Information Governance and Health Informatics

Goal: Be recognized as healthcare experts in Information Governance (IG) and Health Informatics supporting the transformation of data into health intelligence

Strategies	Desired 2018 Accomplishments
• Advance effective enterprise information management and information governance in healthcare through training, advocacy and practice-based research.	• Sponsored IG, Informatics, and Information Technology training sessions and seminars. • Advocated for the adoption of IG in healthcare by promoting IG and Informatics credential, offering training and education and increasing member knowledge. • Enhanced CHIA website incorporating California specific IG resources. • Advocated for an universal patient ID, and patient matching strategies.
• Collaborate with health industry stakeholders to improve the health information ecosystem.	• Supported increased member participation in Health Information Exchange (HIE) initiatives. • Raised awareness about electronic health record (EHR) integrity of content issues and its implications for healthcare quality and safety.

Desired 2019 Outcomes

- Information governance is broadly viewed as a healthcare organization imperative
- CHIA members demonstrate measurable improvement in their knowledge of IG and informatics
- In collaboration with key stakeholders, CHIA has strengthen the health information ecosystem by addressing areas of vulnerability in IG and Informatics and making improvements

Suggested Tactics

What tactics (actions) should CHIA undertake to achieve desired 2018 accomplishments?

Example: Provide education on best practices for EHR integrity and its implications for healthcare quality and safety.

Leadership

GOAL: Develop HIM Leaders across the healthcare continuum

Strategies	Desired 2018 Accomplishments
• CHIA is acknowledged as the reputable source of trusted information for health information leaders in California.	• Published and/or publicized broadly applicable informational resources advocating the general theme, "better health information, better health". • Provided a broad range of HIM educational topics addressing one or more traditional and non-traditional healthcare setting and role • Developed leadership training and education for HIM professionals., including "soft skills" that encourage HIM professionals to be at the table
• Strengthen and influence academic opportunities for educating the HIM professional workforce at the associate, baccalaureate, and master's degree levels.	• Made recruitment of student members a top priority. • Organized a West Coast (CA?) educational collaborative (Assembly on Education).

Desired 2019 Outcomes

- California HIM professionals have ease of access to trusted professional resources
- HIM credentials are recognized as valued qualifications for HIM related positions across all practice settings
- AHIMA coding credentials are recognized as the preferred source of coding expertise
- CHIA has well defined relationships with CAHIIM accredited HIM educational programs in California
- A workforce needs assessment is completed through collaboration and partnership with other stakeholders

Suggested Tactics

What tactics (actions) should CHIA undertake to achieve desired 2018 accomplishments?

Example: Work with HIM program chairs to ensure HIM students are informed about the role and value of professional association membership.

Innovation - Group A

GOAL: Increase CHIA's impact through engagement and thought leadership

Strategies	Desired 2018 Accomplishments
• Direct CHIA's organization and processes to be agile and flexible in responding to the changing environment.	• Adopted a proactive approach to recruiting CHIA volunteers. • Revisited CHIA's mentorship program

Desired 2019 Outcomes

- The organizational Structure of CHIA is streamlined and positioned to adapt to the changing healthcare environment.
- The CHIA volunteer base is expanded and the skills and talents of volunteers are well matched to their volunteer role.

Suggested Tactics

What tactics (actions) should CHIA undertake to achieve desired 2018 accomplishments?

Example: Appoint a task force to evaluate and develop a CHIA mentorship program.

Innovation - Group B

GOAL: Increase CHIA's impact through engagement and thought leadership

Strategies	Desired 2018 Accomplishments
• Increased interaction within the CHIA community through customized communication, networking and learning opportunities.	• Prioritized development of CHIA social media platforms as a way to enhance association .communications by utilizing and standardizing CHIA's social media to increase membership participation, involvement and engagement. • Offered one or more seminars to members on the use of social media as a professional networking and advocacy tool. • Worked to standardize EHR documentation protocols using AHIMA & CHIA as the source of SME.
• Improve CHIA's strategic and operational planning and execution processes to optimize responsiveness and results achieved.	• Provided CHIA committees, task forces and house of delegates with the guidance and resources needed to conduct inaugural organizing meetings prior to September 1st annually.

Desired 2019 Outcomes

- CHIA communications and publications are adapted to broaden exposure to a diverse array of stakeholders
- The CHIA website is highly rated as a resource on HIM topics in California
- The CHIA membership is broadly representative of all HIM professional who support the mission and values of CHIA
- CHIA has successfully executed its 2017-2019 strategic plan and positioned it to serve as the foundation and model for the 2020-23 strategic planning cycle

Suggested Tactics

What tactics (actions) should CHIA undertake to achieve desired 2018 accomplishments?

Example: Identify priority deliverables for each CHIA committee by July 1st annually.

Consumer Engagement

GOAL: Empower consumers to use personal health information to optimize their health

Strategies	Desired 2018 Accomplishments
• Advocate for public policies and regulations that advance consumer engagement in the management and use of personal health information	• Developed a "core curriculum" for educating the public about health information, what they need to know • Built a health information tool kit • Developed California specific consumer information
• Assist consumers to understand the value of health information management and its purpose and utility in supporting individual and community health.	• Developed and/or identified educational materials on managing health information that promote wellness and community health initiatives. • Identified forums and events that provide an opportunity to advance the role of health information management in promoting wellness and community health

Desired 2019 Outcomes

- CHIA s recognized as a reliable resource for questions about consumer issues relating to health Information
- CHIA is viewed as the "go to" resource for health information stewardship, advocacy and consumer engagement
- CHIA has an active community engagement program on the role of health information management in promoting individual and community health

Suggested Tactics

What tactics (actions) should CHIA undertake to achieve desired 2018 accomplishments?

Example: Appoint a task force to develop a health information core curriculum for consumers on topics such as personal health records, release of information, CA Advance Directives, POLST forms, etc.