

2017-2018 CHIA Strategic Planning Top Five Ranked Prioritized Actions by the CHIA House of Delegates – June 2017

Information Governance & Health Informatics

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

Strategy # 1

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

Strategy # 2

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

TOP FIVE RANKED PRIORITIZED ACTIONS

1. Break IG down into practical applications & guidelines
2. Create an IG expert who can train the CLS groups
3. Create a roadshow to explain process
4. Allow more reasonable costed training events
5. Separate (split) out data governance from information governance

Leadership

GOAL: Develop HIM Leaders across the continuum of healthcare

Strategy # 3

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

Strategy # 4

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

TOP FIVE RANKED PRIORITIZED ACTIONS

1. California-centric practice briefs
2. Advocacy/partnerships with specialty groups on state/local level, e.g. AARP, Indian Health LGBT, consumer groups, professional groups
3. Ad(vertise): radio, TV, magazines, newspapers
4. Endorsement of AHIMA practice briefs/position statements...reviewed by CHIA task force ...press release
5. California AOE in conjunction with CHIA Convention

Innovation (Group A)

Increase CHIA's impact through engagement and thought leadership

Strategy # 5

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

Strategy # 6

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

TOP FIVE RANKED PRIORITIZED ACTIONS

1. Incentivize mentoring, volunteering, committee participation with point system for education products

2. At national level (when joining) ask the question...would you like to have someone in CA to contact you re: benefits, of CSA, volunteering, mentoring; first year membership comp ED
3. Emeritus mentorship
4. Ad hoc task force volunteer...short term
5. Remote mentoring (Zoom)
6. Propose webinars for soft skills: public speaking, computers application, resume building

Innovation (Group B)

Increase CHIA's impact through engagement and thought leadership

Strategy # 7

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

Strategy # 8

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

TOP FIVE RANKED PRIORITIZED ACTIONS

1. Dynamic website versus repository... More relevant website...Improve CHIA website...HIM content within website
2. CHIA representation in other health related industries like HIMSS, analytics, privacy, security, ACHE, HFMA, DGIQ
3. Virtual events...different topics e.g. coding, round table, hot topics
4. Broader education on hot topics
5. Increase member feedback...maximize use of survey monkey type surveys to get feedback

Consumer Engagement

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

Strategy # 9

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

Strategy # 10

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

TOP FIVE RANKED PRIORITIZED ACTIONS

1. Create task force to develop a patient education resource/toolkit...for patients, legal guardians, provider...examples: understanding advance directives, HIE, authorization to use/disclose... information...informed consent...patient portals
2. Task Force/committee to provide structure for consumer engagement...identify deliverable timeline, budget needed?...measures of success
3. Develop materials, programs, speakers panel to provide education to consumers...(e.g.) senior centers, churches
4. CHIA budgets for/creates public service announcement on a consumer engagement topic
5. Establish HIM ownership over patient portals Establish HIM ownership over patient portals