



2014 – 2017 STRATEGIC PLANS

OUR MISSION STATEMENT

NYHIMA is a not-for-profit organization dedicated to promoting the professional excellence of its members through education, advocacy, and alliances, thereby ensuring quality health information to benefit the public, the health consumer, providers, and other users of clinical data.

OUR VISION STATEMENT

The New York Health Information Management Association will be the recognized leader in health information management practice, education, advocacy and research

OUR VALUES

Advocacy

We advocate the importance of quality information, patient's privacy and confidentiality, ethical practices and support collaboration.

Diversity

We recognize the value of bringing members together and we respect everyone as an individual; irrespective of their backgrounds.

Innovation

We constantly look for an opportunity to improve, embrace, and shape innovation.

Integrity

We set high standards for our behavior, stand up for what we believe in; remain dedicated and self-controlled, even when challenged.

3 Year- Plan Objectives

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The 3 year-plan will describe what NYHIMA would like to have happen with our big audacious objectives. What would constitute success in observable or measurable terms? Indicate a direction: increase, decrease, and reduce consolidate, abandon, and reviewed annually. NYHIMA has worked to create a process for planning strategically, allowing for long-term plan with the ability to adjust quickly as the environment changes.

Strategies for 1-3 years

Our strategies will describe how the organization will commit resources to accomplishing a goal and its companion objectives. Brings focus to operational allocation of resources. Indicates an activity, redesign, refine, identity, revise, develop, implement, create, improve, etc. We will continue to solicit and compile feedback from a wide variety of stakeholders to remain more relevant in a changing environment. Results from the NYHIMA's environmental scanning will be incorporated into our strategic plans.

The Board has three main responsibilities in developing the strategic work plan:

Set the organization: Set the association's mission and vision; Engage in strategic thinking and planning (objectives –statements on what we must do to achieve a specific goal); Approve operational plans (Specific plans and activities to meet our objectives); Performance measures (meaningful indicators that assess progress toward the accomplishment of goals and objectives); and Share our organizational values: Advocacy, Diversity, Innovation and Integrity

Ensure necessary resources: Contract with CHMS for full service management; ensure the presence of a capable and responsible Board and ensure adequate financial resources

Provide oversight: Oversees financial management; Measure progress on strategic plan using Scorecard; Monitor programs and services; Evaluate CHMS, NYHIMA Board and Task Forces/Committees performances.



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STRATEGIC PILLAR # I - INFORMATION GOVERNANCE

BE RECOGNIZED AS THE EXPERTS IN HEALTH DATA AND INFORMATION GOVERNANCE

STRATEGIC OBJECTIVES	ACTION PLAN	RESPONSIBLE
<p>1. Promote the value of HIM professional experts to healthcare leadership to increase the number of HIM professionals in analytical and decision-making roles.</p>	<p>Identify credentialed HIM professional experts in health data and information governance within the state and locals.</p> <p>Promote Certified Data Analysts certification.</p> <p>Offer education and training on information integrity, data quality and protection of health information</p>	<p>NYHIMA Central Office Local Leaders Education Director/Education Committee</p>
<p>2. Advance collaborations with other professional organizations on key healthcare issues i.e. the legal and proper uses of health data.</p>	<p>Partnering with other professional organizations to provide varied educational topics that support both organizations.</p> <p>Offer expert HIM resources to stakeholders to ensure the integrity of quality health information.</p> <p>Maintain relationship with HIMSS, HFMA, etc. and proactively look for opportunities – call for speakers.</p> <p>Promote and support Health Information</p>	<p>BOD Local Leaders Education Director Communication Director</p>



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	<p>Exchange (HIE) initiatives at state and local levels.</p> <p>Advocate for the informed use of data in clinical treatment and for secondary purposes, such as quality reporting and e-discovery</p>	
<p>3. Continue to advance HIM practice through effective adoption and use of ICD-10</p>	<p>Involve Educators from HIM programs.</p> <p>Provide Lunch and Learn education series on ICD-10 Diagnosis and Procedures.</p> <p>Provide Refresher course on ICD-9- CM Diagnosis and Procedures.</p> <p>Offer workshop webinar series to enable more members to attend to minimize travel times to our locals.</p> <p>Adhere to AHIMA ICD-10 education timeline by year.</p> <p>Serve as ICD-10 knowledge experts/subject matter experts.</p> <p>Continue to partner with HIM programs to create training opportunities for students.</p>	<p>ICD-10 Task Force Education Director/Education Committee Program Directors BOD</p>



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STRATEGIC PILLAR # 2 - LEADERSHIP

DEVELOP HIM LEADERS ACROSS ALL HEALTHCARE SECTORS

STRATEGIC OBJECTIVES	ACTION PLAN	RESPONSIBLE
1. Develop Best Practices on HIM Practices	Create a Task Force to put together Best Practices on HIM. Align with vendors strategically and collaborate with informatics, HIMSS, ACDS, and other association and invite to speak Develop legal health record Develop standardization for EHR Open Speaker complement to various organizations Empower HIM professionals to speak up for the profession through offering their knowledge	BOD CENTRAL OFFICE TASK FORCE LOCAL LEADERS
	Provide and offer more leadership topics at a reasonable prices to membership Develop Coding and Data Quality Workgroup and incorporate Coding Round Table discussion that will serve as the resource and communication vehicle for all coding and data quality issues for members Surveys members for topics of interest	EDUCATION Director/Education Committee BOD



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<p>3. Engage the membership and promote active long term involvement with NYHIMA</p>	<p>Develop a recruitment plan to attract nonmembers, new members, students and retain membership from younger generations- both students and regular members.</p> <p>Continue to educate High School students on HIM profession: brochures, letters etc.</p> <p>Continue our relationship with the State Guidance Counselor’s Association.</p> <p>Work with program directors to support student participation in NYHIMA activities.</p> <p>Develop and promote networking opportunities with new/recent HIM, HIT graduates.</p> <p>Recognize new members, students, local volunteers, students and members’ accomplishment at AHIMA, NYHIMA at the annual meeting, newsletters, etc.</p> <p>Social networking –increase website activity with student involvement, Twitter and Face</p>	<p>Central Office BOD Membership Task Force Communication Director Perspective Editor Program Directors</p>



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	<p>Book.</p> <p>Develop mentor program consistent with AHIMA initiatives.</p> <p>Engage student members on reverse mentoring.</p> <p>Have student on board.</p>	
<p>4. Advance the HIM professional as a leader in Clinical Documentation Improvement programs</p>	<p>Promote Clinical Documentation Improvement Professional credential</p> <p>Offer educational programs which support documentation integrity through various mediums at reasonable prices to memberships</p> <p>Join state (NY, MA and CT) collaborative effort initiative around improving clinical documentation</p>	<p>BOD Education Director Education Committee</p>
<p>5. Succession Planning in place</p>	<p>Identify potential leaders to step into leadership roles within the state and locals.</p> <p>Have a mentor assigned to persons within the succession process</p>	<p>BOD Central Office</p>



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<p>6. Maintain Growth and Financial Stability</p>	<p>Archive NYHIMA materials includes but not limited to: preservation of the history of NYHIMA, analysis of past trends (membership, financial, etc) maintenance of key documents Communicate volunteers opportunities</p> <p>Development/Revisions of Policy and Procedure Manual Identify revenue sources: webinars, quality education offerings and opportunities.</p> <p>Maintain cash reserves and invest according to policy.</p> <p>Continue to use automation and technology (website) to reduce cost and add value to members.</p> <p>Regular communication of NYHIMA Finance Director/Treasurer with CHMS finance individual to review financial reports and suggestions.</p> <p>Increase corporate members and sponsorship revenue.</p>	<p>BOD Central Office Co-Chairs of 2014-2015 NYHIMA Annual Conference Education Director Education Committee Communication Director ICD-10 Task Force</p>
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	<p>Focus on NYHIMA Annual Conference Program and Arrangements.</p> <p>Market education sessions to members and other States HIM associations and organizations.</p> <p>Develop ICD-10 Coding Guidelines Manual.</p>	
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STRATEGIC PILLAR # 3 - INNOVATION

INCREASE THOUGHT LEADERSHIP EVIDENCE BASED HIM

STRATEGIC OBJECTIVES	ACTION PLAN	RESPONSIBLE
1. Develop best practice HIM initiative for the state	Create think tank, including delegates (representatives from each local) and educator.	House of Delegates BOD Educator
2. Promote the HIM profession to increase visibility and to attract new members	<p>Network and build alliances with other professions</p> <p>Develop material for promoting the profession.</p> <p>Speaker's bureau or email distribution list.</p>	BOD Membership Task Force Communication Director Central Office



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<p>3. Innovative meetings and knowledge transfer</p>	<p>Innovate in areas of expertise: information governance, integrity, and analytics.</p> <p>House of Delegates Governance: Board governs the association and the HOD governs the profession.</p> <p>HOD Tool Kit.</p> <p>Look for best practices and new ways to bring the professional development information.</p>	<p>BOD House of Delegates</p>
<p>4. Increase use of social media</p>	<p>Continue Communication with membership via social media: e-blasts, website, FB, twitter and linked-in.</p> <p>Interactive website development.</p> <p>Consider using Pinterest.</p>	<p>Communication Director</p>

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**STRATEGIC PILLAR # 4 - INFORMATICS
 TRANSFORM DATA INTO HEALTH INTELLIGENCE**

STRATEGIC OBJECTIVES	ACTION PLAN	RESPONSIBLE
1. Patient Identification	Participate on copy and paste issues standard development.	BOD
2. Meaningful Use	<p>Increase meaningful use communication.</p> <p>Encourage members to share their expertise related to meaningful use initiative to demonstrate their leadership knowledge to the health industry.</p> <p>Offer educational opportunities for members on data integrity and quality and cohesiveness of data.</p>	<p>Education Director</p> <p>Local Leaders</p> <p>BOD</p>
3. Support the advances in EMR/HIE/TPHR	<p>Work with vendors for interfacing data pertaining to patient care.</p> <p>Need documentation standards including electronic signatures.</p> <p>Develop best practices or better standards.</p> <p>Promote, support and continue participation on EMR/ HIE/TPHR initiatives.</p>	<p>BOD</p> <p>Local Leaders</p>

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	Identify and develop e-HIM leaders in our State.	
4. Advance the HIM Professional as a leader in Health Informatics in support of data integrity	<p>Raise awareness of HIM leadership role in informatics.</p> <p>Collaborate between HIM professional and key stakeholders in the interpretation of data.</p>	BOD
5. Support AHIMA initiative to transform healthcare data into health intelligence	<p>Promote use of HIM principles.</p> <p>Actively involved in the implementation of SNOMED.</p> <p>Promote and support the CHDA credential's</p>	BOD
6. Inform and influence HIM profession activities pertaining to the profession Consumer Advocacy	<p>Utilize Rapid Response Network to address legislation, and other related advocacy activities.</p> <p>Develop an Advocacy Plan.</p> <p>Advocate National Hill Day.</p>	Legislative Director BOD



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	<p>Assure NYHIMA and legislative sites are monitored throughout the year.</p> <p>Educate and train the RRN members on how to advocate for the profession to government officials i.e.: congress, representatives, and etc.</p> <p>Work in collaboration with AHIMA in advocating the profession</p> <p>Partner with strategic alliances to establish a State Hill Day</p>	
<p>7. Creation of State Hill Day</p>	<p>Partner/contact AHIMA on Hill Day in DC Keep RRN on top of upcoming issues and changes in legislations</p> <p>Contact AHIMA’s Governmental Liaison for advise on structuring Hill Day</p>	<p>Legislative Director BOD</p>



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STRATEGIC PILLAR # 5 – PUBLIC GOOD

EMPOWER CONSUMER TO OPTIMIZE THEIR HEALTH THROUGH MANAGEMENT OF THEIR PERSONAL HEALTH RECORD

STRATEGIC OBJECTIVES	ACTION PLAN	RESPONSIBLE
<p>1. Collaborate with various groups, offices to develop, share and promote guidelines</p>	<p>Engage Consumer on the importance of keeping records, electronics Vs paper.</p> <p>Reach out and encourage Medicare/elderly patients and assist in creating their electronic.</p> <p>Encourage patient to assist in creating their electronic record</p> <p>Encourage physician to remind their patients to be active in their medical record. Share and discuss about PHR Have a measurable results Develop committee.</p>	<p>Consumer Education Coordinator Communication Director BOD</p>
<p>2. NYHIMA challenge each component local association to provide a one-time education session free to local senior centers</p>	<p>Create an “app” (application) for younger generation to show their medical history. Be present at health fairs and local stores</p>	<p>Local Leaders BOD Education Director</p>



CAHIMA Affiliate

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	<p>that participate in flu shot services, etc. Go to Human Resources at general offices and reach out to them and include information for health insurance pockets/information</p>	<p>Program Director</p>
<p>3. Expand State Advocacy engagement</p>	<p>Monitor and communicate legislative and regulatory activities to members</p> <p>Building consumer awareness of their rights, and inspire confidence and trust in the accuracy and security of health information.</p> <p>Ensure timely access to their own health record information.</p> <p>Participate in Career Fair and virtual fair</p> <p>Continue to establish relationship with the State Guidance Counselor’s Association</p> <p>Work with HIM Program Director to support student participation.</p> <p>Track HIM related legislative bills and provide updates to membership in a timely manner</p>	<p>Legislative Director Task Force on Advocacy</p>



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	Provide comments and input to government decision makers through comments and testimony (if necessary)	
Support AHIMA's Blue Button Initiatives	<p>Enhance Community Education Coordinator role</p> <p>Advocate the Blue Button</p> <p>Distribute flyers general Blue Button initiatives</p> <p>Encourage members to wear blue buttons</p> <p>Development of PHR web page</p> <p>Create a social media strategy on consumers</p>	<p>Consumer Education Coordinator</p> <p>Communication Director</p> <p>Central office</p>