

# Planning Ahead for 2017 and Beyond

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By Melissa Martin, RHIA, CCS, CHTS-IM

Since I am halfway through my term as AHIMA's President, I wanted to take some time this month to reflect on the work AHIMA's Board of Directors has done thus far.

We hit the ground running in January at our first board meeting of the year, where we discussed our 2016 quarterly strategic objectives. This is an important year, as the board is pulling "double duty" to both lead the 2016 strategy and develop a new strategy for 2017 and beyond. AHIMA CEO Lynne Thomas-Gordon, MBA, RHIA, CAE, FACHE, FAHIMA, our strategic planning facilitator Donna Brighton, and I began meeting back in July 2015 to develop our calendar for this busy year. In October 2015 we had an environmental scan meeting with our affiliates and key stakeholders at the AHIMA Annual Convention and Exhibit held in New Orleans, LA. Next, we conducted our board environmental scan, and staff gathered information from many other associations and businesses as well. Later we rounded out the process by gathering the House of Delegates' environmental scan.

While gathering all of this important information we selected AHIMA board subcommittees for both 2016 and 2017 strategic initiative monitoring and development. The 2016 strategic initiative subcommittee of the AHIMA board has been led by Colleen Goethals, MS, RHIA, FAHIMA. The role of this subcommittee has been to ensure AHIMA is setting and meeting measurable goals to guide us toward our current vision. The 2017 strategic initiative subcommittee of the AHIMA board has been led by Ginna Evans, MBA, RHIA, FAHIMA, and Cassi Birnbaum, MS, RHIA, CPHQ, FAHIMA.

The full board spent two days together developing our 2017 and beyond strategy draft. Throughout January and February, the board worked to finalize our vision and mission as well as our key strategic objectives that will help guide AHIMA in the future. The staff took the draft of key strategic objectives to begin developing the specific initiatives for each category. Lastly, we came back together in April before the Leadership and Advocacy Symposium in Washington, DC, to finalize our values and approve the first draft of the staff's goals. Ultimately, we will end up with finalized mission, vision, values, strategic objectives, goals, and an approved budget for 2017. Throughout April, May, and June we have continued working to put the finishing touches on communication plans and our vision, mission, and values. I am so proud of the final product, just as I am proud of all the collaboration and teamwork that went into making it happen.

As this issue of the *Journal* is arriving at your home, workplace, or computer, we are putting on the final touches in anticipation of unveiling our vision, mission, and values at our 2016 Leadership Symposium meeting, taking place July 15 to July 16 in Chicago, IL. If you can't attend, we will be sending special *e-Alerts* following the meeting as we announce our new vision, mission, and values.

This is just the beginning. We will be finalizing the specific strategic objectives and getting ready to share them with you at the AHIMA Annual Convention and Exhibit this year in Baltimore, MD, along with our strategy for 2017 and beyond.

There are exciting times ahead for AHIMA and the HIM profession.

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