

Looking to 2009 and Beyond: Board of Directors Plans for the Association's Future

Save to myBoK

by Wendy Mangin, MS, RHIA

This January, AHIMA's Board of Directors, along with representatives from the FORE Board, held a strategic work session to explore the meaning and relevance of AHIMA's mission, vision, key priorities, and strategies.

We looked at "drivers of change" and discussed the possible implications to strategy. A few of the questions we pondered were:

- Is our advocacy and policy agenda on target with the realities of the next several years?
- What might HIM mean in the healthcare system of 2020?
- Is AHIMA effectively organized to serve the diversity of its membership?
- Is AHIMA structured to deliver products and services to members around the globe?

Making Priorities, Long-term Goals

The board also focused on 2009 and beyond. We determined that some key priorities should remain the same, some be added, and some be replaced.

We felt industry leadership should be a key priority. This encompasses data standards, enterprise content and record management, the legal electronic health record, the personal health record, confidentiality, and security.

Work force readiness is still very much a focus. Strategic initiatives include education, training, leadership engagement, and certification.

The third key priority for 2009 will be membership value. We will focus resources on leadership development, branding, and professional development.

Finally, to grow and strengthen the association AHIMA must increase its organizational, human, financial, and information resources. We feel our multinational initiative will serve to grow and strengthen the association.

The board also asked itself what actions will help it stay in step. Some ideas generated from this exercise included:

- Creating a rich slate of nominations
- Implementing a new team structure for the House of Delegates
- Keeping an eye on measurable outcomes
- Keeping our "positioning for success" drivers in front of us at all times

Because our environment is constantly evolving, we must also have the flexibility and resiliency to modify our plans as needed.

Provide Your Input at Team Talks

I want to encourage all members to attend Winter Team Talks and join your colleagues for all the latest association information. In addition to providing updates on our international initiative, Vision 2016, and the House of Delegates team organization, we plan on getting your thoughts and input on the drivers of change.

Winter Team Talks will be held March 6 at the Planet Hollywood and Casino Resort in Las Vegas, NV, and April 7 at the Renaissance M Street Hotel in Washington, DC. The DC Team Talks are being held in conjunction with Hill Day on April 8 at

the same location. Registration information is available at www.ahima.org/meetings.

Team Talks are wonderful opportunities to receive current information and provide valuable input. I look forward to seeing many of you there.

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