

# Strategic Initiatives Embrace HIM's Future

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The health information management (HIM) profession will continue to see constant and increasing change in 2013. While HIM professionals continue to work to define and evolve their roles and career pathways, AHIMA has been working on the best ways to support and lead the change. As part of that effort, AHIMA has developed strategic initiatives that focus on the future, while embracing past lessons learned, by becoming content-centric and emphasizing the organization's Body of Knowledge.

Starting with the work on the HIM Core Model, and recent work on the HIM Career Map, AHIMA has been defining the current and emerging scope of HIM with the support of volunteer subject matter experts. It has become clear how central and valuable the field's body of knowledge is and how that unique set of content defines and sets the profession apart from others.

AHIMA's Board of Directors has made a strategic decision to place an increased emphasis on the value that the AHIMA Body of Knowledge provides. The future of the profession is thought to be better served with more emphasis placed on content and content accessibility, so no matter who needs our information or where they are in the world, they know that AHIMA and its members are the source for HIM expertise. With input from the AHIMA Foundation Board of Directors, Commission on Accreditation for Health Informatics and Information Management Education, and the Commission on Certification for Health Informatics and Information Management, the AHIMA Board of Directors has developed five strategic initiatives for 2013:

1. **Data and Information Governance**-The healthcare industry will recognize AHIMA and its members as the experts in data and health information governance
2. **Informatics**-AHIMA and its members will contribute to sound healthcare decision making through analytics, informatics, and decision support
3. **Leadership**-AHIMA will develop HIM leaders across all healthcare sectors
4. **Innovation**-AHIMA and its members will be recognized as innovative forces in the healthcare industry
5. **Public Good**-AHIMA and its members will empower consumers to optimize their health through management of their personal health information

These initiatives define and direct how AHIMA will meet members' current and future needs.

## HIE Offers HIM Opportunity

Increasing adoption of health information exchanges (HIE) will create new opportunities for HIM professionals. The "Third Annual Benchmark Study on Privacy and Data Security," conducted by the Ponemon Institute, noted that providers have raised concerns about the security of HIEs. This is a reminder to all stakeholders that HIEs need to be viewed as secure to ensure widespread adoption.

HIM professionals can assume an important role in addressing HIE data integrity and ensuring consistent privacy and security practices. There is a need for leadership in the development and implementation of information management practices. Consider offering your expertise to your local HIE. Believe!

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