

Setting the HIM Course: Team Talks Meetings Guide the Future of the Profession and the Association

Save to myBoK

by Wendy Mangin, MS, RHIA

An important focus for AHIMA's Board of Directors is setting the future course for the association. In the spring, we engaged members in this important work at Team Talks.

This year's Team Talks participants discussed four important drivers of change that must be a focus for association planning: healthcare system reform initiatives, reframing the HIM profession, changing membership demographics, and HIM as a multinational issue. The summary and conclusions from these discussions are available on the State Leaders and HOD Community of Practice.

Broadening HIM's Recognition

At Team Talks we reported on the highlights of AHIMA's and FORE's 2008 work on our key initiatives. A new "Emerging Issues" page has been added to AHIMA's Web site that offers expanded links and resources for our members.

A brand awareness campaign was launched in the second quarter, with ads appearing in publications such as *Modern Healthcare*, hfm magazine, and others. The ads picture members you may know with the messages "I work to deliver quality healthcare for you" and "I protect your information."

In the area of membership growth, a new resource for CSAs was announced called "Standard Register," a Web-based production tool that CSAs can use to provide consistent branding in their materials.

A new tool was also announced for educators called "CourseShare," an online database of resources organized by competencies. We are pleased to announce that 112 schools and more than 1,500 students are now using the Virtual Lab.

Four new member e-HIM work groups are hard at work this year, focusing on medical identity theft, security schema, electronic content and records management, and HIM and health IT. Look for these groups' deliverables in upcoming issues of the *Journal of AHIMA* and online in the Body of Knowledge.

Shaping Health Policy

This spring Team Talks participants also spent time discussing how AHIMA members can shape health policy. One big opportunity for our association and its members is our involvement in the formation of the American Health Information Community successor organization. AHIMA members have been appointed to serve on each of its four work groups: governance, membership, sustainability, and transition.

To capitalize on the opportunities to shape health policy, we must clearly communicate our positions. We don't shape policy by staying in our offices—we must go to the places where policy debates are taking place. More than 170 members took this challenge by attending Hill Day after the Washington, DC, Team Talks concluded.

Members met with representatives, senators, and their staffs on Capitol Hill to discuss AHIMA's positions on the HIM work force, health information exchange, improved quality of health data and coding, and confidentiality, privacy, and security. This is always a fabulous opportunity to meet personally with members of Congress and their staff to assert our positions and share our knowledge and expertise.

Summer Team Talks take place next month in Chicago. Attendance is free for any member. It is a great time to network with colleagues, hear about the latest happenings, and share your ideas. Learn more at www.ahima.org/meetings.

We're far more likely to achieve success when we work together, coordinate our messages, and push toward the same goal.

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