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President's Message



Kimberly Eichner MBA, RHIA
FHIMA President

Well its that time of year when people draw up lists of New Year's resolutions: enhance finances, lose weight, exercise, quit smoking. The New Year always offers us a sort of "restart" button and we can use this time to "reboot" - take a pause and, hopefully, function somewhat better going forward.

Like the satisfaction we gain from our personal life, this fresh start and energized spirit is a great reason to commit to resolutions for business or professional associations. So here are mine for 2010. Feel free to create your own or add any of the following;

Plan

The first thing I have done in preparation for 2010 is to schedule time for learning new aspects of my business. This planning helps build an appropriate timeline by taking the time to determine what is important for me to accomplish.



Step out of my comfort zone

Learning something new or taking on an initiative usually places me in a situation that I am not confident about, but can open up a whole new world. This year, I'm taking advantage of situations where I will need to develop new skills and expand my profile

Create action steps to help me reach each goal

Once I set a goal, I will write a detailed plan of everything I need to do to. I also set a daily visual reminder by drawing a mind map on my whiteboard in the office.

Stop the multi-task madness

I have always thought the skill to multi-task was a good skill to have.. I have come to realize it is an inefficient way of working as you don't focus on the task at hand and each time you jump from one activity to the next, you lose time as your brain has to stop and think, "Uh, what was I doing again?". So this year I am concentrating on one thing at a time.

Capitalize on my network

Keep in touch with colleagues for answers and support. FHIMA is a tremendous resource through the connection opportunities it provides with your professional colleagues. When I am facing a tough challenge I will take the time to send an email or make a call and ask a fellow professional for help.

Take the time to Grow and Mentor others

I am committed to one of FHIMA's top strategic objective which is to focus on leadership development and participation with FHIMA by enhancing the communication with the regional leaders.

Is it realistic that I will master my list in 2010? Perhaps not. But now I have a clear trail guide that will start me on the right path for the new year. Try it. Let's stay focused on reaching that summit together.

Articles

Mission Activation: How to Actually Live your Mission Statement (Even During Frantic and Uncertain Times)

By Dr. Brian Higley, Founder and Director of Operations, The Building Blocks to Excellence (www.thebuildingblockstoexcellence.com) & Co-Founder and Co-Director with the Excellence Tree (www.excellencetree.com)

Many organizations, teams and individuals work very hard to develop Mission and Vision Statements - yet almost everyone I speak with believes that they often do not seem to "live" these statements extremely well. Each year, a lot of valuable time and energy go into developing Mission Statements that will quickly be forgotten or ignored in the often frantic day-to-day activities that follow. And here's the kicker - most people know that they will not fulfill their Mission Statements even as they spend valuable time developing them! And yet we continue to develop Mission Statements (both personal and professional) even as we recognize deep down that most of them will not be fulfilled very well. What is going on here and how can we stop wasting valuable time, energy and money developing statements that we know will not be fulfilled?

Motivation and Mission Statements. I believe that the first step in answering the important question above is to get to the bottom of the motivation for creating Mission Statements and why that motivation for "Mission Creation" rarely translates into "Mission Fulfillment". Numerous scientific studies show that motivation is often associated with being aware of the rewards of doing something or the costs of failing to do it. The rewards of completing a Mission Statement are obvious and immediate; developing these statements are a great way to get fired up over what we would like to do in the future.

What is sometimes not as apparent (until it is too late) is the often huge price of failing to live our Mission Statements. From wasted money and time to decreased morale and increased cynicism, the effects of being out of alignment with our Missions are far-reaching. For example, many believe that today's economic situation is just one (major) example of the result of this mis-alignment. How can we stop wasting so much of our precious resources on unfulfilled Mission Statements? After years of research and countless conversations with my colleagues, clients, and other experts in the field, I believe we may have come to a very important answer to this critical question. The reason why so many Mission Statements often wind up wasting valuable resources is that most Missions are not "Activated".

What is Mission Activation? An Activated Mission Statement (or Vision/Values statement, for that matter) is a statement that has been broken down into the key components that help ensure that day-to-day activity will be aligned with the statement - even during frantic and uncertain times (which are inevitable from time to time, as most people are well aware). Our experience and research over the past decade have revealed some very simple and powerful steps that people can take in order to ensure that their Mission Statements will stay Activated throughout the entire year. I've personally seen these steps help teams and individuals of all kinds become strongly aligned with their missions - with powerful, long-lasting, incredibly fulfilling results.

How can you Activate your Mission? For those who would like to know more about Mission Activation, below are listed what we have found to be the 6 steps toward Activating a Mission. As we were identifying these components, we realized that Activating a Mission was very similar to the process of growing a strong, solid, flexible tree. So, we came up with the term "Excellence Tree" to help get these ideas across; a well-maintained Excellence Tree

results in a strongly Activated Mission. The Mission Activation steps listed below include thoughts on how each step is related to growing an Excellence Tree:

1. **Check The Soil:** Assess current levels of (and potential for) Mission Activation.
2. **Plant & Water Your Tree - Then Regularly Observe its Growth:** Strongly align daily activity with the Mission or Vision Statement in clear ways. Then, promote execution by incorporating a communication technology that can allow all stakeholders to view progress in quick, easy ways.
3. **Identify & Pull Weeds:** Identify barriers to Mission Activation - and quickly create SMART Solutions to overcome them.
4. **Prune Your Tree:** Break "Mission-Deactivating Silos" by tracking (and rewarding) consensus and cooperation.
5. **Provide Adequate Sunlight:** Implement a Mission Activation Reward System (a system that truly increases and maintains Mission-aligned activity).
6. **Create Gardeners:** Train others to help plant the tree, pull weeds, prune, and provide their own sunlight to the tree (the mission) across the entire year.

What is the impact of an Activated Mission? Mission Activation takes time, energy, and attention - so why would busy people want to even consider doing this hard work (especially during these particularly tough times)? The short answer is that we have seen Mission Activation drastically change people's businesses and lives (including our own) in tremendously positive ways! On the other hand, we have all seen (and felt) the incredibly negative effects of organizations and individuals that do not live their Mission Statements. In fact, many believe that these tough times can at least partially be described as a culmination of a lot of un-Activated Missions (more on that, later).

On the other hand, it has been our experience that the organizations, teams and individuals who commit to Mission Activation not only achieve their objectives in more quality ways, they also report feeling better about their lives as a whole. Another interesting effect of Mission Activation: many people associated with teams and individuals that have Activated their Mission Statements tend to want stay with them for long periods of time. People decline incentives like larger paychecks to continue to experience Mission-aligned cultures (what I sometimes refer to as a "Cultures of Sanity") in a world that can sometimes seem very frenzied, unfair and cynical (and often very scary). Finally, I think Mission Activation also helps more people "get it," as my colleague John Spence says - or, to truly understand what it takes to be successful and fulfilled over the long haul.

If Mission Activation is so great, why are so few Missions actually Activated? This is a great question - and one that is constantly on my mind as I interact with hundreds of people a week who are pursuing their personal and professional goals. This question interested me so much that it was actually the topic of both my Masters Thesis and my Doctoral Dissertation while pursuing my Ph.D. What our research team found was that the difference between those who did things that they knew were good for them and those who simply "wished" they did these things came down to the 5 critical factors.

What is the cost of NOT Activating a Mission? Very often, a non-activated Mission

Statement results in what I call "frenzied leadership" - leadership (including self-leadership) that often creates confusion and anxiety. Non Activated missions have other ramifications beyond Frenzied Leadership - including cynicism about the statement and the organization, team or individual that developed it. Change management guru Rick Maurer (and his blog's visitors) express this cynicism quite effectively in his article entitled "Empty Words and Mission Statements."

Some closing thoughts on Mission Activation. At our firm, we have observed some very stunning results associated with Mission Activation - from increased productivity and enhanced morale to decreased anxiety and lower levels of disengagement. Unfortunately, we have also found that very few Mission Statement are actually Activated - and the ramifications of this run broad and deep in our businesses, our society and our individual lives. I've personally seen Mission Activation solve many of the largest business, social, and personal problems facing us at this critical point in all of our lives. I hope this article will encourage more leaders and individuals to consider Mission Activation as a strategy for business and personal success.

Florida Health Information Exchange (HIE) Cooperative Agreement Program December 15, 2009

By Linda Renn, RHIT, CCS, CPC, CPC-H, AHIMA SAW Committee

The Florida Health Information Exchange (HIE) Cooperative Agreement Program application was submitted on October 15, 2009 to the Office of the National Coordinator for Health Information Technology. Florida's Agency for Health Care Administration (AHCA) will receive federal funding of up to \$20.7 million over a four-year period for the purpose of supporting statewide health information exchange. The award and program commencement is expected in February 2010.

In 2010, Florida's Agency for Health Care Administration will announce a grant opportunity to be awarded to a not-for-profit, vendor neutral Florida Health Information Organization (HIO) that will manage the technical and business operations of health information exchange. This organization will be responsible for contracting with IT vendors and day-to-day management of the network.

Planning and Stakeholder Outreach

Significant planning work remains which will occur prior to and after the cooperative agreement program is initiated. This includes determining:

- (1) initial HIE services to be offered (e.g., clinical messaging, patient look-up and quality metric services) to be offered by the state HIO and implementation stages;
- (2) the specifics of the technical architecture to support the HIE services and federal meaningful use requirements;
- (3) the legal policy and approach to ensure appropriate levels of privacy, achieve maximum participation, and keep administrative burden to a minimum; and
- (4) long-term financial sustainability approaches for maintaining the HIE services.

More planning activities are described by accessing this link: [HIE Project Plan](#).

Below are Proposed HIE Services, dated 12/1/09, posted for comment through December 23, 2009. You are invited to send your comments to: FLHII@ahca.myflorida.com. All comments received are public records and will be posted as submitted.

FOR PUBLIC COMMENT:

Link: [Proposed HIE Services](#)

Update from the Northeast Florida HIM Region

By Lisa Shelar, RHIT, President, NEFHIMA 2009-2010

I am writing to you as the season of holidays approach. Our region would like to wish all a Very Happy Holiday's and wish everyone a great new year to come! With all the hustle and bustle, I wanted to bring you up to date on what the Northeast region has been up to. We held our 2nd Regional Meeting November 12th and had a great turn out. Our speakers included a Florida Cancer Registrar, Home Health Agency and local Hospice. Part of my commitment to our association is that of the power of 1. We held a canned food drive to benefit the City Rescue Mission. For each canned food item our members brought in, they were given a raffle ticket to win a beautiful handmade quilt donated to us by a local quilt designer. We collected and donated over 70 cans of food or over 60 pounds of food! While this seemed like such a small amount, or "drop in the bucket", the local mission was very appreciative. For me, it was a very humbling experience. I dropped off our donation after our seminar, I was tired and cold and the weather in "sunny" Florida was windy, but the smiles of the homeless and less fortunate warmed my heart. It truly brings home the Power of One, and how important it is to volunteer in your local region.

Our Spring Seminar is starting to come together. It will be held on March 12th, 2010 at the St Johns River Community College. Our topics will include:

- "The Electronic Health Record - Paper to Paperless" by CareTech Solutions
- Florida Georgia Blood Alliance
- Baker Gilmour Cardiology and Anatomy of the heart
- Prescription Fraud
- Jacksonville Community Council presentation of Infant Mortality
- Local attorney on Power of Attorney and Health Care Surrogacy

I look forward to what lies ahead in the New Year to come and wish everyone Joy and Happiness!

FHIMA News

Join FHIMA at the State Capitol!!

Mark your calendars! FHIMA announces FHIMA Hill Day on Thursday, March 11, 2010!

What is Hill Day?

Hill Day is an opportunity for FHIMA members to build important relationships with state lawmakers and agencies who can influence legislation favorable to the HIM profession. It is

an effective way to educate our state legislative leaders and agencies about the critical role of HIM professionals in delivering quality healthcare to the public.

FHIMA sets up appointments and you make the visit! Don't worry - we'll give you info you need to effectively communicate during the meeting.

Why should I participate in Hill Day?

You are the best person to represent your district! State representatives are very interested in hearing the concerns of their constituents. After all, they need your vote when seeking re-election to their current office or when seeking election to a federal office!

In addition, we need to continuously get the word out about our profession and the skills we can offer!

What are my responsibilities as a participant in Hill Day?

As a participant in Hill Day you will be responsible for traveling to Tallahassee to meet face-to-face with your state government representative and various regulatory agencies. All participants are on their own for travel, lodging and meal costs. Carpooling and rooming with fellow HIM professionals can help reduce your costs!

How can I sign up for Hill Day?

[CLICK HERE](#) to sign up online to participate in FHIMA Hill Day 2010!

FHIMA and Florida HIMSS Chapters begin relationship!

As a part of our strategy for our state association, FHIMA has reached out to the Florida HIMSS Chapters. There are 2 HIMSS chapters here in Florida. They are the North/Central Chapter and the South Florida Chapter. The North/Central chapter covers the northern and central Florida counties and the South chapter covers the southern portion of Florida as well as Puerto Rico and the Caribbean.

HIMSS is the acronym for the Healthcare Information and Management Systems Society. It is a professional association focusing on leading healthcare transformation through the use of health information technology. FHIMA and HIMSS missions are different but they are closely aligned - improving healthcare through health information. It is our goal to work with these HIMSS chapters to promote HIM education in Florida and perhaps unite our legislative focuses!

Visit the Florida HIMSS chapter websites at:

[CLICK HERE](#) for the North & Central Florida HIMSS Chapter website

[CLICK HERE](#) for the South Florida HIMSS Chapter website

Volunteer at the AHIMA 2010 Orlando convention!

Interested in helping out at the AHIMA 2010 convention in Orlando? The convention will be Sept. 25-30, 2010. Sign up online at the FHIMA website, www.fhima.org!

FHIMA Service Awards

Do you know a colleague who is dedicated, committed and works tirelessly promoting the HIM profession? How about a student who goes above and beyond what is required? Why not nominate them for a FHIMA Service Award? The deadline for nominations is March 26, 2010.

Nominations are now being taken for the following awards (click link below for award criteria):

Distinguished Member
Distinguished Service (FHIMA Member or Non-member)
Literary
Outstanding Student
Outstanding New Professional
Outstanding Professional
Educator Award
Mentor Award

[Click here](#) for Service Awards Criteria

[Click here](#) for Service Awards Nomination Form

ATTENTION HIM Program STUDENTS!

2010 FHIMA Scholarships Information

FHIMA is pleased to announce a continued support of individuals pursuing Health Information Management careers. FHIMA has again voted to provide scholarships this year to students enrolled in an CAHIIM approved program in both undergraduate and graduate studies related to the Health Information Management field. In addition, FHIMA will again award the Charlotte Stockton Memorial Scholarship.

As in years past, scholarships will be awarded to FHIMA members to defray the cost of a Health Information Management related education.

FHIMA announces that it will again award the Charlotte Stockton Memorial Scholarship. This scholarship honors the memory of Charlotte Stockton (Stat Solutions, Inc. and Professional Outsourcing Solutions, Inc.) who was committed to the HIM Profession. This scholarship will be offered to qualified applicants enrolled in AHIMA approved Coding Certificate programs.

[Click here](#) for general FHIMA Scholarships Application

[Click here](#) for Charlotte Stockton Memorial Scholarship for Coding Certificate Program students

Important Dates for the Calendar!

There is so much going on with FHIMA and regional associations! Go to www.fhima.org to register and/or for more information on these events.

South Florida HIM Association - Compliance Seminar - Friday, February 5, 2010, Jackson Hospital, Miami

Northeast Florida HIM Association - 4th Annual Student Forum - Tuesday, February 16, 2010 St. Luke's Hospital, Jacksonville

Panhandle HIM Association meeting - Tuesday, February 16, 2010, Sacred Heart Hospital Pensacola, Pensacola

FHIMA Hill Day 2010 - Thursday, March 11, 2010, Florida State Capital, Tallahassee

Northeast Florida HIM Association - Spring Seminar, Friday, March 12, 2010, St Johns River Community College

FHIMA 2010 Annual Convention - July 12-15, 2010 - Brand NEW Hilton Orlando Bonnet Creek Resort

AHIMA Update

How Much Incentive for Meaningful Use?

AHIMA's white paper series analyzing the notice of proposed rulemaking on "meaningful use" continues this week with a look at the money being offered for EHR adoption and the requirements for collecting it.

Each week a new paper in the series reviews an aspect of the proposed rules governing this much-anticipated federal incentive program, created in the American Recovery and Reinvestment Act. The series will continue into March, when it concludes with AHIMA's official comments on the rule submitted to CMS.

Read this latest paper and others on the [Journal of AHIMA Web site](#), where you also can comment on the issues, opportunities, and challenges.

Congress Stymied on Healthcare Reform

2010 began with an immense amount of hope for the President and the House and Senate Democratic leaders. Even with some major differences between the House (HR 3962) and Senate (HR 3590) bills, there was a sense that their hope for finally passing a comprehensive healthcare reform measure was mere weeks away. Many even thought that the bill would have been signed into law by the President's annual State of the Union Address scheduled for January 27. A surprise election result in the Massachusetts Senate race to replace the late Senator Edward M. Kennedy (D-MA) has put any chance of passing major healthcare reform in jeopardy. Republican Scott Brown defeated the Democratic standard-bearer Massachusetts Attorney General Martha Coakley by five points. Brown did not hide his opposition to the bills pending in Congress and his win has galvanized opponents of healthcare reform. Where healthcare reform goes from here is unclear, but Congress'

Democratic leaders and the President still want to achieve some modicum of reform as soon as they possibly can. [Stay informed](#) on the latest legislative news.

AHIMA Members Plan to Influence Congress during Hill Day

AHIMA staff and HIM state associations regularly make contact with Congress, but there is nothing like an actual visit from HIM professionals from back home to stimulate policymakers to heed the HIM message and begin what could be an ongoing conversation for many years.

Will your representatives and senators be visited on AHIMA's Hill Day? Now is the time to make a commitment to come to Washington, DC, for AHIMA's annual Capitol Hill Day on March 23. AHIMA members will together storm the Hill and visit all of their Congressional representatives and senators. Handouts and briefings will be available, but only you can deliver the message as a constituent from back home. This is a year of change; come to Washington and be part of that change. Registration for Capitol Hill Day is open until February 26 in order to allow AHIMA staff to make your appointments with Congress. February 19 is the cutoff date for AHIMA's room block at Hill Day headquarters at the Hilton Washington Hotel. There is no charge for Hill Day or its associated event Winter Team Talks. [Click here](#) for more information.

AHIMA Advantage Goes Digital in 2010

Look for your first digital edition of AHIMA Advantage beginning with the February issue. In 2010, AHIMA Advantage will be publishing three digital issues in the months of February, June, and October and three print issues in April, August, and December. The digital editions will come to you much faster via e-mail and offer additional features such as searchability and portability. No software will be needed to access the digital versions and they will be available at your convenience. You will be receiving your first digital edition of AHIMA Advantage in February. Please let us know what you think! E-mail us at advantage@ahima.org.

Join your Colleagues for Winter Team Talks

Plan on attending the Winter Team Talks and Hill Day at one of the two locations below. Join your colleagues for all the latest information.

- March 11 - Winter Team Talks in [Las Vegas, NV](#), at the MGM Grand Hotel
- March 22 - Winter Team Talks in [Washington, DC](#), at the Hilton Washington Hotel
- March 23 - Hill Day in Washington, DC, at the Hilton Washington Hotel
- March 24-25 - [Coding Quality and RAC](#), at the Hilton Washington Hotel

If you can't make these meetings, sign up for **Virtual Winter Team Talks** on April 1 from 12-1:30 p.m. The registration link will be available in mid-February.

Be Ready for the New CoP

AHIMA's all-new Communities of Practice (CoP) is launching soon. It is easier to navigate

and offers exciting new ways to communicate with your peers. Network, share documents, post ideas and questions, and find helpful links.

Here are some of the new great features that you will find. In each community, you will find posting content quicker by using "topics". For each topic, you can add links, documents, collaboration, a workspace or threads so everything is in one place. The key is what you want to share, not where. You will be able to receive notifications via RSS feeds and bookmark important content you find. We are planning to unveil the new site soon so stay tuned for an announcement in e-alert and on the CoP.

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AHIMA Appointments to Joint Commission's Hospital PTAC

Lou Ann Shraffenberger, MBA, RHIA, CCS, CCS-P, was recently re-appointed as AHIMA's 2010-2011 representative to the Joint Commission's professional and technical advisory committee (PTAC) for the hospital accreditation program. Kathy Sauer, MBA, RHIA, will serve as AHIMA's alternate representative.

The PTACs are an integral part of the Joint Commission's advisory structure. By representing the views of a diverse group of professional associations and by providing expert advice, PTAC representatives assist the Joint Commission in the development and refinement of standards and elements of performance. In addition, each PTAC provides observations regarding environmental trends, educational needs, and other important issues facing each of the fields in which the Joint Commission offers accreditation services. PTAC representatives are expected to be proponents of their respective bodies of knowledge to The Joint Commission, and proponents of The Joint Commission to their constituents.