

FHIMA Strategic Plan 2011-2013

Mission: To support and promote health information management professionals by advancing best practices through education, technology, professional development, leadership, advocacy, and communication.

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

Key Priorities & Strategic Initiatives

<i>Key Priority: Industry Leadership</i>	<i>Key Priority: Workforce Readiness</i>	<i>Key Priority: Membership Value & Professional Growth</i>	<i>Key Priority: Grow and Strengthen FHIMA</i>
<i>Strategic Initiatives:</i>	<i>Strategic Initiatives</i>	<i>Strategic Initiatives</i>	<i>Strategic Initiatives</i>
Build alliances and awareness with various state legislators and professional associations	Lead the healthcare industry in the transition to ICD-10	Increase marketing of HIM	Membership Growth
Established as an HIM Resource	Member Education/Training	Enhance mentoring opportunities	Increase revenue
		Professional Development and Recognition	Revenue Generation
			Succession planning

Key Priority: Industry Leadership
2011-2012 Director(s) Assigned: Erin Head and Diane Lerch
Regions Assigned: Northwest, Ocean, Southwest

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Build alliances and awareness with various state legislators and professional associations	Advocacy preparedness for regional associations and members <ul style="list-style-type: none"> • Self • Professional/job • Organization/FHIMA • Political • HI&T week 	Research available AHIMA fact sheet and develop FHIMA HIM fact sheet.	N/A	AHIMA Fact Sheet- done	Advocacy	Dec 2011
		Regional Associations utilize advocacy tool kit to train their members on making legislative visits.	N/A	Completed: Panhandle	Regional Leaders	Jan 2012

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Build alliances and awareness with various state legislators and professional associations	Collaborate with state and local legislators	Visit at least 40% of the state/ and local healthcare Legislators via interactions and/or meetings.	How many healthcare legislators?	3 visits completed October 2011: Senator Al Hayes Congressman Cliff Sterns Rep Marlene O'Toole	Advocacy, Regional Leaders	June 2012

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Build alliances and awareness with various state legislators and	Collaboration with similar interest groups/associations (HIMSS, RHIO, REC, ONC, AHCA, ACDIS, AMIA)	Complete four (4) strategic alliances. Strategic alliances include: joining	4	HIMSS;	Advocacy, Legislative, HIE, Board	June 2012 (ongoing)

professional associations	Determine national and regional conventions whereby HIM volunteers will present at other associations	association, extending invitations for programs, booth at other association meetings, etc. Complete four (4) speaking engagements.	4	HIMSS 9/14/11 – Jill ICD10 Panel SF Healthfaire 3/23/12 - Discussed with FHA and FMA collaboration on ICD 10 education	Advocacy, Legislative, HIE, Board	June 2012 (ongoing)
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Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Established as an HIM Resource	Develop a marketable legal manual	Investigate the feasibility to develop a web portal for legal manual via www.fhima.org	N/A	Will report at March Meeting when revisions are done.	Legislative	Dec 2011
		Update current version of the legal manual	N/A	3/23/12 – Legal manual revision nearing completion. Will be avail for sale at convention	Legislative	April 2012

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Established as an HIM Resource	Develop a "tool kit" for the promotion of Health Information Exchange (HIE) activities in the HIM profession.	Complete HIE tool kit.	N/A	3/23/12 – Tool Kit underway	HIE	January 2012
		Disseminate tool kit.	N/A		HIE	February 2012

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Established as an HIM Resource	Increase social media presence	Promote Facebook Page and Group	N/A	Information has been placed in e-Alerts about joining and a link appears at the top of every e-Alert issue. 3/23/12 – Facebook page = 267 "likes"; Facebook group = 213 members; Linked In = 56 members	Carolyn/Jill	December 2011 DONE
		Establish a Linked In account for FHIMA	N/A		Jill	December 2011 DONE
		FHIMA Website: Review enhancement opportunities and links to important topics	N/A		Carolyn	December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Established as an HIM Resource	Increase website and consistency among Regional Associations	Regional Association share with one another their current	N/A		Regional Leaders	January 2012

		<p>vendor or the they maintain their website</p> <p>Generate list of items that should be consistent on each regional website</p>	N/A		Executive Director	November 2011
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Key Priority: Workforce Readiness

2011-2012 Director(s) Assigned: Jennifer Schunke and Debra Braley

Regions Assigned: Central, Gulfcoast

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Lead the healthcare industry in the transition to ICD-10	Education to membership on ICD-10 • Enhance information available on website	<ul style="list-style-type: none"> Identify train-the-trainers and solicit them to volunteer on the ICD-10 taskforce 	N/A	<p style="color: red;">-October 2011: One workshop completed and one scheduled for Jan 2012</p> <p style="color: red;">- Email sent Sept 2011 to medical societies in areas around scheduled workshops</p> <p style="color: green;">3/23/12 – Tallahassee workshop completed</p>	ICD-10 Taskforce	June 2012 (ongoing)
		<ul style="list-style-type: none"> 3 ICD-10 workshops in the year 	3		ICD-10 Taskforce	June 2012 (ongoing)
		<ul style="list-style-type: none"> 2 day Workshop at FHIMA meeting 	2		ICD-10 Taskforce	June 2012 (ongoing)
		<ul style="list-style-type: none"> Explore marketing and education to physician practices and other healthcare settings 	N/A		ICD-10 Taskforce	June 2012 (ongoing)
		<ul style="list-style-type: none"> Create a webinar from the existing ICD 10 workshop for non coders. 	N/A		ICD-10 Taskforce	June 2012 (ongoing)

		Place area on website for ICD 10 information	N/A		ICD10 Taskforce/ Carolyn	December 2011
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Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Member Education/Training	Develop educational opportunities to the workforce	<ul style="list-style-type: none"> Develop two (2) webinars and/or audio conference Survey the membership for hot topics (other than coding) 	2 N/A	November 2011 – Survey draft done and sent to chairs of Cont Ed	Continuing Education Continuing Education	June 2012 (ongoing) December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Member Education/Training	Develop educational opportunities to the workforce	<ul style="list-style-type: none"> Investigate CCA exam prep session 	N/A	November 2011: survey done with small number of HIM program directors	Continuing Education	December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Member Education/Training	Establish expectation with Regions to perform or acknowledge at least one coding round table per calendar	Track regional coding roundtables	N/A	3/23/2012 – Roundtable in Miami area on	Regional Leaders/Carolyn	June 2012

	year			3/24/12 and Roundtable at MDC campus on 2/9/2012. Roundtable in Northeast Region		
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Key Priority: Membership Value
2011-2012 Director(s) Assigned: Renee Petron and Mary Worsley
Regions Assigned: Northeast, Panhandle

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Increase marketing of HIM	Promote the professional value and opportunities within the HIM Profession <ul style="list-style-type: none"> • reach out to HOSA • attend college nights at high school • educate military • partner with workforce/unemployment agencies • educate career counselors 	<ul style="list-style-type: none"> • Coordinate marketing efforts with at least four (4) identified opportunities. • Survey membership regarding perception of website and e-Coastlines, etc 	Marketing efforts: 4		FIRE	June 2012 (ongoing)
			N/A		FIRE	December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Enhance mentoring opportunities	Mentoring Program	<ul style="list-style-type: none"> • Survey existing mentors and students to evaluate mentoring program 	N/A		BTG	September 2011

		<ul style="list-style-type: none"> • Research if mentoring a student would qualify for CE credit for mentors 	N/A		BTG	October 2011
		<ul style="list-style-type: none"> • Promote mentoring at FHIMA convention and at regional association level 	N/A		BTG	June 2012 (ongoing)
		<ul style="list-style-type: none"> • Create LinkedIn subgroup for mentoring 	N/A		BTG	December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Professional Development and Recognition	Create networking opportunities for HIM Professional Leaders	<ul style="list-style-type: none"> • HIM Directors Forum: Host quarterly meeting 	N/A	October 2011: HIM Forum held; Spreadsheet created.	Jill Finkelstein	October 2011 (ongoing)
		<ul style="list-style-type: none"> • Create spreadsheet of systems (collect data next FHIMA survey to members) 	N/A	Forum held Jan 2012	Jill Finkelstein	October 2011 DONE

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Professional Development and Recognition	Promote students taking the AHIMA exam(s)	<ul style="list-style-type: none"> • Contact other states providing a stipend to members who 	N/A	November 2011 – Response received.	Professional Recognition Team	November 2011

		pass the AHIMA test (scholarship criteria, how much money, etc) <ul style="list-style-type: none"> • Make recommendation to FHIMA Board 	N/A	Board approved to begin offering this to members.	Professional Recognition Team	November 2011
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Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Professional Development and Recognition	Understand CA laws regarding credentialing	<ul style="list-style-type: none"> • Contact other states with mandatory credentialing in their legislation and create report that summarizes findings 	N/A		FIRE	February 2012
		<ul style="list-style-type: none"> • Understand CAHIM standards, legislation etc 	N/A		FIRE	February 2012

Key Priority: Grow and Strengthen FHIMA

2011-2012 Director(s) Assigned: Jill Finkelstein, Tanya Kuehnast and RoseAnn Webb
Regions Assigned: South, Suncoast

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Membership Growth	Increase non-active (CERT) members to become active members	Track number of CERT members changing to active members.	CERT Members As of 9/1/11: 1,243	CERT 12/15/2011: 1,325 Active: 12/15/2011: 3,936	Board	Ongoing
		Increase	Active		Board	Quarterly

		membership 5% Share existing letters with Regional associations to contact CERT individuals and students	Members As of 9/7/11: 3,945 N/A	CERT 3/23/2012: 1,351 Active: 3/23/2012: 4,003	Carolyn	September 2011
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Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Increase revenue	Review or revise the requirements for sponsorships (at board level)	<ul style="list-style-type: none"> Review or revise the requirements for sponsorships Increase sponsorship opportunities by 2% 	N/A 2009: 9 2010: 6 2011: 8		Carolyn Board	December 2011 Ongoing

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Revenue Generation	Increase number of job board, etc.	<ul style="list-style-type: none"> Market job board to healthcare facility HR departments and educate membership on job board 	1/1/11-8/31/11 34 postings	3/23/2012 – Postings for Jan 2012-March 2012 = 18	Carolyn	December 2011

Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Revenue Generation	Develop, promote and expand	Promote sales of	N/A	October	Board	Ongoing

	FHIMA logo items for sale	the portfolio pads and mugs		2011: items taken to workshops		
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Strategic Initiatives	Goals	Tasks for Success	Baseline Measurement	Progress Report	Responsible Party	Target date for completion
Succession planning		Regional associations report plan to FHIMA	N/A	9/11 Regional Leader Mtg Attendance was 9/9.	Regional Associations	Ongoing
		Regional participation in every regional president conference call	N/A		Regional Associations	Ongoing
		Promote benefits of Leadership position for running for office at regional level	N/A		Regional Associations	Ongoing