

2012 Convention Wrap-Up

Save to myBoK

AHIMA held its 84th annual Convention and Exhibit September 29-October 4 in Chicago, IL, where the themes of innovation and professional development underscored sessions that helped attendees look toward the future and prepare for the coming year's challenges in health information management (HIM). HIM professionals, educators, students, and exhibitors came together to share ideas, challenges, and solutions while taking in the latest healthcare news from industry experts and practitioners.

A hall brimming with exhibitors delivered a collection of the latest HIM products and services for attendees to peruse, while networking and social opportunities allowed professionals to connect and catch up with colleagues new and old.

AHIMA thanks all the members, exhibitors, and corporate partners who made this year's convention a successful, educational, and enjoyable event.

Delegates Look Toward the Future

Identifying trends, advocating for the HIM view, and mobilizing local voices were among the future directions explored by AHIMA's House of Delegates during its business meeting Sunday, September 30 at the convention. Delegates from across the country met to validate and prioritize trends to help guide AHIMA's strategy, share ideas on effectively advocating for the HIM profession, and understand how state leaders and delegates can support national initiatives at the state level.

Due to a change in the meeting's format, the group did not vote on bylaw changes or resolutions. The change in format is part of the new configuration and operation of the House, which has focused its effort this year on how it can better govern the HIM profession.

A new feature of the House is the Envisioning Collaborative, consisting of delegates, subject matter experts, and industry leaders bringing forward emerging issues. The group is charged with looking at the environment and gathering data on trends and changes that could affect HIM. This will help guide AHIMA and state association strategy.

Dreaming Big

During the Monday, October 1 general session, AHIMA CEO Lynne Thomas Gordon, MBA, RHIA, FACHE, FAHIMA, and AHIMA president and chair Patty Thierry Sheridan, MBA, RHIA, FAHIMA, (pictured left) jointly delivered an update on the actions AHIMA is taking to ensure that HIM professionals have the resources they need to succeed during this time of transformative change.

In addition to recognizing current members that have met big challenges and positioned themselves as leaders for the future, Thomas Gordon and Sheridan also described AHIMA's agenda for the next several years. This agenda is centered around five strategic goals:

- **Leadership:** AHIMA will develop HIM leaders across all healthcare sectors
- **Innovation:** AHIMA and its members will be recognized as innovative forces in the healthcare industry
- **Public good:** AHIMA and its members will empower consumers to optimize their health through management of their personal health information
- **Data and information governance:** AHIMA and its members will be recognized experts in data and information governance
- **Informatics:** AHIMA and its members will contribute to healthcare decision-making through analytics, informatics, and decision support

Culture Changes and Evolving Patient Rights and Privacy Expectations

General session speaker Joy Pritts, chief privacy officer for the Office of the National Coordinator for Health IT (ONC), explained on Monday, October 1 that ONC is on a critical mission to create a culture where privacy and security are understood and valued. Pritts explained that this culture change will involve everyone in the healthcare chain—from the government to vendors, providers, health information exchanges, and patients. Pritts recommended various strategies for changing a culture, including:

- Making sure everyone feels comfortable asking questions
- Using technology that has built-in privacy and security features
- Considering privacy and security part of patient care
- Having regular privacy and security check-ups and communicating the results to all
- Ensuring that training is regular and updated and part of a strategic plan
- Using metrics in performance evaluations to ensure everyone is using best practices

Inaugural Health Information Innovation Conference Looks to Spark Ingenuity

The AHIMA Foundation held its first Health Information Innovation Leadership (HI2) Conference October 2-3 during the AHIMA Convention and Exhibit. This “mini-convention” featured burgeoning industry upstarts and top industry speakers with the goal of kick-starting HIM innovation and fostering HIM entrepreneurs.

Bringing together academic, corporate, and government innovators to introduce new concepts and technologies working to transform HIM, the conference featured two half days of presentations, demonstrations, and dialogue centered on the cutting edge of HIM and healthcare.

The Climate is Right for Innovation

In the Tuesday, October 2 general session Wil Yu, senior advisor of innovation for the city and country of San Francisco, told the audience that this time is a “long summer” of healthcare innovation as a number of forces come together to move the industry forward. “There’s never been a better time to innovate,” Yu said. Market demands and government policies are assuming and inviting innovation.

“The best part is, government is now serving as a catalyst and collaborator for innovation,” Yu said. “There are programs and policies in place to help organizations to travel along those pathways for innovation.” Organizations like AHIMA can help fill the gaps between those who are developing innovations and those who are adopting innovations.

Innovators Must Ask ‘What’s Possible?’

The Tuesday, October 2 general session speaker John Kenagy, MD, MPA, ScD, FACS, continued on the theme that everything in healthcare begins with the patient. Kenagy, a physician, executive, author, and scholar who has researched adaptive companies that thrive in changing times, offered insights into how healthcare professionals can adapt and innovate by creating new value. According to Kenagy, it’s important to set a clear and positive direction with a purpose.

“Talking about patients is a powerful purpose,” he said. The goal he recommended was to “adapt to lead the nation in delivering exactly the care needed at continually lower cost.”

First Grace Award Recipient Honored

The first AHIMA Grace Award: In Recognition of Excellence in Health Information Management was presented to leadership from the University of Wisconsin Hospital and Clinics (UWHC) during the general session Tuesday, October 2. Named for AHIMA founder Grace Whiting Myers, the award honors healthcare delivery organizations that demonstrate effective and innovative approaches in using health information to deliver high quality healthcare.

Believe It Can Be Done

Incoming AHIMA president and chair Kathleen Frawley, JD, MS, RHIA, FAHIMA, urged members to believe in the indispensable role they will play in 21st century healthcare in her address during the Tuesday, October 2 general session. “The

only way we as a profession can deliver top-level care and the necessary privacy to patients is if each of you believes it can be done,” she said.

Frawley also called on AHIMA members to continue the effort to educate the public. “Through examples such as AHIMA’s consumer website, myPHR, we will continue to ensure every patient’s information is not only secure on patient portals, but that patients understand how to access and understand their own health information so they can be the most effective advocates for their best possible care,” she said.

“Inspiration, Innovation, Change”

Joy Behar, co-host of ABC Television Network’s *The View*, shared her experiences and insights with the general session audience on Wednesday, October 3. With injections of her characteristic wit and humor, Behar related her life story, complete with both challenges and successes. She focused on the importance of the message that “it’s never too late to start,” and encouraged attendees to follow a few simple steps to success: “show up, warm up, and step up.”

Moving Forward with the Power of Technology

Aneesh Chopra, technology thought leader and former chief technology officer of the US, discussed key technology trends confronting the public and private sector in his address to the general session on Wednesday, October 3. Using examples of specific federal innovation projects and their results, Chopra shared insights on how organizations can effectively develop new products and services to meet growing customer demands while evolving the methods that they use to connect with consumers and streamline workflows.

Video Extra

journal.ahima.org

View a wrap-up of highlights and news from the 2012 AHIMA Convention and Exhibit.

Read full coverage of the convention in *AHIMA Today*, www.ahimatoday-digital.com

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