

Strategic Objectives

1



**Build Brand
and Increase
Influence**

2



**Elevate and
Broaden the
Profession**

3



**Demonstrate
Exceptional
Financial
Stewardship**

4



**Embed Culture
and Values into
our Daily Work**

5



**Commit to
Innovation and
Performance
Excellence**

2024-2025 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.

1. Build brand and increase influence while elevating and broadening the profession		
2024-2025 Goals	Responsibility	Time Frame
<ol style="list-style-type: none"> 1. Increase engagement at high school level 2. Develop IHIMA podcast series 3. Increase social media presence 4. Explore at least two affiliation opportunities for member 	Member Relations, Communications, Education/Professional Development, and Technology Committees, Student Liaison	Ongoing
2. To be the go to resource and champion of education		
2024-2025 Goals	Responsibility	Time Frame
Provide education in the following areas: <ul style="list-style-type: none"> • Coding • Artificial Intelengence (AI) • Current Events/Emerging Hot Topics • Leadership • HIM Operations • Public Health • Privacy, Compliance, Security • Revenue Cycle Management • Data Analytics • Data Integrity • Non-traditional roles 	Member Relations, Communications, Education/Professional Development, and Technology Committees	Ongoing
3. Pursue recognition as the state leader in the health information domain		
2024-2025 Goals	Responsibility	Time Frame
<ol style="list-style-type: none"> 1. Collaborate with members, leaders, government officials and organizations to develop and advance critical dialogues on the ethical use of data, privacy, and security across the health and wellness ecosystem. 2. Continuation of advocacy presence by informing and encouraging member participation. 	Member Relations, Communications, Education/Professional Development, Legislative, and Technology Committees, Delegate(s)	Ongoing