

Image Marketing: Be Part of the Solution

Save to myBoK

by Barbara P. Fuller, JD, RHIA

When asked to describe your role as an HIM professional, how do you respond? Do you answer enthusiastically and with a clear and succinct description of your responsibilities? Do you convey how important you are to the overall operation of your workplace? Do you mention something current and of vital interest to the public, such as the privacy regulations and your role in protecting a patient's right to privacy?

If you are successful in projecting this image for your listener, you are to be congratulated. Keep talking! If, on the other hand, your response is hesitant, uninformed, or even negative, then there is serious work to be done.

Partners in Promotion

Recognizing the need to put a spotlight on HIM professionals and their expertise, AHIMA is ramping up its image-building effort. The image marketing campaign is largely directed toward the corporate level of the healthcare industry and the public at large. AHIMA is determined that HIM professionals' multiple talents and skills be widely known. Through understanding and appreciation of these capabilities, job markets will be expanded for HIM professionals and we will achieve even greater recognition for the work we do.

But image building is something that all of us must embrace. It cannot be left solely to AHIMA. We, the members, represent the HIM profession to our families, our neighbors, our colleagues, our friends, and everyone with whom we come in contact. If our representation is confusing, incomplete, or less than it should be, then we are part of the problem.

To achieve success in our work, we must have a clear sense of the significance of our efforts. This awareness can change our behavior, cause us to walk with a firmer step, and invest what we do and say with a new authority.

Champions of Quality and Privacy

Think about who we are as well as the importance of what we do. The HIM profession is made up of individuals who are:

- convinced of the absolute necessity of quality information in patient care and the healthcare industry
- champions of patient privacy and confidentiality
- responsible for formulating standards for health information
- believers in the importance of education, lifelong learning, and progressive elevation of educational standards
- committed to the accuracy of health information
- committed to the ethical practices of health information management
- unique in their understanding of the clinical content of the medical record, as well as its critical importance to reimbursement
- users of emerging technology to achieve higher degrees of efficiency in their workplace
- health information advocates for healthcare consumers
- recognized for their integrity, quality, knowledge, and ability to get the job done

As HIM professionals, we are all these things and much, much more. So, when next called on to describe who you are and what you do, speak confidently and proudly. You can be the best and most effective part of image marketing.

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