

# Bridging the ICD-10 Divide through Advocacy: New National AHIMA Advocacy Initiative will Mirror THIMA ICD-10 Outreach Efforts

Save to myBoK

By Don Asmonga, MBA, CAE

AHIMA has long advocated for ICD-10, and these advocacy efforts have overcome some stout barriers to ensure the implementation of the modern, more detailed classification system. Even with this recent success and the reassurance that comes with the final ICD-10 implementation date set for October 1, 2014, AHIMA must continue advocacy efforts with a modified focus. The focus will shift from preparation to assisting with actual ICD-10 implementation.

As part of this plan, AHIMA is asking its component state associations (CSAs) to reach out to the physician community to educate and assist providers with the implementation of ICD-10. AHIMA will assist this effort through the CSA ICD-10 Advocacy Initiative, which was recommended by AHIMA's State Advocacy Council. The advocacy initiative, expected to officially launch in the first quarter of 2013, will develop and identify specific resources to assist AHIMA's CSAs and members conduct education and outreach to the provider community on implementing ICD-10. The initiative will help members explain ICD-10's benefits, the need for clinical documentation improvement, and the ultimate impact on the revenue cycle. Resources will be developed or identified that not only guide the CSA members on their outreach strategy but will also include resources to assist the provider community.

AHIMA is asking all CSA members to accept this challenge and be advocates and ambassadors to the physician community on ICD-10. Three key advocacy questions will be addressed through this initiative:

1. What will AHIMA do to support CSAs in this initiative?
2. What resources will be provided to CSAs?
3. What resources will be provided to physicians?

## What will AHIMA do?

For this initiative to be successful, AHIMA will need to provide direction and support to the CSAs. AHIMA hopes to define for the CSAs the need for outreach and to detail who should be the target of that outreach.

## What resources will AHIMA provide to the CSAs?

AHIMA plans to provide the CSAs with resources that will not only assist in educating HIM professionals on how to undertake this initiative, but also provide detailed information on what resources the association has available to help the physician community adopt ICD-10.

First, AHIMA will provide guidance on outreach to others. Second, AHIMA will provide detailed information to the CSAs on AHIMA ICD-10 resources. These resources are wide-ranging and many are readily available online at [www.ahima.org/icd10](http://www.ahima.org/icd10). Third, to measure success, AHIMA will develop a tool to track the progress of this initiative by measuring the level of outreach completed by the CSAs.

## What resources will AHIMA provide physicians?

With the healthcare system changing rapidly, now is the time to migrate to ICD-10 and reap its benefits. AHIMA has produced a wide range of resources to assist with this transition and implementation, resources that are helpful to the HIM community

and other sectors of healthcare. ICD-10 is a prime opportunity for AHIMA to enhance relationships and showcase HIM professionals' expertise and leadership capabilities.

AHIMA also possesses an abundance of ICD-10 expertise on staff and within its membership. AHIMA, the CSAs, and their members are uniquely placed throughout the country to be advocates to the physician community and many other groups. The goal of this advocacy initiative will be to harness this expertise to assist the physician community with ICD-10 implementation.

Don Asmonga ([don.asmonga@ahima.org](mailto:don.asmonga@ahima.org)) is director of government relations at AHIMA.

---

**Article citation:**

Asmonga, Donald D.. "Bridging the ICD-10 Divide through Advocacy: New National AHIMA Advocacy Initiative will Mirror THIMA ICD-10 Outreach Efforts" *Journal of AHIMA* 83, no.11 (November 2012): 43.

---

Driving the Power of Knowledge

Copyright 2022 by The American Health Information Management Association. All Rights Reserved.