

2023-2024 IHIMA Strategic Plan

Mission: IHIMA leads the advancement of quality health information by empowering people to impact health in Indiana.

Vision: IHIMA will be the recognized leader advancing trusted health information in Indiana by connecting people, systems, and ideas.

Strategic Priority	2023-2024 Strategy	2023-2024 Goals	Responsibility	Time Frame
1. Advancement and Advocacy				
IHIMA...Impact areas that matter most to our profession and audiences.	Advance and advocate for the creation and use of trusted information across the evolving health continuum	<ul style="list-style-type: none"> • Engage membership in advocacy efforts • Educate on <ul style="list-style-type: none"> ○ Data Analytics ○ Patient matching challenges ○ Interoperability challenges ○ Telehealth ○ Information Blocking ○ Social Determinants ○ Public Health ○ Emerging Hot Topics 	<ul style="list-style-type: none"> • Legislative/Advocacy Leader, Communications • Education/Professional Development 	<ul style="list-style-type: none"> • Ongoing • Ongoing
2. Education				
IHIMA...Go-to resource and champions of Education.	Shape the health information profession by growing the influence and competitiveness of health information skillsets	<ul style="list-style-type: none"> • Align professional development and educational programs with shifting market needs by incorporating developing technology. • Provide education through social media, newsletters, website, and continuing education opportunities in the following areas: <ul style="list-style-type: none"> ○ Coding ○ HIM Operations ○ Public Health ○ Privacy, Compliance, Security ○ Revenue Cycle Management ○ Data Analytics ○ Data Integrity ○ Organizational Management ○ Emerging Hot Topics 	<ul style="list-style-type: none"> • Education/Professional Development, Communications, Delegates and Legislative/Advocacy Leader • Education/Professional Development, Communications, Delegates and Legislative/Advocacy Leader 	<ul style="list-style-type: none"> • Ongoing • Ongoing

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3. Organizational Effectiveness				
IHIMA... Will drive strategic transformation and renewed growth.	Support, engage and empower all HI professionals through state and national membership opportunities focusing on technology.	<ul style="list-style-type: none"> • Increase member activity <ul style="list-style-type: none"> ○ Encourage volunteer participation ○ Distribute new member/graduation packets ○ Support student engagement ○ Welcome emails ○ Increase on-demand webinar usage • Expand mentor program • Create Meet the Board, an Intro to IHIMA 	<ul style="list-style-type: none"> • Executive Board • Member Relations • Communications, Member Relations • Communications, Member Relations • Education/Professional, Communications • Member Relations • Communications with participation from Executive Board 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing • Ongoing • Ongoing • Ongoing • Ongoing