

# IGgy Awards Recognize Early Progress in Information Governance

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By Karen Snyder

As health information management (HIM) professionals increasingly undertake information governance (IG) initiatives in their organizations, there has been an acknowledgment that other organizations learn by example. Adoption of IG is a journey that requires hard work, cross-functional collaboration, and strategic decisions. That's why Iron Mountain launched its first annual "IGgy Awards" to recognize the progress organizations have made along the path to adoption. The inaugural IGgy awards were presented at the 2017 AHIMA Annual Convention in Los Angeles, CA.

There are five IGgy Award categories, including: Early Adopter, Strategically Organizing for Governance, Advancing Data Integrity and Classification, Developing a Sustainable and Enforceable Retention Policy, and Elevating the Bar for the Enterprise.

Through categories such as the Early Adopter award (which recognizes organizations and practitioners ahead of the IG curve) and the Elevating the Bar for the Enterprise award (whose vision and goals have raised the bar for their industry and peers), the IGgy awards demonstrate that IG is not an overnight initiative. The importance of identifying early successes and victories throughout the IG adoption process is part of the inspiration for the IGgy awards.

This year's IGgy awards went to five organizations that are leading the way in IG and showing their peers and colleagues what it looks like, on a practical level, to make significant progress through sound IG practices.

## Early Adopter IGgy

The Early Adopter IGgy award recognizes organizations that embraced the concept of information governance early, taking the critical first steps required to initiate IG well in advance of their industry and peers.

The 2017 Early Adopter IGgy was awarded to Cindy Zak, MS, RHIA, PMP, FAHIMA, executive director, corporate business services at Yale New Haven Health System. As an early adopter of IG, Cindy Zak and the team at Yale New Haven Hospital (YNHH) understood the value of conducting an internal assessment of records information management practices and policies. In 2014, YNHH partnered with a vendor to execute an enterprise-wide survey that documented current records information management practices, identified areas of opportunity, and provided a roadmap to standardize practices. Taking those initial steps enabled the organization to apply and enforce policies consistently across multiple facilities as well as forecast significant savings for their organization over the next five years.

## Strategically Organizing for Governance IGgy

The Strategically Organizing for Governance IGgy award recognizes organizations that purposefully plan for information governance and conduct the initial diligence required to develop a sound framework to build upon and efficiently execute against as their IG initiative scales.

Understanding that information governance is a complex process, 2017 award winner Lori Jayne, RHIA, CHPS, senior director of HIM, MaineHealth, and her team initiated a strategic survey that would prove instrumental in uncovering opportunities to optimize information management processes across a network of 11 hospitals. Through strategic partnerships, Jayne gathered the insights necessary to advance IG and secure the buy-in required to standardize information management practices across the enterprise.

## Advancing Data Integrity and Classification IGgy

The Advancing Data Integrity and Classification IGgy award recognizes organizations that reduce waste, minimize risk, and enhance compliance across the enterprise through the strategic classification and management of records and data. The inaugural award was given to James Adams, MSHA, CNMT, RCIS, contract manager at Advocate Health Care (Advocate). As part of its IG initiative, Adams and Advocate staff categorized legacy records, capturing the key metadata required to effectively manage retention and easily identify records eligible for destruction. Advocate also implemented an analytics dashboard to track and measure progress against critical IG initiatives.

Adams' efforts to align physicians, administrators, and suppliers while challenging them to collaborate resulted in millions of dollars in cost reductions, and positively affected patient outcomes and efficiencies in numerous modalities. These efforts contributed to Advocate finishing in the top tier in various categories within Truven Health Analytics, as well as placing several of its locations among the nation's top 100 hospitals.

## Developing a Sustainable and Enforceable Retention Policy IGgy

The Developing a Sustainable and Enforceable Retention Policy IGgy award recognizes organizations that create forward-thinking and comprehensive retention policy management programs that are actionable, current, and enable the consistent management and enforcement of retention policies across all locations, facilities, and departments.

The Arizona West Region at Banner Health received the award after Jami Wuebkenberg, RHIA, CPHI, MHIM, HIMS service center director, Scott R. Summers, ERMs, records management program manager, Mary Jo Laufenberg, RHIA, HIMS EHR director, and their Banner Health team completed a full-scale assessment of the organization's retention program, updating policies and record codes to enable the accurate and defensible classification of the records. Strategically deploying innovative tools such as a vendor's information governance retention policy management tool to research, curate, and push updates, Banner advanced the efficacy of their retention management program and their ability to enforce policies enterprise-wide.

With this forward-thinking program in place, Banner is able to consistently and electronically access, manage, and update retention policies across all locations, facilities, and departments.

## Elevating the Bar for the Enterprise IGgy

The Elevating the Bar for the Enterprise IGgy award recognizes healthcare organizations and HIM leaders who strategically map out, define, and assign project-level milestones to advance IG across the enterprise, raising the bar for their network of peers and facilities. This year's recipient of the award is LifePoint Health.

While health information leaders around the country clearly understand the value of IG, it can be difficult to communicate its value to the broader organization. It's especially difficult to drive adoption at the facility level. Recognizing the importance of engaging the broader organization, LifePoint set out to build a compelling case that clearly articulated the value of IG, assigned detailed measurements at the project level, defined hard and soft savings, and demonstrated a balance between risk education, utility creation, and cost savings.

This metrics-driven approach enabled LifePoint to accelerate IG adoption, realize critical benchmarks, and continually elevate the bar across the enterprise and beyond.

Recognizing these IG trailblazers offers a chance to reward the hardworking and visionary professionals that continue to advance IG in the industry.

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