

Setting AHIMA's Course

Save to myBoK

By Patty Thierry Sheridan, MBA, RHIA, FAHIMA

Know the way, show the way, go the way-those are the three objectives of AHIMA's 2012–13 strategic initiatives, a set of seven strategic goals that serve AHIMA and its members now and into the future. They are referred to by the acronym **AIM FREE**:

- **A**gility-be agile and responsive to the needs of members, stakeholders, and the healthcare industry
- **I**mage-advance the image of the association and its members with effective branding, communications, and recognition
- **M**ember is #1-promote an association environment that members are #1
- **F**inancial-remain fiscally viable to support AHIMA's mission and vision
- **R**esearch-create a center for innovative research that supports members, the healthcare industry, and HIM
- **E**ducation-encourage professional growth by enhancing educational programming that appeals to current members and first- and second-career individuals
- **E**mployee engagement-encourage an environment of teamwork, cross-functional communication, and employee satisfaction

The objectives within each goal are forward thinking and proactive. For example, AHIMA's "Image" goal includes a focused image awareness campaign targeted to the employer community.

The goal of the campaign is to increase employer awareness of the value delivered by HIM professionals, particularly AHIMA-credentialed professionals.

New HIM Award

As part of the awareness campaign, AHIMA launched the AHIMA Grace W. Myers Award in March. Named for the association's founder, Grace Whiting Myers, the award recognizes healthcare delivery organizations that exemplify HIM excellence and innovation.

The first recipients will be announced at the 2012 AHIMA convention. I encourage you to consider nominating your employer for this prestigious recognition.

Redoubling HIM Educational Efforts

Education is another important focus. This year the Council for Excellence in Education, a newly created volunteer leadership group comprised of dedicated educators and practitioners, continues to advance educational initiatives and has morphed Vision 2016 into Reality 2016.

The council was established to ensure that education continues to be the cornerstone of the HIM profession. It is responsible for updating the curricula for associate, bachelor's, and master's academic programs, and it provides leadership to elevate and promote HIM professionals as the trusted source for accurate health information.

The council has created a road map for its work for the year that includes focusing on HIM graduate education, realigning the HIM associate degree with workforce needs, focusing on research, and preparing an effective, qualified pool of HIM faculty.

AHIMA is a strong, accomplished organization with a rich history of serving members and the healthcare industry. The bar is set high, and continuous learning and improvement is a must in order to remain relevant in today's sea change.

AIM FREE is focused on relevancy for you and AHIMA for generations to come. Dream big!

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Article citation:

Sheridan, Patty Thierry. "Setting AHIMA's Course" *Journal of AHIMA* 83, no.4 (April 2012): 10.

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