

AHIMA 2018 House of Delegates Mission & Vision Survey Summary

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ahima.org

AHIMA
American Health Information
Management Association®

2018 House of Delegates Mission & Vision Survey Summary

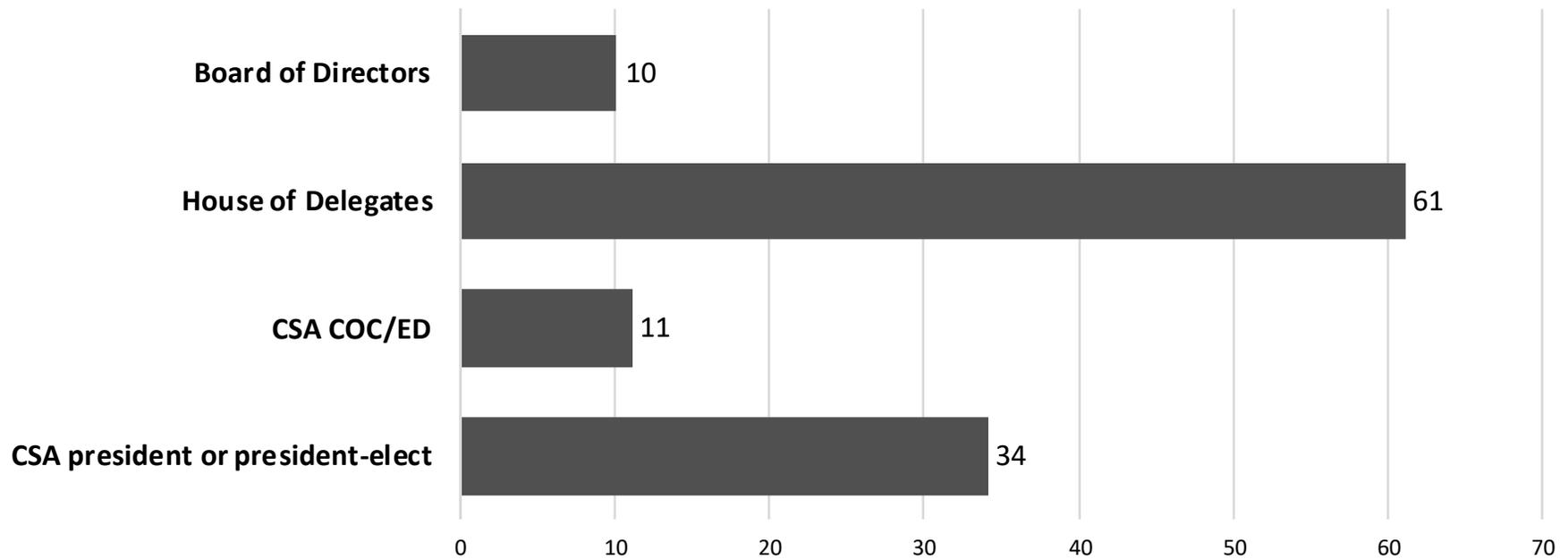
Number of Unique Responses: 98 of 272 invited

Response Rate: 36%

Survey Questions (highlighted questions are included in this summary)

1. **Affiliation: CSA President or President-Elect, CSA COC/ED, House of Delegates, Board of Directors**
2. **In 1-3 sentences, how would you describe the importance of the HIM profession to someone unfamiliar with the field.**
3. **How would you describe AHIMA's purpose, or why AHIMA exists, to this person?**
4. **In the next 10 years, what role do you believe health information will play in the healthcare ecosystem? What problems will health information be used to solve?**
5. **In the next 10 years, what monumental change in the healthcare ecosystem must AHIMA lead and play a key role in?**
6. **Please list three words or short phrases that describe AHIMA's strengths that will enable the organization to play a leading role in the healthcare ecosystem?**
7. Did you attend the webinar on Thursday, December 6th?
8. How effective is the webinar format to keep you informed and to solicit your input?
9. What other format(s) would be useful to improving communication?
10. Please share any additional thoughts related to AHIMA's new mission and vision statements, or feedback on methods to continue communication in the future.

Q1. Please select all that apply to your affiliation with AHIMA.



Q2. How would you describe the importance of the HIM profession to someone unfamiliar with the field?

HIM professionals are **stewards, protectors, gatekeepers, and caretakers** of health information

“Without quality information, there can be no quality healthcare”

“HIM professionals serve the constellation of stakeholders who rely on them to care for patients and conduct the business of healthcare”

Guide **providers and patients** with the right information at the right time to enhance **patient care and outcomes**

“Nothing happens in healthcare without the right person getting the right information at the right time”

“Ensure the patient and the provider have access to such information when and where they need it”

“Act as an intermediary between clinical and revenue cycle operations to support the business”

Q5. In the next 10 years, what monumental change in the healthcare ecosystem must AHIMA lead and play a key role in?

- National patient identifiers
- Big data analytics
- Interoperability
- Computer-assisted medical decision-making
- Using health information for creating new care models
- EHR adoption and maturation
- Artificial intelligence
- Healthcare finance reform through analytics
- Population health policy
- Patient-generated health data
- Quality-based payment models
- Changing reimbursement models
- Patient access to information
- Evidence-based health care
- Patient privacy through advocacy
- Data standards for patients and clinicians

Q6. Please list three words or short phrases that describe AHIMA's strengths that will enable the organization to play a leading role in the healthcare ecosystem?

Top Themes:

Passion & Membership

“Bright members who are already utilizing technology to leverage their departments reporting structures and working at the executive level.”

Expertise & Knowledge

“Knowledge – it’s our super power”

Adaptability & Willingness to Change

“Resilient; even though the transition might be painful we are resilient”

“The ability to evolve” and “being strong enough to change with the times”

Others:

- Education and Other Resources
- Longevity and Reputation
- Big-Picture & Ecosystem-Level Thinking
- Topic Specific (e.g., CDI, advocacy)