

A thick, light blue line that starts from the top right corner, loops around, and extends horizontally across the top of the dark blue background.

# 2024

## Annual Report

Every **meeting.**

Every **webinar.**

Every **CEU.**

Every **mentorship.**

Every **advocacy call.**

Every **practice brief.**

Every **touchpoint.**

...tells a story.

*Your story.*

## Letter from the President

As health information (HI) professionals, we understand more than most that every piece of health data tells a patient's story. Each data point—where it's stored and sorted, how it's used, where it transfers and how seamlessly, what it captures—is essential to ensuring quality care, where the whole patient is seen and accounted for. A quintessential piece of our work in HI is to evaluate where gaps exist and to use our expertise—powered by nearly 100 years of organizational experience in data management—to fill those gaps effectively.

AHIMA applies the same philosophy to its work on our behalf. Every AHIMA educational product, every membership event, every benefit, is designed to help you tell *your* story, craft your career, and connect with your peers.

In 2024, AHIMA took a long look at the story it was telling about our value and our future as the world of healthcare is changing. And just like you, AHIMA took an opportunity to carefully evaluate where the gaps were.

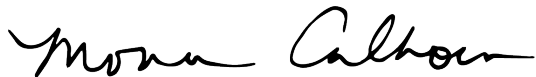
In the last annual report, AHIMA's then-CEO noted that strategic decisions were being made to build a “sound and strong foundation for the Association's operational success,” and that the organization was on a journey of self-reflection. AHIMA considered how well it was applying its stated commitments to integrity, inclusion, and boldness. Ultimately, AHIMA concluded that there was still room to improve the quality of the content it provides, the relevance of the career support it offers, and the overall health of our professional community.

Sometimes, closing a gap or making an improvement requires a reset; that's exactly what 2024 was for AHIMA. In the process of resetting to truly leap forward as an organization, AHIMA faced some challenges. Those included right-sizing AHIMA's staff, closing the AHIMA Foundation, and addressing unforeseen issues with a new Association Management System.

But AHIMA also made some exciting changes that your Board of Directors believes will ensure AHIMA's future—and ours as HI professionals—at the center of healthcare for another 100 years, including the integration of HCPro into our business operations. AHIMA also leaned more heavily into its sharpened focus on advocacy, highlighting social determinants of health (SDOH) as a critical issue, and into culture-building efforts across AHIMA's membership, Board, House of Delegates, and staff.


AHIMA approached these changes with the same care and rigor you apply to your daily work. Even when hiccups happened, they did not reflect any change in the organization's commitment to you. In this 2024 annual report, I hope you see that earnest commitment reflected, and I hope it excites you (as it does me) for what is to come. The future looks bright.

Best,



**Mona Calhoun**

2024 AHIMA Board  
President



**“ Every AHIMA educational product, every membership event, every benefit, is designed to help you tell *your story*, craft your career, and connect with your peers. ”**

# A Community of Members: **Bringing Out the Best in Each Other**

Membership in a professional association connects you with other like-minded colleagues, fosters career growth, provides vital education and certification, empowers legislative advocacy, and sets the tone for best practices across the discipline. At its first annual session nearly 100 years ago, AHIMA's President and founder (Grace Whiting Meyers) charted a course for this organization by saying, "The group brings together all the excellence of many individuals, raises it to a high plane, and gives it a large outlook embracing great possibilities."

The first part of that quote—bringing together excellence—is a core part of AHIMA's work as a coalition of HI professionals. In 2024, we focused on both components: how to enhance the ways we help connect you to one another, and how to maintain (or in some cases, restore) excellence in your experience with us.





# Fostering Connections, *Building Community*

In 2024, AHIMA launched a program conceived by President/Chair Dr. Mona Calhoun: **Member Town Halls**. These gatherings quickly became an important touchstone for direct connection between AHIMA and our members in a season of significant organizational change. Each 2024 Town Hall allowed us to provide members with important updates and address critical issues directly; they also allowed members to ask questions in real time. (As a bonus, members can also claim CEUs for attending the live event.) Nearly 3,000 members attended a Town Hall in 2024.

We also made the **M2M Connect program** (introduced in 2022) a permanent AHIMA member benefit. This mentorship program connects early-career members with seasoned professionals who can share inspiring, impactful advice and guidance. To date, 121 pairs of mentors and mentees have participated, reporting satisfaction rates of a soaring 92%. We continue to look for ways to foster deep, lasting connections between professionals at every age and stage of their career journey.

Over 2,000 people gathered at AHIMA24 in Salt Lake City, with another 800 attending virtually. Our “sold-out” **Career Center** provided members with career guidance, resume reviews, mock interviews, and LinkedIn profile reviews offered by seasoned leaders and AHIMA Fellows. The AHIMA Awards returned to the main stage, where we recognized extraordinary contributors to HI through our prestigious Grace and Triumph Awards. We also hosted an Emerging Professionals panel that had standing room only!







## Celebrating Your *Successes*

Membership connects you with AHIMA and each other, but it also inspires you to consider the possibilities—for your career and for our community. AHIMA strives to inspire your professional imagination by celebrating our members' success through the AHIMA Fellowship Program.

In 2024, we welcomed nine AHIMA Fellows to this elite community of 235 individuals. Each have made meaningful, sustained contributions to the HI profession. To fully showcase this extraordinary group's contributions and individual career journeys, we introduced a series called “**A Conversation with an AHIMA Fellow.**” During these member-exclusive events, AHIMA Fellows shared their wisdom and expertise with students and emerging professionals, spurring on the next generation.

# Minding the Details,

## Owning Our Opportunities

We know that part of what strengthens a community is reciprocity of care: just as you show care about the details of your work as an HI professional, we can show care in providing straightforward, meaningful member benefits that make your work easier or more impactful.

To ensure that the benefits we provide meet your needs, we engage in **continuous improvement projects**, using various metrics to evaluate our performance and identify opportunities for improvement or expansion. One of the many key performance indicator tools we use is a **member needs survey**, which allows us to be “in conversation” with you and gather your thoughts on a broad range of topics. More than 6,600 of you answered the 2024 survey, a response rate we hope to see steadily increase in future years!

### Our 2024 membership metrics revealed a few key points:

- Members continue to value better customer support, more streamlined recertification, and a larger inventory of CEU options that improve your professional lives.
- Members, especially Professional Premier members, are still more likely than not to renew, confirming that they see value in their connection with AHIMA.
- Members would like to see more value for the cost of AHIMA’s products and services.

### Among AHIMA’s biggest challenges in 2024 were:

- Our new Association Management System (AMS) negatively impacted our members’ ability to renew, recertify, and engage with their AHIMA benefits.
- We struggled to provide a timely response and quick resolution to customer support requests.
- Our members noted a lack of transparency pertaining to AHIMA finances, closure of the AHIMA Foundation, and the new AMS.
- CCHIIM made a change to the recertification process, requiring 40% of each credential holder’s CEU credits to come from AHIMA. Following a member petition, AHIMA advocated for credits from Component Associations to be counted toward the requirement.

## 4

### Community Connection Opportunities

Join us for a **Member Town Hall**

Register for AHIMA’s **M2M mentorship program**

Invite a **non-member colleague to join you** for a meeting

**Volunteer** at the local and national level



# Driving Responsible Change Through **Advocacy**

Practicing in HI means drawing on nearly a century of front-row visibility into significant evolution in the collection, organization, and use of patient data: from paper charts to EHRs, from home health to telehealth. One of the ways AHIMA and its community of HI professionals continues to shape important aspects of privacy, security, and governance is through policy efforts.



# Strengthening our *Influence*

In 2024, we strengthened our influence by supporting the introduction of HR 7379, the [MATCH IT Act of 2024](#), in the US House of Representatives; the act offers a framework to improve interoperability and reduce patient matching errors by calling for “a definition and standards for accurate and precise patient matching to track patient match rates and document improvements of patient matching over time.” To help connect policy and practice, we also secured a **\$3 million increase** for the Assistant Secretary for Technology Policy/Office of the National Coordinator for Health Information Technology to work with industry representatives on patient matching efforts.

**AHIMA members’ visible support for our policy efforts** is just as important as the policies themselves, and 2024 was a banner year in that regard. We tracked more than 35,000 weighted engagements via email campaigns, Congressional meetings, attendance at AHIMA policy-related events like the annual Advocacy Summit, and participation in policy workgroups.

AHIMA led several advocacy efforts with other healthcare organizations including the development of a [Collaborative Roadmap](#) with members of the **Health IT End Users Alliance**. The Roadmap highlights the real-world impacts of certain health IT policy requirements and identifies opportunities to alleviate administrative burden on end-users. These findings were shared with policymakers at ASTP/ONC and CMS to inform future policymaking by the agencies.



AHIMA also hosted the inaugural 2024 Global Virtual Policy Summit in November 2024 in collaboration with the International Federation of Health Information Management Associations (IFHIMA). The event featured conversations with HI professionals and policymakers from three continents on the impact and potential policy solutions related to workforce challenges and AI. Over 400 people joined AHIMA and IFHIMA from around the world to view the event live with more than 700 total people participating both live and via recording. A complete list of AHIMA's advocacy accomplishments can be found in the [2024 Advocacy Impact Report](#).

In addition to our policy work in Washington, DC, AHIMA strengthened its influence in 2024 through its Data for Better Health® programmatic work. In 2024, AHIMA highlighted the importance of HI professionals in SDOH in various conferences and media opportunities, hosted the Data for Better Health Executive Leadership Summit, and advocated to the Centers for Medicare & Medicaid Services along with other governmental entities. AHIMA also participated as a member of The Gravity Project to drive improve standardization of SDOH data elements.



Learn more about our Data for Better Health work in 2024 [here](#).



## 2024 Global Virtual AHIMA/IFHIMA Policy Summit

LIVE EVENT | November 21, 2024



### Key Advocacy Opportunities

Visit the [Advocacy Center](#) for the latest news

Register for AHIMA's [Advocacy email newsletter](#)

Save the date for the next AHIMA Advocacy Summit

Leverage your personal power with [Advocacy Training modules](#)



# Expanding Expertise with **Professional Development**

In addition to a powerful sense of community and belonging, professional membership associations like AHIMA aim to provide tangible benefits in the form of continuing education and certification options. *You want to grow and excel in your career; we want to equip you.* Our education and development offerings create opportunities for you to achieve additional credibility through specialized training that acts as a marker of expertise.



# Investing in the Future of *the Whole Profession*

In 2024, AHIMA focused more intently on building a cohesive, useful library of professional development options.

Part of expanding our library involved a strategic acquisition to invest in our future (and yours). In 2023, AHIMA's Board of Directors decided to purchase HCPro, a market-leading provider of education and decision support solutions focused on empowering healthcare professionals and organizations to drive compliance, financial success, and operational excellence. Through this partnership, the reach of both organizations was broadened. HCPro includes well-known brands, tools, and associations like DecisionHealth (a digital products and information services arm), the Association for Clinical Documentation Integrity Specialists (ACDIS), the National Association for Healthcare Revenue Integrity (NAHRI), and the Association of Home Care Coding & Compliance (AHCC).

At the time of acquisition, AHIMA and HCPro highlighted our common passion: **to equip healthcare professionals with the information they need.** In 2024, we kept our eye on that ball by closely examining how to make all our educational programs as well-aligned and cohesive as possible. We leveraged the operational areas of strength that came with the HCPro acquisition across the AHIMA enterprise, strengthening in areas like events management, book production, inventory and fulfillment, and customer service.



# Making Education Actionable through Communities of Practice

Connected by Expertise. Driven by Purpose. That isn't just the tagline for [AHIMA's Communities of Practice \(CoPs\)](#); it's the north star. Our CoPs bring together HI professionals and subject matter experts to identify timely topics that members need more information about.

In 2024, our CoP volunteers increased their meeting cadence and released practical, real-world [guidance for best practices in four key areas](#): access to health data, privacy, non-clinical AI, and social determinants of health (SDOH).



- [Process for Releasing Protected Health Information \(PHI\) in Support of Reproductive Health Care Privacy Final Rule.](#) A detailed guide and decision tree that outline a clear process—from verifying PHI requests and safeguarding sensitive reproductive data to ensuring legal compliance through valid authorizations or attestations.
- [Stay Connected - Benefits of Patient Portals.](#) An 'editable' resource copyrighted by AHIMA but customizable for organizations looking to educate patients and their representatives in the benefits of patient portals for managing their health record.
- [AI Unleashed: Governance & Oversight Beyond Clinical Care.](#) Recommendations for technical and operational oversight of non-clinical artificial intelligence (AI) systems currently utilized or being implemented to support your organizations in identifying a clear path to success.
- [Social Determinants of Health \(SDOH\): Identifying Documentation Gaps in Workflow.](#) A guide focused on a "Team-Centered Approach" to collection of SDOH Data, including the oversight needed to identify documentation gaps related to non-medical factors that influence care and conversation scripts to support leaders, staff, and ultimately patients.



## 2

### Resources for Expanding Expertise

Visit the AHIMA website for the [latest toolkits](#) and practical, professional guidelines

Use your [Member Coupon Rewards](#) for an On Demand webinar or article-based Continuing Education quiz



# Elevating HI by Strengthening the **Professional Pipeline**

In 2024, AHIMA's Academic Affairs department focused on strengthening the health information workforce pipeline, enhancing educator and institutional engagement, and reinforcing the value of AHIMA credentials in a changing healthcare landscape.



# Increasing Visibility *Across the Industry*

To expand AHIMA's reach and relevance, representatives from Academic Affairs connected with individual professionals and institutions outside the traditional HI pipeline. Those groups included Historically Black Colleges and Universities (HBCUs), universities with health data programs, and employers interested in using microcredentials to upskill their teams.

We also streamlined transcript evaluations and eligibility inquiries, aiming to reduce turnaround times and enhance communication. While the new AMS brought some challenges, it also allowed us to improve the exam registration and scheduling experience for candidates.

We repositioned the Assembly on Education as a platform for academic leadership, innovation, and peer learning. In 2024, we hosted an educator luncheon, workshop, and panel at AHIMA24, addressing recruitment, retention, student engagement, and curriculum development. These efforts directly support educators, strengthen the talent pipeline, and ensure students are career- and credential-ready.

Together, these initiatives reflected our commitment to building a modern, credentialed, and adaptable HI workforce prepared to lead and thrive.



## 3 Ways to Continue Your Career Journey

Pursue an AHIMA  
[certification or](#)  
[microcredential](#)

Attend an  
AOE event

Connect with your  
state's [Component](#)  
[Association \(CA\)](#)

# Showcasing the Best of HI's Cutting-Edge Ideas

Official publications, especially research journals, can raise the profile of an entire profession, drive the discipline forward by evaluating the efficacy of core practices, and help academics and nonacademics alike prepare for the future by better understanding new ideas being tested.

AHIMA has two main periodical publications: a [member magazine](#) and a [peer-reviewed scholarly research journal](#), where we feature cutting-edge HI practice updates and other newsworthy content. AHIMA also continues to publish seminal [textbooks](#), which are integral to HI education because they provide foundational knowledge and practical applications to prepare students for success.





# Raising the Profile *of the Profession*

To ensure that the best HI research can be published in a vehicle worthy of its quality, we began a series of strategic updates to our scholarly journal in 2024.

From 2004-2024, AHIMA's research journal was known as *Perspectives in Health Information Management* and operated under the direction of an Editorial Board comprised of esteemed HI leaders, including Susan Fenton, RHIA, ACHIP, FAMIA, the current Editor-in-Chief.

This year, we undertook an overdue shift to web-based peer review, where authors can easily track their manuscripts through the process in real time. We also laid the groundwork for further updates in 2025, to include Digital Object Identifiers that make articles easier to find for both readers and authors.

These updates will ensure that AHIMA's scholarly publication increases in relevance and rigor, reflecting the same commitment to growth that our members (and researchers) display in their own work.

## JOURNAL<sup>OF</sup> AHIMA

### PERSPECTIVES

IN HEALTH INFORMATION MANAGEMENT

# 4

## Ways to Stay Updated with AHIMA Publications

Look for **news you can use at [Journal of AHIMA](#)**

Read the latest cutting-edge research articles in our [scholarly journal](#)

[Submit](#) your research to us or **review** research articles

Check out [AHIMA's seminal textbooks and digital resources](#)

# AHIMA Foundation Update

In 2024, the AHIMA Board of Directors and the AHIMA Foundation Board of Directors approved a plan to dissolve the AHIMA Foundation. From 2020-2023, the Foundation faced consecutive financial losses, in spite of cost reductions and a \$5 million investment from the AHIMA Board. These losses were primarily due to insufficient individual and corporate donations to support operating expenses. Because the Foundation could no longer operate independently without support from AHIMA, both Boards made the difficult decision to close it.

The funds held by the AHIMA Foundation that could not be used to fund operational or administrative expenses are being paid out to other 501(c)(3) organizations.

# AHIMA Finance Update

AHIMA was financially solvent and on stronger footing by the end of 2024 than in the previous year. In the first 4 months of 2024, AHIMA operated at a \$770,000 operating loss. In May 2024, AHIMA staff re-projected the budget and obtained Board approval for a rebalanced approach. As part of those efforts:

- AHIMA saved \$5.0 million in compensation
- AHIMA did not withdraw funds from our long-term investments, leading to an annual increase of 9%
- AHIMA cut unnecessary spending on professional fees and contractor services, saving \$5.3 million

The total expense reductions resulted in a \$986,000 improvement in operating income against the re-projected budget of \$178,000.

Please see the following page for a more detailed snapshot of AHIMA's 2024 financial report.



# 2024 Financials: AHIMA, a 501 C6 Entity

(Amounts in thousands)

## Financial Results are Unaudited

### REVENUE

Dues	\$6,630
Assessments/Exams	9,835
Meeting/Online Registration	2,598
Education Materials	11,368
Advertising	141
Donations/Contributions	0
Grants/Contracts	12
Other Revenue	723

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**Total Revenue** **\$31,307**

### EXPENSES

Personnel	\$14,592
Professional Fees/Consultants	4,620
Outside Services	2,132
Travel	283
Meetings	1,934
Cost of Sales	3,292
Sales & Marketing	539
General & Administrative	2,929
Scholarships*	0

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**Total Expenses** **\$30,321**

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**Net Operating Income** **986**

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**Non-Operating Income** **(394)**

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**Change in Net Assets** **\$592**

### ASSETS

Cash, Cash Equivalents	\$1,858
Short-Term Investments	687
Accounts Receivable, Net	2,851
Inventory, Net	1,147
Due from (to) Related Parties	1,394
Prepaid Expenses & Other Assets	638
Right-of-use Asset-Operating Lease	1,217
Property & Equipment, Net	1,678
Long-Term Investments	17,493
Investment in Subsidiary	34,348

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**Total Assets** **\$63,311**

### LIABILITIES

Accounts Payable	\$5,313
Accrued Expenses & Other Liabilities	3,487
Line of Credit	4,000
Deferred Revenue	9,599
Operating Lease Liability	1,371

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**Total Liabilities** **\$23,770**

### NET ASSETS

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**Net Assets** **\$38,949**

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**Change in Net Assets** **\$592**

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**Liabilities & Net Assets** **\$63,311**



**\*AHIMA Foundation awarded \$99,881 in Scholarships in 2024**

The Foundation, a 501 C3, is a Discontinued Operation as of December 31, 2024, and is not included on the financial results above.