

# Change, Challenge, and Opportunity

Save to myBoK

*By Pamela Lane, MS, RHIA, interim chief executive officer*

Although change can be difficult, it always comes with opportunity. As members of the ever-evolving HIM community, we are uniquely prepared to meet the challenges that come with change as we continue to move toward reaching our profession's strategic goals.

As interim CEO of AHIMA, I'm experiencing transition and its challenges first hand. But I am committed to our association and the HIM profession, and will work with the Board of Directors and the staff to maintain a smooth and seamless transition as we look to the future.

In this *Journal of AHIMA* issue we're looking at the changes that have come to the physician practice and other outpatient settings as healthcare services have migrated in their direction. All are increasingly affected by changes in the environment—such as changes in reimbursement. The implementation of the Medicare Access and CHIP Reauthorization Act (MACRA) and its accompanying Merit-based Incentive Payment System and Alternative Payment Models is a good example of wide-ranging change to reimbursement.

Couple this level of change with the tendency for HIM to be practiced at many points throughout the healthcare ecosystem (that's HIM without walls) and it's a good guess that the work we do and the way we do it will look very different... soon.

That's why it's important for all of us to learn new skills, venture into new areas of expertise, and make professional development a priority. To that end, AHIMA has made a point of expanding its offerings to support the growing number of members working in settings such as physician and outpatient coding.

The articles in this month's magazine touch on some of the important issues related to physician and outpatient coding, as well as other timely topics.

The various reimbursement system changes physician practices and outpatient care facilities have faced over the years have presented special challenges to coding professionals. "[Money Troubles](#)," our cover story by Mary Butler, discusses the challenges physician and outpatient coding professionals face and the best practices they can use to meet those challenges.

Thanks to the numerous acquisitions by hospitals of physician practices, it is becoming more common for HIM directors to bring physician coding into their HIM departments. In "[Bringing Physician Practice Coding Under the HIM Umbrella](#)," Marna Witmer, RHIA, convenes a panel of three HIM leaders who oversee physician practice coding.

Our occasional series on MACRA by Michael Marron-Stearns and coauthors continues with "[MIPS APMs and How They May Impact Your MACRA Strategy](#)." The article explores facets of APMs including provider eligibility, reporting requirements, and key benefits and considerations for participating organizations.

Finally, regardless of work setting, HIM professionals are likely to find themselves working in a diverse generational mix. In "[Mending the Generation Gap](#)," Lisa Eramo talks to HIM professionals who are overseeing multiple generations of employees.

Looking for more content on physician and outpatient coding? Next month, AHIMA will host its 89th Annual Convention and Exhibit in Los Angeles, CA. There will be dynamic presentations on physician practice coding at the Clinical Coding Meeting on Saturday, October 7, and a physician practice-focused track on Tuesday, October 10. See you there!

---

**Article citation:**

Lane, Pamela. "Change, Challenge, and Opportunity" *Journal of AHIMA* 88, no.9 (September 2017): 13.

## Driving the Power of Knowledge

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