

Engaging and Aligning to Build Momentum for Our Future

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Last month, I wrote about our commitment to create a vibrant future for AHIMA with clarity of strategy and resources aligned. This month, I want to explore how outreach to internal and external stakeholders upgrades our thinking and enhances our overall strategy.

While environmental scanning accomplished by the House of Delegates regularly informs AHIMA about member reactions to marketplace initiatives, this process does little to address the many disruptors in the healthcare industry. A knowledgeable board of directors must proactively consider adjusting strategy while promoting agility in the marketplace.

AHIMA's strategy development process launched with a rapid alignment session that included AHIMA board members and staff. In preparation, we reviewed current financials, planning, and other documents to glean and understand all we could about where we are today. Next, we began to create a story of change for AHIMA, including our case for change and big ideas for the future. The AHIMA Board of Directors later ratified the change story, shown in the graphic to the left, affirming the organization is in decline and committing to innovate for more impact by the year 2022. While this may be alarming to many members, it's not unusual for a 90-year-old organization to reach the decline phase in its business lifecycle. This is often a catalyst for change that re-energizes leaders to renew and innovate the business.

As AHIMA takes the next steps in answering strategic questions and determining executable priorities, we have widened the participant audience internally and externally. Internally, we sought input from the board and staff on our strategic questions, including trends in the healthcare ecosystem and the impact on AHIMA, the role AHIMA might serve, and the problem AHIMA should uniquely address (and for whom) in its redesigned future.

Externally, an Executive Roundtable was held with representatives from across the healthcare industry comprised of software companies, natural language processing technology companies, leaders in healthcare business news, research and data, patient data analytics solutions, application developers, clinical documentation improvement specialists, and coding professionals. This session offered incredible insights on our strategic questions. We will continue to build relationships and learn from key players in healthcare.

AHIMA plans to continue reaching out to its members in the coming months. We experienced a pivotal moment during the Leadership Conference as both the board and state CSA leaders aligned on AHIMA's current state. This alignment creates speed and momentum to pivot into renew and innovate. This exciting moment also increased the level of open, transparent dialogue between us. We must have the courage to choose as the conditions of the HIM profession dictate the need for radical change. As the board faces challenging decisions in the future, it is reassuring to know we agree that BOLD, courageous choices are necessary to position AHIMA for a future of renewal and innovation.



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