Catalyze
GOAL: Catalyze Health Information Integrity
Catalyze: accelerate or increase the rate of a process; to inspire and bring about; to alter significantly; to inspire

Strategies	Desired 2022 Outcomes
• Develop and promote best practices, standards, tools and training for health information integrity excellence.	• First generation best practice tools/resources, toolkits and standards are available. • A California health information integrity training program is in place. This includes modules for major domain area as agreed upon (e.g., EHR/PHR, coding, compliance, privacy). • Training/tools adapted to at least one non-acute health information setting. • Partner with other health care industry professional(s) to provide targeted training. • HIM professionals speaking to California stakeholder groups.
• Train, mentor and empower professionals to lead health information integrity improvement activities and Initiatives.	• Formal mentoring for student and new professionals on information integrity. • A consumer-oriented outreach is available about the importance of health information integrity. • Articles from health information professionals about information integrity best practices published for CHIA's members and for at least two other California stakeholder groups.

Strategic Advancement
Question 1: As a leader in the HIM Community, what two or three things can you do to advance CHIA's strategic initiatives?
Question 2: How can CHIA support you to be successful in these endeavors?

Leader	Example: Develop a focus group at the regional level designed to produce a summary of HIM integrity best practices in your domain.
1	
2	
3	

CHIA	Example: Provide data summarizing health care work settings by regional members that includes: Primary Job Setting, as defined by AHIMA.
1	
2	

Connect
GOAL: Connect the Health Information Community

Strategies	Desired 2022 Outcomes
• Offer high value and easily accessible resources and education using the web and other technologies.	• CHIA's technology offers the opportunity for members to interface with CHIA. • CHIA offers education and training products via web. • Have evidence of the usefulness of the web resources.
• Strengthen opportunities for community connectivity.	• Research stakeholder needs and understand relationships with other professional association. • Offer rapid connect resource so members can engage with one another; evaluate use and value to members. • Develop professional interest groups.
• Make membership more inclusive.	• Expand member profile data. • Develop a plan to evaluate CHIA dues assessments associated with "membership" by 2022. • Increase proportion of members that are actively engaged. • Implement professional practice councils/interest groups.

Strategic Advancement
Question 1: As a leader in the HIM Community, what two or three things can you do to advance CHIA's strategic initiatives?
Question 2: How can CHIA support you to be successful in these endeavors?

Leader	Example: Sponsor a "bring a friend" event where members invite someone new; offer a prize for the selected winner.
1	
2	
3	

CHIA	Example: Provide a membership list identifying individuals who have been a member for 0 – 5 years.
1	
2	

Partner	
GOAL: Partner to Accelerate Innovation	
Strategies	**Desired 2022 Outcomes**
• Advocate for state policies governing information across lifecycle.	• Host an annual Hill Day in Sacramento. • Advance policy proposal. • Establish a more formal relationship such as CHA and CAHQ.
• Convene industry stakeholders to advance health information integrity improvement and data protection initiatives.	• Create information integrity standards task force with consensus on levels of integrity standards defined. • Produce data integrity white paper.
• Collaborate to advance patient access and data protection initiatives.	• Develop guidelines on compliance with patient access requirements to mitigate risk of information blocking. • Provide education programs on patient access guidance marketed to compliance and other health care organizations. • Prepare CHIA input to CA agency responsible for implementing the CCPA. • Inform CHIA members about developments with consumer data protection.

Strategic Advancement	
Question 1: As a leader in the HIM Community, what two or three things can you do to advance CHIA's strategic initiatives? **Question 2:** How can CHIA support you to be successful in these endeavors?	
Leader	Example: Engage with the local legislator representing your area to introduce the HIM profession
1	
2	
3	

CHIA	Example: Develop "legislator talking points" toolkit describing CHIA and the HIM profession
1	
2	