar, and other materials were released on Engage.
- Produced four career prep webinars on finding a job, HIM as a second career, and certification prep and overview.
- The webinars were viewed by more than 3,000 members.
- Introduced a two-day career fair event at convention, as well as a career prep theater.

PUBLIC GOOD

For the public good strategic initiative, our interests are in engaging consumers, helping them be aware of their rights, and to build trust in the privacy, security, and availability of health data in the digital age.

In 2016, AHIMA launched an unprecedented national campaign—MyHealthID—focusing on the urgent need for a more complete patient identification system. We petitioned the White House to lift the government ban on the discussion of this issue. Our aim was to collect 100,000 signatures; while we didn’t reach this goal, we did raise awareness of this important issue.

AHIMA continued to work with congressional staff to advance a patient identification solution. In addition:

- AHIMA worked with the College of Healthcare Information Management Executives and other organizations to draft a letter to Congress in support of appropriations language related to patient matching; 22 healthcare organizations signed the letter.
- AHIMA Washington, DC staff made approximately 80 congressional office visits in support of appropriations language related to continued government focus on patient matching and patient access issues.

This year, AHIMA joined with the GetMyHealthData initiative to work on improving consumer access to data. AHIMA has committed to developing a model “individual right of access” form that consumers can easily understand and use.
In addition, AHIMA provided comments and feedback to federal agencies and Congress on proposed legislation and regulation including comments on:

- Federal HIPAA fee guidance for copies of health information.
- A proposed rule regarding the confidentiality of patient records related to patients with substance use disorders.
- Comments on the Medicare Access and CHIP Reauthorization Act (MACRA) proposed rule.

Other highlights included:

- AHIMA Board President Melissa Martin testified before the National Committee on Vital and Health Statistics (NCVHS) Privacy, Confidentiality, and Security subcommittee on issues facing privacy and security professionals in today’s healthcare environment.
- The AHIMA CEO and Board of Directors President personally visited with Office for Civil Rights leaders to facilitate continued work specific to HIPAA and patient access.
- AHIMA created an Advocacy and Policy Council to engage a broad member base in the comment process for 2017.
- Revisions to the Standard Occupational Code (SOC) were released by the Department of Labor. This classification, which is used by employers, job seekers, and students, has been revised to include the addition of the health informatics practitioner occupation. AHIMA and the AHIMA Foundation support this addition.
- The AHIMA Foundation conducted a coding productivity and accuracy survey to determine whether the implementation of ICD-10 increased, decreased, or had no effect on the productivity and accuracy of coding professionals. Overall, the findings were that the implementation of ICD-10 did result in a perceived loss of coding productivity, with a minimal dip in coding accuracy.
- AHIMA offered a number of resources to help members get ready for the code updates on October 1, including webinars, journal articles, and expertise from coding subject matter experts.

In addition, AHIMA was recognized by its peers and the industry in the following ways:

- ASAE awarded a 2016 Gold Circle Merit Award in the new product/service launch campaign to recognize the AHIMA IG PulseRate™ launch.
- AHIMA was selected to participate on the Agency for Healthcare Research and Quality workgroup.
- AHIMA was featured in a USA Today special section: “Charting the Demand for Health Data Analysts.”
- An article highlighting IG was published in USA Today on August 19.
• AHIMA received an A+ rating as an accredited business from the Better Business Bureau.
• Twelve AHIMA publications were listed on Doody’s Core Title List.
• AHIMA and Pearson received the Brandon Hall Silver Award for the Best Results of a Learning Program.
• The HIM Reimagined logo received the USA Health and Wellness Design Award from Graphic Design USA.
• An article in Tom’s IT Pro on the “Best Healthcare IT Certifications For 2017” included both the RHIA and RHIT credential.
• The Journal of AHIMA received two awards in the American Society of Healthcare Publication Editors’ 2016 Awards Competition: a Gold Award for Best Cover Illustration for the June 2015 “Life After ICD-10” cover and a Silver Award for Best Regular Department for the “Navigating Privacy and Security” column in the May, September, and November/December 2015 issues.
• The Journal was also honored by the American Society of Business Publication Editors with a Bronze Award for the April 2015 cover story “Cracking Encryption” for Best Opening Page/Spread and the slide show “IG and Mission Control: Launching the Future of Healthcare” received a Silver Award for Best Photo Gallery/Slide Show.

OPERATIONAL EXCELLENCE
We’re also proud of all the “behind the scenes” work that keeps AHIMA going. We call these achievements “operational excellence.” Highlights include:

• Full release of the new Body of Knowledge site.
• Completed phase three of “Project 233,” our office rebuild.
• A first quarter audit was completed with a clean audit including no comments by our auditors. This supports a more complete, accurate, and timely processing of our financial operations.
• AHIMA’s new membership model launched in late December to provide a more valuable, enhanced, and personalized membership experience. Instead of a one-size-fits-all approach to membership, each member will be empowered to select the AHIMA content, services, and products they value most.
• Launch of a new Volunteer Center on our Engage platform allowing members to review and apply for myriad volunteer opportunities.
• A successful AHIMA Convention in Baltimore, including well-received speakers such as journalist Laurie Garrett, world champion boxer Laila Ali, ONC official Andrew Gettinger, and Mark Kelly and Gabrielle Giffords. This meeting also included the return of the Department of Defense post-convention meeting.

AHIMA appreciates the support of the House of Delegates, the Board, the members, and our talented staff as we work to launch our future. Thank you for your support!
Each year, as a service to members, AHIMA and the AHIMA Foundation publish brief summaries to show how the Association performed financially.

The financial health of the American Health Information Management Association remains strong with a consolidated net asset position of $66.2 million as of December 31, 2016. We continue to invest in what matters to you and constantly look for ways to provide value to our members in the most cost-effective and efficient manner. In 2016, $3.5 million was allocated to strategic initiatives to support our members and to infrastructure improvements. Additionally, AHIMA dedicated more than 65 percent of its total resources to coding in 2016. We remain well positioned to continue to serve our membership and the HIM profession.

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

**REVENUE (IN THOUSANDS)**

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Dues</td>
<td>$7,956</td>
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<tr>
<td>Assessments/Exams</td>
<td>$6,929</td>
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<td>Meeting/Online Registration</td>
<td>$7,440</td>
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<td>Publications</td>
<td>$7,509</td>
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<td>Advertising</td>
<td>$1,285</td>
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<td>Donations/Contributions</td>
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<td>Grants/Contracts</td>
<td>$1,830</td>
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<tr>
<td>Other Revenue</td>
<td>$2,578</td>
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<tr>
<td>Non operating</td>
<td>$3,902</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$39,656</strong></td>
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**EXPENSES (IN THOUSANDS)**

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<tr>
<th>Expense Category</th>
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<tbody>
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<td>Personnel</td>
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<td>Professional Fees/Consultants</td>
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<td>Outside Services</td>
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<td>Travel</td>
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<td>Meetings</td>
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<td>Cost of Sales</td>
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<td>Marketing</td>
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<td>General &amp; Administrative</td>
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<td>Scholarships</td>
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<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>Asset Category</th>
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<tbody>
<tr>
<td>Cash, Cash Equivalents, Investments, &amp; Accrued Investment Income</td>
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<tr>
<td>Accounts Receivable</td>
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<tr>
<td>Inventory, Prepaid Expenses</td>
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<td>Property &amp; Equipment, Net</td>
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<td><strong>Total Assets</strong></td>
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**LIABILITIES (IN THOUSANDS)**

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<thead>
<tr>
<th>Liability Category</th>
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<td>Deferred Revenue &amp; Rent</td>
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<td><strong>Total Liabilities</strong></td>
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**NET ASSETS (IN THOUSANDS)**

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<th>Net Asset Category</th>
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<tr>
<td>Unrestricted Net Assets</td>
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<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>$51,658</strong></td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$66,154</strong></td>
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