



**Vision:** Quality Healthcare through Quality Information

**Mission:** To advance the management of health information through networking, education, shared knowledge, and advocacy.

**Core Values:** Integrity • Leadership • Quality • Respect • Transparency

## Strategic Plan 2017-2019

### Information Governance & Health Informatics

*Be recognized as health care experts in IG and Health Informatics supporting the transformation of data into health intelligence.*

Advance effective enterprise information management and information governance in health care through training, advocacy and practice-based research.

Collaborate with health industry stakeholders to improve the health information ecosystem.

### Leadership

*Develop HIM Leaders across the healthcare continuum.*

CHIA is acknowledged as the reputable source of trusted information for health information leaders in California.

Strengthen and influence academic opportunities for educating the HIM professional workforce at the associate, baccalaureate, and masters degree levels.

### Innovation

*Increase CHIA's impact through engagement and thought leadership.*

Direct CHIA's organization and processes to be agile and flexible in responding to the changing environment.

Attract more stakeholders to support CHIA projects with shared values and goals.

Increased interaction within the CHIA community through customized communication, networking and learning opportunities.

Improve CHIA's strategic and operational planning and execution processes to optimize responsiveness and results achieved.

### Consumer Engagement

*Empower consumers to use personal health information to optimize their health.*

Advocate for public policies and regulations that advance consumer engagement in the management and use of personal health information.

Assist consumers to understand the value of health information management and its purpose and utility in supporting individual and community health.