

# **Health Information Management Association of Western New York**

## **Strategic Plan 2009 – 2011**

### **Values Statement:**

The Health Information Management Association of Western New York (HIMAWNY) values people. Specifically, HIMAWNY values its members, associates, and health care consumers residing and/or seeking health services in Western New York. Additional core values of HIMAWNY include education (consumer and professional), advocacy, patient confidentiality, quality health information and leadership.

### **Vision Statement**

HIMAWNY's vision is to be the recognized leaders in Western New York for our professional leadership role in the development, management and provision of quality health information practices and systems.

### **Mission Statement**

HIMAWNY is committed to providing leadership in the management of health information by:

- Providing health information management education and professional development
- Promoting professional practice standards
- Advocating for the profession and health care consumer on issues that affect the confidentiality and management of health information
- Promoting alliances and partnerships with other professionals who manage and support health information systems, and
- Maintaining recognition as the local authority on health information management issues, practices and systems.

## **Strategic Issue #1: Membership**

**Goal:** To strengthen and grow HIMAWNY's influence through a large and active membership.

### **Strategies:**

- Increase student members
- Develop new methods for increasing membership including Member-get-a Member, group memberships for facilities
- Offer scholarship for members
- Develop new methods for increasing attendance at business and educational sessions
- Enhanced educational opportunities including national speakers, lunch-time sessions
- Use the Special Interest Groups to promote membership including presentation at SIGs by Board Members
- Involve more members in Association activities by forming more Committees rather than individual activities
- Offer incentives to student members for attendance at sessions.

### **Measurement**

- Number of members in the Association
- Number of members attending business, educational and SIG groups
- Number of members agreeing to hold office or chair a committee, or be on a committee

### **Responsible Parties**

- Board of Directors
- Membership Chair
- Education Chair
- Special Interest Group Chair

## **Strategic Issue #2: Professional Workforce Development/Education**

**Goal:** To support HIMAWNY's mission to provide HIM education & awareness of HIM workforce development.

### **Strategies:**

- Provide a minimum of four educational programs during the Association year consistent with AHIMA core content areas.
- Use a variety of formats for delivery of educational opportunities
- Interact with local high school guidance counselors to provide education regarding HIM careers
- Create and distribute "take-away" items promoting the profession such as magnets, bookmarks
- Consider becoming a sponsor in the UB Speaker Series or co-sponsoring sessions with local colleges and/or training centers or other HIM Associations
- Consider offering longer educational sessions including half day or full day sessions
- Enhance the HIMAWNY Annual Meeting to include vendor exhibits, multiple educational sessions modeled after the State meeting

### **Measurement:**

- Number of educational sessions offered per Association Year
- Number of contacts made with High School Guidance Counselors
- Number of educational sessions done in conjunction with other organizations
- Number of articles published by membership in newsletter

### **Responsible Parties:**

- Board of Directors
- Education Chair
- Special Interest Group Chair

## **Strategic Issue #3: Marketing and Outreach**

**Goal:** To Influence HIM practice through alliances

### **Strategies:**

- Work together with, rather than compete with other health-related associations such as the HFMA, AAPC
- Advertise our education sessions to other organizations
- Increase our liaisons with local vendors
- Designate HIMAWNY members to also be active members of other professional associations in area.
- Use Website to promote HIMAWNY

### **Measurement:**

- Number of members who are also members of other professional organizations related to HIM
- Number of corporate and vendor members
- Requests from individual, groups or businesses for advise and consultation
- Number of events co-sponsored with an alliance partner
- Number of websites with links to HIMAWNY Website

### **Responsible Parties**

- Board of Directors
- Membership Chair
- Web Designer

## **Strategic Initiative #4: Communication**

**Goal:** Earn recognition as an HIM leadership group through professional communications.

### **Strategies:**

- Use the most advanced communication tools to reach the greatest number of people in the shortest possible time (i.e. web site)
- Board member visibility at Education sessions to communicate Association business.
- Use links within our website and to our website
- Continue the use of widely read written publication as a means of promoting the HIM profession such as newspapers and journals
- Presentations conducted at local high schools, career fairs and community group meetings
- Encourage membership to publish articles in Progress Notes newsletter.
- Provide information on our calendar of events to local web sites and community calendars.

### **Measurement:**

- Number of web site links
- Number of outside presentations/education conducted

### **Responsible Parties:**

- Board of Directors
- Education Chair
- Web Design