

# Setting Our Strategic Directions

Save to myBoK

*by Mervat Abdelhak, PhD, RHIA*

From Team Talks to component state associations (CSAs), the input of AHIMA members has culminated in a set of interrelated strategic goals and priorities for 2005.

In late 2004 the Board of Directors approved these initiatives as well as a budget to support the implementation of planned programs for 2005. Additionally, charges for our committees, councils, and task forces were developed to align with 2005 strategic goals.

## The Bar Is Set

Four interrelated strategic goals were identified, each providing the basis for program development and performance measures for 2005. Following are the strategic initiatives and some of the programs that will be pursued in the coming year.

**E-HIM™.** Electronic health information management (e-HIM) must become a reality for all members of the AHIMA community and the organizations they serve in order to achieve full deployment of electronic health records, personal health records (PHRs), and the national health information infrastructure by 2014.

AHIMA will fully support public and private initiatives to advance each of these initiatives, influencing policies, standards, and implementation strategies. As one of three sponsors of the Certification Commission for Healthcare Information Technology, AHIMA is already leading the charge. We have participated in standards development, advancing use of the PHR, and there are plans to participate in interoperability projects and regional health information organization policy formulation. Work force readiness will also be a high priority for 2005.

**Education and Certification.** Professional education programs at the associate, baccalaureate, and master's degree levels must prepare graduates to succeed in an e-HIM environment; entry-level certification must reflect changing roles and competencies.

Through its accredited academic programs, AHIMA must ensure that graduates, who represent the work force of the future, are prepared to meet an ever-changing industry. Strengthening academic offerings and professional credentials through the availability of a virtual lab, expanding faculty development, and recruiting the best and the brightest of students are another set of priorities for 2005.

**Outreach.** We must raise the profession's profile with the general public and throughout healthcare.

The value of HIM and HIM professionals to the industry and public will be emphasized. An invitational work force summit is being planned to provide a clear message regarding the value and role of HIM professionals in the e-HIM environment. Employers, federal agencies, academic administrators, and policy makers from both the public and private sectors will be included.

**Success by Association.** AHIMA members judge the value of their experience on interactions with local, state, and national components of the association, so all components must work effectively together to deliver maximum value.

Our success is accelerated when CSAs align their strategic initiatives with AHIMA. Improving the value and consistency of our collective core services through collaboration and coordination between CSAs and AHIMA is a must.

The strategic issues for 2005 are works in progress. They will continue to be modified to reflect new opportunities and new insights in the coming year. What do you think? We want to hear from you regarding AHIMA's 2005 plans.

**Mervat Abdelhak** ([madelhak@pitt.edu](mailto:madelhak@pitt.edu)) is the department chair and associate professor of health information management for the School of Health and Rehabilitation Sciences at the University of Pittsburgh.

---

**Article citation:**

Abdelhak, Mervat. "Setting Our Strategic Directions." *Journal of AHIMA* 76, no.2 (February 2005): 8.

---

Driving the Power of Knowledge

Copyright 2022 by The American Health Information Management Association. All Rights Reserved.