



Strategic Planning Workgroups

Background

CHIA begins a new three-year strategic planning cycle in 2019-2020. Guided by the CHIA Vision, Mission, and Core Values; it is the responsibility of the Board of Directors to set the direction of the association. In fulfillment of this responsibility, the Board has sought extensive input from CHIA members over the past year to develop a 2020-2022 CHIA Strategic Plan. The deliberations of the 2019 CHIA House of Delegates in June will bring CHIA's 2020-2022 strategic planning initiative full circle in preparation for its launch in July.

Key objectives of a strategic plan include:

- Providing a critical examination of the changing environment and the threats and opportunities it presents.
- Identifying strategies that are most likely to produce high value, longer-term impact and to advance the CHIA Vision and Mission.
- Reaching consensus on how best to choose between different paths or courses of action.
- Gaining agreement on key priorities that unify the organization and guide how resources will be allocated.

The strategic plan guides the CHIA budget as operational plans are aligned to the priorities reflected in the plan and as annual tactical plans are put into place to advance each strategic priority. The alignment of association resources with the association's strategic priorities over a multi-year period provides both operational continuity and an opportunity to achieve greater and more sustained professional impacts.

The 2020-2022 CHIA Strategic Plan identifies three overarching association goals, eight strategies for pursuing these goals and desired outcomes for each strategy, which CHIA, through the collective efforts of its members, will strive to achieve over the three-year lifecycle of the plan.

Delegate Homework

To prepare for participating in the 2019 CHIA House of Delegates on Sunday, June 9, 2019 in Indian Wells, CHIA delegates should do the following:

- Review the 2020-2022 CHIA Strategic Plan including its goals, strategies, prioritized accomplishments and desired outcomes.



- Share the plan with professional colleagues and CHIA members at Component Local Association meetings between now and the House of Delegates and then...
- Using the HOD strategic planning worksheets, compile a list of tactics or actions HIM professionals can undertake to advance the plan's strategic initiatives and how CHIA can support HIM professionals in these endeavors.

Workgroups at the House of Delegates

- During the strategic planning portion of the 2019 House of Delegates, delegates will break into six randomly assigned workgroups.
- Each workgroup will brainstorm on tactics and actions CHIA members and the association can undertake to advance CHIA's 2020-2022 goals and strategic initiatives.
- All six workgroups will brainstorm on tactics for 2020-2022 CHIA goal number one, "*Catalyze Health Information Integrity.*"
- Subsequently three workgroups will brainstorm tactics for goal number two, "*Connect the Health Information Community,*" and three workgroups will brainstorm for goal number three, "*Partner to Accelerate Innovation.*"
- Each workgroup will confer for approximately sixty minutes, thirty minutes per goal, to compile a list of tactics or actions to advance the 2020-2022 CHIA Strategic Plan.

Tips for Brainstorming

- Capture all suggestions, an idea that may not seem possible to achieve may inspire another idea.
- Encourage everyone to participate. Avoid forcing participation.
- Allow clarifying questions to be asked. Avoid judgmental questions.
- Categorize ideas, identify like ideas and group or combine them.
- Keep in mind the resources that may be needed to operationalize a tactic, such as staffing.

Attachments

- 2020-2022 CHIA Strategic Plan and Graphic
- 2019 CHIA House of Delegates Strategic Planning Worksheets