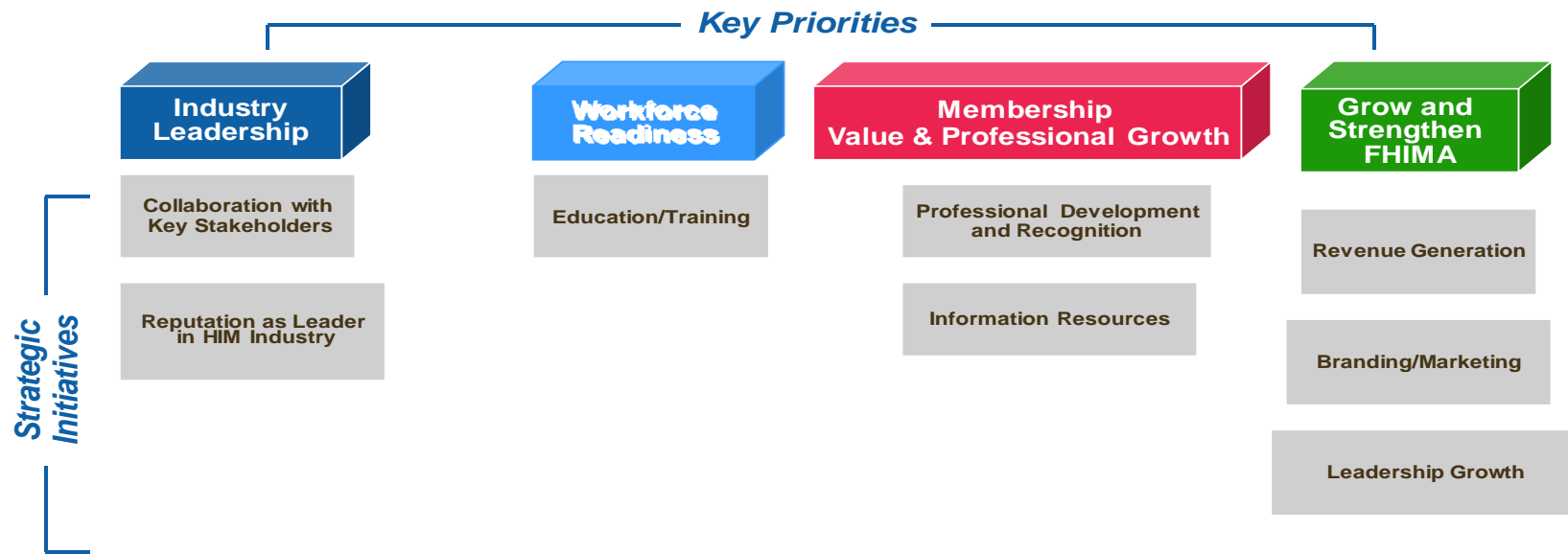


FHIMA 2010 Strategic Framework

Vision The Florida Health Information Management Association will be the recognized leader in Health Information Management for the state of Florida..

Mission To support and promote HIM professionals by advancing best practices through education, professional development, leadership, advocacy, and communication.



Key Priority: Industry Leadership
2009-2010 Director(s) Assigned: Martin Smith & Diana Alberts
2009-2010 Regions Assigned: Central & Suncoast Regions

Strategic Initiatives	Tasks for Success	Success Measurement	Target Dates for Measurement
Collaboration with key stakeholders	Collaborate with state and regional legislators	<ul style="list-style-type: none"> • Measure number of interactions and meetings with legislators each year 	March 2011
Collaboration with key stakeholders	Regional Association participation at FHIMA Hill Day each planned year	<ul style="list-style-type: none"> • Track regional association affiliation of members who participate in FHIMA Hill Day 	March 2011
Collaboration with key stakeholders	Collaboration with similar interest groups/associations (HIMSS, AHDI, AAPC, MGMA, etc)	<ul style="list-style-type: none"> • Track number of strategic alliances made each year. Strategic alliances include: joining association, extending invitations for programs, booth at other association meetings, etc. 	December 2010
Reputation as Leader in HIM Industry	Market FHIMA Legal Manual to MGMA membership	<ul style="list-style-type: none"> • Track number of manual sold to MGMA members 	December 2010
Reputation as Leader in HIM Industry	Develop a “tool kit” for promotion of the HIM profession with consistent language and talking points	<ul style="list-style-type: none"> • Determine audience for tool kit • Completed “tool kit” • Distribute “tool kit” 	December 2010
Reputation as Leader in HIM Industry	Increase “Evidenced Based” research. Offer “members only” access link to specific literature.	<ul style="list-style-type: none"> • Drop down tool on FHIMA website for members only access • Collaboration with AHIMA • Links page on website – ensure current and relevant 	December 2010
Reputation as Leader in HIM Industry	Increase website presence by enhancing SEO.	<ul style="list-style-type: none"> • Track site and SEO statistics 	December 2010

<p align="center">Key Priority: Workforce Readiness 2009-2010 Director(s) Assigned: Dean Ritchey & Lisa Libby 2009-2010 Regions Assigned: Gulf Coast, Ocean & Panhandle</p>			
Strategic Initiatives	Tasks for Success	Success Measurement	Target Dates for Measurement
Education/Training	Create an ICD-10 Task Force	<ul style="list-style-type: none"> • ICD-10 Task Force is created with clear charter, purpose and goals and report mechanism to Board 	December 2010
Education/Training	Establish expectation with Regions to perform at least one workshop on a HIM Hot Topic per calendar year	<ul style="list-style-type: none"> • Track educational offerings by regional associations 	December 2010

<p align="center">Key Priority: Membership Value 2009-2010 Director(s) Assigned: Alice Noblin & Barbara Bermudez 2009-2010 Regions Assigned: South & Southwest</p>			
Strategic Initiatives	Tasks for Success	Success Measurement	Target Dates for Measurement
Informational Resources	Ensure informational resources (website, e-Coastlines, etc.) are current and have relevant information.	<ul style="list-style-type: none"> • Survey membership regarding perception of website and e-Coastlines, etc. 	June 1, 2010
Informational Resources	Increase familiarity with HIM resources on the FHIMA website	<ul style="list-style-type: none"> • Number of schools that participate on website scavenger hunt activity 	June 1, 2010
Professional Development & Recognition	Promote HI Privacy and Security Week in April	<ul style="list-style-type: none"> • Number of articles submitted regarding week's activities 	March 15, 2010
Professional Development & Recognition	Enhance website to include recognition of FHIMA Service Award and Scholarship recipients	<ul style="list-style-type: none"> • Number of hits on award recipient section 	September 1, 2010

Key Priority: Grow and Strengthen FHIMA

2009-2010 Director (s)Assigned: Dwan Thomas Flowers, Tanya Kuehnast & Kimberly Eichner

2009-2010 Regions Assigned: Northwest & Northeast

Strategic Initiatives	Tasks for Success	Success Measurement	Target Dates for Measurement
Revenue Generation	Increase non-active members to become active members	<ul style="list-style-type: none"> • Track increases in membership • Track number of CERT members changing to active members 	July 1, 2010
Revenue Generation	Increase number of advertisements including job board, etc.	<ul style="list-style-type: none"> • Track numbers of advertisement opportunities sold 	December 2010
Revenue Generation	Work in collaboration with Workforce Readiness team to develop webinars	<ul style="list-style-type: none"> • Increased number of webinars 	December 2010
Revenue Generation	Work with collaboration with Workforce Readiness team to develop certification prep courses and tools	<ul style="list-style-type: none"> • Increased number of educational certification prep courses 	December 2010
Revenue Generation	Develop FHIMA logo items for sale	<ul style="list-style-type: none"> • Increased revenue from sales 	December 2010
Leadership Growth	Development of future leaders to include mentoring, etc.	<ul style="list-style-type: none"> • Increased participation at FHIMA regional leadership meetings 	September 2010
Branding/Marketing	Establish a Marketing Committee that will establish branding guidelines	<ul style="list-style-type: none"> • Branding guidelines are established 	August 2010

FHIMA Strategic Plan 2009-2011

Leadership Growth	Align Board members to Committees/Task Forces		Completed
Leadership Growth	Board members mentoring students		Completed
Leadership Growth	Board assisting regions in association strategies and operation		Completed