

# What Matters: Not Where We Are, But Where We Will Be

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HIM professionals are great planners. We love a well-defined process, a policy, a workflow. These are useful tools and they help us in the routines of daily work. When we're planning our association's direction, the big picture strategy is no less important. Accordingly, AHIMA has a long-standing tradition of strategic planning to advance the association and the profession.

As the AHIMA Board of Directors worked to develop our strategy for 2017 and beyond, they repeatedly encountered the theme of change and disruption. Changes in technology, reimbursement, and healthcare delivery are modifying the way we do our jobs. More importantly, they will transform the way we do our jobs in the future, and that is what the AHIMA Board tried to envision. Accordingly, they developed our latest strategy with change in mind.

For example, we know that our knowledge of coding and classifications systems is invaluable, but we need to move this specific skill into jobs of the future. Our jobs will change into roles for applied and operational informatics, data analytics, and information governance, while still remaining true to our competencies such as clinical documentation, standards, coding, compliance, and privacy and security.

In my last column I wrote about our new mission statement, "Transforming healthcare by leading HIM, informatics, and information governance," and our new vision, "Improving health through trusted information." To add to that we have also included a statement of focus: "Providing expertise to ensure trusted information for healthcare."

Our strategic objectives have been streamlined to focus on:

- Informatics/Analytics—leading in these areas
- Information Governance—championing this important practice
- HIM Pathways—creating pathways for health information professionals in emerging roles
- Consumer Engagement—connecting consumers to their health information

Our updated strategy is not focused on what we are already good at, but where we are going. These parts of AHIMA's strategy will guide our work in the next few years, but they will not prescribe. Through our environmental scanning process, we'll keep an eye on developments in healthcare and as they evolve, so will we.

This month's issue of the *Journal* takes a look at some of the issues that are likely to be on HIM professionals' radar in the year ahead. At our 2016 AHIMA Convention, we discussed the work AHIMA is doing to promote HIM practices and share expertise around the world. In "[AHIMA World Congress Empowering Members Around the Globe](#)" Mary Butler takes a closer look at AHIMA's international activities and what to expect in the year ahead. Specifically, the article looks at the work of the new AHIMA World Congress, the international branch of AHIMA offering training, products, and services that aim to support the creation of trusted information around the world.

Ken Perez delves into the growing field of population health analytics, sure to be a hot topic in 2017, in "[Health Information Plays Big Role in Competitive Strategies of Population Health Analytics](#)."

The more HIM becomes involved in organization-wide projects, the more important it becomes to be able to work with other departments, particularly IT. In "[Uniting HIM and IT](#)," by Mary Beth Haugen, Paula Dascher, and Barbara Manor, two managers have a dialogue about approaches to transitioning to effective department alignment with IT to work on enterprise-wide projects.

You can find out more about AHIMA's new strategy at [www.ahima.org/mission](http://www.ahima.org/mission).

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