


2024-2027

# Strategic Plan

Directing the work of AHIMA in support  
of our professional community

A decorative graphic at the bottom of the page consists of a thick, wavy red band that curves across the width of the page. Below this band is a white area that also curves, creating a sense of depth and movement.



**At the January 2024 Board of Directors' (BOD) meeting of the American Health Information Management Association (AHIMA), the strategic planning process was presented, discussed, and approved. As the AHIMA Board recognized that the Health Information (HI) profession is at an inflection point to refine the focus, amplify the voice and elevate the profession's station in the overall healthcare community, the critical importance of this strategic plan in directing the work of AHIMA in support of our professional community was noted. This plan is intended to guide the Association in the service of its members and the professional community at large. This plan was developed and adopted to be intentionally mindful and in service of HI professionals across the healthcare spectrum.**

## Our Mission

# Empowering People to Impact Health®

## Our Vision

**A world where trusted information transforms health and healthcare by connecting people, systems, and ideas.**

## Our Core Values



### **Integrity**

We have integrity in our work and relationships. Our passion for doing the right thing and sharing knowledge and resources makes us trustworthy, credible, and accountable leaders.



### **Bold**

We act boldly with intention. We go after big ideas and big challenges with purpose because we recognize the influence and impact of our work on people's health, safety, and well-being.



### **Inclusive**

We are inclusive so that humans are at the center of everything we do. We see the whole person and respect the inherent dignity of every human. We make space for different voices and opinions to help us get the best results.

# Strategic Objectives

1



**Build Brand  
and Increase  
Influence**

2



**Elevate and  
Broaden the  
Profession**

3



**Demonstrate  
Exceptional  
Financial  
Stewardship**

4



**Embed Culture  
and Values into  
our Daily Work**

5



**Commit to  
Innovation and  
Performance  
Excellence**

# Build Brand and Increase Influence

## Strategic Priority

**Redefine the AHIMA brand domestically for existing audiences and build awareness with and create strategies to capture new audiences.**

## Goals

Reimagine AHIMA US membership and value proposition to include more early-career professionals, those with more senior titles, and those who work in a greater variety of organizational settings.

Improve engagement with our professional community.

Establish baseline and grow awareness of the AHIMA brand among AHIMA target audiences (including non-members).

Investigate strategies to collaborate with and assist AHIMA Component Associations (CAs) with membership engagement and recruitment.

Explore at least two affiliation opportunities for membership.

## Strategic Priority

**Continue to execute on the Data for Better Health™ (D4BH) Initiative.**

## Goals

Elevate AHIMA as a leader, convenor, and subject matter expert in the social determinants of health (SDOH) data space.

Identify, foster, and grow collaborations with other organizations to improve the collection, sharing, and use of SDOH data.

Engage and empower health information professionals and staff through activities, tools, resources, and education related to the collection, sharing, and use of SDOH.

Drive public policy changes at the federal level that improve the collection, sharing, and use of SDOH data to improve health and healthcare outcomes.

## Strategic Priority

**Become the premier, globally recognized public policy and advocacy organization around the creation, collection, exchange, and use of trusted health data to attain the highest level of individual and community health.**

## Goals

Expand AHIMA's policy influence.

Expand AHIMA brand recognition through policy.

Lead and advocate for the adoption of federal laws and regulations focused on the creation, collection, exchange, and use of trusted health data to shape a healthier society for all.

Introduce and grow support (both externally and within Congress) for at least one piece of legislation.

Convene one summit of worldwide HIMAs.

# Elevate and Broaden the Profession

## Strategic Priority

**Create interdisciplinary communities of practice that drive best practices in the healthcare industry.**

## Goals

Form at least three communities of practice with at least two practical resources drawing from real world experience.

Enhance support of the Health Information professional community.

## Strategic Priority

**Foster & nurture a profession prepared to meet the needs of the healthcare of tomorrow (i.e.,—automation, AI, skills needed by employers and Ministries of Health [MOHs]).**

## Goals

Perform a gap analysis and workforce needs assessment with respect to the continuing education of our membership and those we certify.

Perform a gap analysis and workforce needs assessment with respect to AHIMA certifications and Microcredentials.

Establish baseline number of partnerships with employers.

Establish baseline for views/downloads of practice resources on emerging issues.

## Strategic Priority

**Create and strengthen relationships with health-related academic institutions beyond existing constructs.**

## Goals

Establish baseline number of academic partnerships.

Update and launch the AHIMA Curricula Competencies.

# Demonstrate Exceptional Financial Stewardship

## Strategic Priority

**Grow staff understanding of true costs of each department across the enterprise including that for which each revenue area pays.**

## Goals

Identify and implement at least six opportunities for leadership development and training related to understanding true departmental cost and associated revenues.

## Strategic Priority

**Deliver annual positive operating margin for AHIMA where each revenue generating area achieves at least 15%.**

## Goals

Evaluate and configure (as needed) price modeling for all products, services, sponsorships, or events.

Optimize the strategic use of resources within the annual operating budget.

## Strategic Priority

**Develop near-term, intermediate-term and long-term financial strategies to enhance profitability for product and service development to enhance the value of membership and support the HI workforce.**

## Goals

Direct each department to identify and address at least one process leveraging data to inform decision making.

Optimize the cost of governance (Target-12% to better align with industry best practice of 7%).

Enhance member experience.

# Embed Culture and Values into our Daily Work

Strategic Priority

**Integrate organizational values into daily decision-making.**

## Goals

Revisit culture/values work and develop plan to implement across organization and membership.

Engage and support of workforce.

Identify and address at least four areas of opportunity to improve DEI.



# Commit to Innovation and Performance Excellence

## Strategic Priority

**Optimize organizational synergies between business units for safe and effective operations.**

## Goals

Finalize the integration of HCPro into the enterprise.

Mitigate organizational risk.

## Strategic Priority

**Pursue recognition as the global leader in the health information domain.**

## Goals

Be the expert destination for applied collaborative learning to address the complexities of health data, advanced analytics, privacy, and data integrity in the healthcare and wellness ecosystem.

Collaborate with leaders and organizations to develop and advance critical dialogues on the ethical use of data, privacy, and security across the health and wellness ecosystem.

Pursue international recognition as the global leader in health information management.

## Strategic Priority

**Expand AHIMA's scope to directly engage with healthcare consumers (patients).**

## Goals

Expand our reach to healthcare consumers.

AIHIMA®