



DATA
FOR **BETTER**
HEALTH[®]

2025 IMPACT REPORT



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Better health and improved health outcomes are impacted by factors beyond the care a person receives from their clinician. Those factors, such as housing status, transportation needs, and food insecurity, are referred to as social determinants of health (SDOH), which affect quality of life, health, and healthcare outcomes.

When SDOH data is properly collected, used, and shared, the entire healthcare team can gain insight into the elements that make up a person's medical and non-medical story, allowing them to help improve an individual's overall health and well-being.

Data for Better Health was launched in 2023 to increase awareness of how collecting, using, and sharing SDOH data can improve individual and community health and healthcare outcomes. As part of this work, AHIMA has four key goals:

- **Engaging Healthcare Professionals Working with SDOH** to understand the business case for the collection, use, and sharing of SDOH data and to offer strategies for success.
- **Educating and Engaging with Consumers** to build trust and a greater understanding of SDOH and the benefits of sharing SDOH information with healthcare professionals.
- **Advancing Policy and Advocacy Among Policy Makers** by developing and promoting a data-driven, SDOH advocacy agenda.
- **Supporting Innovation within the Healthcare Ecosystem** to accelerate adoption of best practices and new models.

AHIMA made great progress to advance this work in 2025.
Learn more about the accomplishments on the next page.



AHIMA participated in various speaking engagements in 2025 focused on sharing successful strategies related to the collection, use, and sharing of SDOH data. This included:

- 2025 AHIMA President-elect Thea Campbell and Chief Public Policy & Impact Officer Lauren Riplinger presented a webinar to American College of Health Care Executive (ACHE) members, “Journey to Improving Health Outcomes: Screening for Social Drivers of Health.”
- AHIMA staff presented a webinar to HOSA-Future Health Professionals members, “Connecting the Dots Between SDOH Data and Improved Health Outcomes.”
- AHIMA also launched a digital series in partnership with Content with Purpose (CWP) to showcase the critical work health information (HI) professionals do to ensure providers and patients have accurate, secure, and accessible data to support better outcomes across the globe. This includes [how SDOH data can be leveraged to improve health outcomes](#).

AHIMA also hosted a series of panel sessions for HI professionals in 2025. This included:

- 2025 AHIMA President and Board Chair Maria Caban Alizondo, PhD, RHIT, FAHIMA, moderated a panel discussion with leaders from MedStar Health at the 2025 AHIMA Advocacy Summit. This session examined how implementing system-wide screening for SDOH data improves health and health outcomes.
- AHIMA Chief Public Policy and Impact Officer Lauren Riplinger moderated a panel discussion with leaders from Fairview Health Services and UnitedHealth Group at AHIMA25 Conference. This session explored how provider organizations and payer organizations can work together to improve the collection, use, and sharing of SDOH data.

To educate and engage healthcare professionals working with SDOH data, AHIMA hosted three Data for Better Health Data Breaks in 2025. This webinar series provided insight into how organizations are successfully collecting, using, and sharing SDOH data. Speakers included leaders from [Endeavor Health](#), [CRISP Shared Services](#), and [CRISP DC](#). As part of the webinar series, AHIMA also hosted a [SDOH Technology Showcase](#), where leaders from Blooming Health, Innovaccer Inc., Socially Determined, and Verisma Systems shared how they leverage technology to improve the collection, use, and sharing of SDOH data. We were pleased to continue to see a highly engaged audience for these webinars in 2025.

In June 2025, AHIMA hosted a virtual Data for Better Health Leadership Summit, bringing healthcare leaders from across the nation together to connect, network, and learn from each other. At the summit, speakers provided an opportunity to explore how SDOH data can advance strategy, drive community health, and improve care delivery. From the 2025 Leadership Summit, 10 action steps were identified to move this work forward. Read more about these takeaways [here](#).

Throughout 2025, AHIMA leveraged the Data for Better Health Thought Leader group to develop resource guides for various healthcare stakeholders. In March 2025, AHIMA released the [“Health Data Professional Resource Guide”](#), offering tools, use cases, and ideas to support HI professionals in their work related to SDOH data. In July 2025, AHIMA issued the [“Clinician Resource Guide”](#) to provide tools and resources to support clinical professionals in their work related to SDOH data.

Shaped by workshops hosted in collaboration with Do Tank, AHIMA released the white paper, [“Designing Solutions for the Future”](#), in June 2025. This white paper provides insights from workers across different roles in healthcare, feedback on the main hurdles found in this space, and useful steps for moving toward improved ways to collect, use, and share SDOH data.

EDUCATING AND ENGAGING WITH CONSUMERS

Building trust with patients is a critical factor in collecting and exchanging SDOH data. Healthcare organizations have an obligation to improve the public understanding of SDOH data and the benefits of sharing their non-medical needs with healthcare professionals. Conversely, patients need to feel comfortable sharing this often very personal information without fear, judgement, or shame. Patients need to have clarity on who has access to such information and how it will be shared. In late 2025, AHIMA released a draft white paper around trust and SDOH data. AHIMA has made a public call for comments on this white paper, and we look forward to releasing a final version in early 2026.

ADVANCING POLICY AND ADVOCACY AMONG POLICY MAKERS

Through the Data for Better Health Advocacy Agenda, AHIMA engaged in several activities in 2025 to further public policy changes at the federal level that improve the collection, use, and sharing of SDOH data. This included providing essential input on various policy requests such as:

- **Engaging in work with [The Gravity Project](#)** to inform proposals to the ICD-10 Coordination and Maintenance Committee to improve the collection and accuracy of SDOH-related codes. AHIMA staff collaborated with The Gravity Project team in authoring a brief, "[Best Practices for Validating and Documenting Social Diagnoses](#)."
- **Participating in the Whole Child Health Alliance** led by Nemour Children's Health. The coalition advances whole child health models that promote children's optimal health, development and well-being across the life course while improving health equity through delivery and payment reforms. Whole child health models engage child health providers, payers, community-based organizations, and other multisector partners in improving population health and addressing social needs and broader social determinants of health affecting children, youth, and their families.
- **[Advocating in favor of the SDOH quality measures](#)** in response to the Centers for Medicare and Medicaid Services (CMS) fiscal year (FY) 2026 Hospital Inpatient Prospective Payment System (IPPS) and Long-Term Care Hospital Prospective Payment System (LTCH PPS) Proposed Rule.
- **Providing [comments](#) to CMS** regarding the calendar year (CY) 2026 Medicare Hospital Outpatient Prospective Payment System (OPPS) proposed rule.
- **Providing [comments](#) to CMS** regarding the calendar year (CY) 2026 Medicare Physician Fee Schedule (PFS) proposed rule.

SUPPORTING INNOVATION WITHIN THE HEALTHCARE ECOSYSTEM

As the leading voice and authority in health information, AHIMA is uniquely positioned to lead work that accelerates the collection, use, and sharing of SDOH data. We must drive change among healthcare professionals, engage consumers, shape policy, and accelerate use of SDOH data to truly improve health outcomes.

This transformational change starts at the staff and organizational level. AHIMA is leading this work at a national level while our members are taking action within their own organizations. The Data for Better Health Impact Season offers AHIMA members and enterprise staff the chance to contribute to this important work as well.



In 2025, AHIMA expanded its Data for Better Health Impact Season efforts to include the AHIMA membership. The 2025-2026 Impact Season was kicked off with a [food packing event held at AHIMA25 Conference](#) in collaboration with US Hunger. As part of this initiative, enterprise staff will also have the opportunity to spend four hours in the winter of 2025-2026 to volunteer at organizations related to SDOH. AHIMA members are also encouraged to participate in their communities. The theme for the 2025-2026 Data for Better Health Impact Season is food insecurity. To learn more, visit the [Data for Better Health Impact Season website](#).

We are looking forward to sharing the continued success of the Data for Better Health Impact Season at AHIMA26 Conference, where we will kick off the 2026-2027 season.

GOING FORWARD: OPPORTUNITIES FOR 2026



2026 presents new opportunities to further our Data for Better Health work. This includes a focus on continuing to develop resources and white papers for the HI profession that supports a better understanding of the importance of SDOH data and how it can be used to improve individuals' health and quality of life. This includes how we can build trust with consumers to develop a better understanding of SDOH data and the benefits of sharing this information with healthcare professionals. We look forward to engaging AHIMA members, AHIMA-certified professionals, and the broader healthcare community on activities related to Data for Better Health in 2026.

To stay up to date on the latest activities related to Data for Better Health, sign up for our quarterly newsletter [here](#).

