



**news**

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## **AHIMA Partners with Immersive to make IG Adoption Model™ and IGHealthRate™ Free to Qualified Organizations**

*AHIMA offers the industry's only information governance (IG) adoption and measurement platform in response to growing demand for IG support. Affirms its commitment to continued support via assessment and consulting services.*

**LOS ANGELES – Oct. 10, 2017** – The [American Health Information Management Association \(AHIMA\)](#) announced an expanded partnership with Immersive to co-brand and make available at no cost IGHealthRate™, the industry's only purpose-built assessment and measurement platform for information governance adoption and maturity. With a growing number of healthcare organizations initiating data and information governance programs, IGHealthRate™ supports healthcare-aware and framework-driven IG program development via a thoughtfully designed, web-based solution.

“When AHIMA adopted information governance as a strategy in 2013 the goal was to support the healthcare industry in adopting IG and achieving and sustaining trust in healthcare data and information. Given the fluidity of information in healthcare, IG practices must be in place across the ecosystem in order to ultimately trust its exchange and its reliability for use in improving the health of populations. We believe that AHIMA’s IG Adoption Model™, embedded in IGHealthRate™, will enable organizations to advance maturity and get to a state of sustained trusted information,” said Deborah Green, AHIMA EVP/chief innovation and global services officer. “With the support of partners like Immersive, we are excited to offer the IGHealthRate™ subscription free of charge. We can further broaden our contribution to the industry’s IG efforts by removing a barrier for leveraging the platform.”

“AHIMA and Immersive have shared a commitment to the industry through partnership since 2015, to include the development of IGHealthRate,” said Immersive president Dan Rounds. “We enthusiastically support AHIMA’s vision of industry-wide adoption of IG and its efforts to

further that adoption through the *IGHealthRate*<sup>™</sup> platform. We are thrilled to play a role in the advancement of that vision.”

*IGHealthRate*<sup>™</sup> allows organizations to self-assess, measure and advance their IG capabilities and maturity. AHIMA, through its *IGAdvisors*<sup>®</sup> team, will continue to offer IG advisory, assessment and implementation support services based on AHIMA’s Information Governance Adoption Model (*IGAM*<sup>™</sup>) framework that is the authoritative content for *IGHealthRate*<sup>™</sup>.

“This partnership is offering healthcare an exciting opportunity to advance IG best practices. AHIMA has been invested in getting to healthcare leaders the tools, resources, and training needed to implement information governance practices in organizations across the healthcare continuum. Working with partners like Immersive allows AHIMA to expand use of *IGHealthRate*<sup>™</sup>, which is the best tool for advancing and leading IG,” said Kathy Downing, senior director, AHIMA *IGAdvisors*<sup>®</sup>. “Built on 10 competency areas and 80+ markers of maturity, the tool offers not only assessment but also coaching and a road map for IG projects at all phases of implementation. In addition, AHIMA plans to supplement the IG Adoption Model<sup>™</sup> through Standards for Healthcare Information Governance in 2018.”

AHIMA announced the new offering at the association’s 89th Convention and Exhibit in Los Angeles.

For additional information on *IGHealthRate*<sup>™</sup> and *IGAdvisors*<sup>®</sup>, visit [www.IGIQ.org](http://www.IGIQ.org).

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## **About AHIMA**

The American Health Information Management Association (AHIMA) represents more than 103,000 health information professionals in the United States and around the world. AHIMA is committed to promoting and advocating for best practices and effective standards in health information and to actively contributing to the development and advancement of health information professionals worldwide. AHIMA is advancing informatics, data analytics, and information governance to achieve the goal of providing expertise to ensure trusted information for healthcare. [www.ahima.org](http://www.ahima.org)

## **About Immersive**

Immersive is a provider of healthcare data lifecycle management solutions harmonized under four service pillars: data governance, data management, data analytics and data protection. Immersive was founded on the belief that the healthcare industry can and will achieve extraordinary advances in clinical care, finance, and operations when the full potential of healthcare data is applied. Employing a common-sense, resource-sensitive approach with a healthy dose of ingenuity, Immersive achieves better outcomes for its clients. [www.immersive.healthcare](http://www.immersive.healthcare)