



news

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AHIMA Honored as 2014 Power of A Silver Award Winner

Grassroots ICD-10 Advocacy Program Selected for Innovation

CHICAGO – June 24, 2014 – The American Health Information Management Association (AHIMA) is pleased to announce it is a recipient of a Silver Award in the 2014 Power of A Awards, sponsored by the American Society of Association Executives (ASAE). Each year ASAE recognizes and celebrates the extraordinary contributions associations make to society by enriching lives, creating a competitive workforce, preparing society for the future, driving innovation and making a better world.

AHIMA was recognized for its ICD-10 grassroots advocacy program. In response to news that the federal government planned to vote on a bill that would change the implementation date of ICD-10, a medical classification system used by healthcare providers to classify and record and code all medical diagnoses, symptoms and procedures, AHIMA leadership engaged its members in an effort to educate Congress on the benefits of ICD-10 and why it's essential for the 21st century healthcare system.

AHIMA launched a grassroots effort knowing it would be the most effective way to influence Congress on this issue. To notify its members about the impending vote, AHIMA used social media, phone calls, e-newsletters and direct emails to reach health information management (HIM) state leaders. Each communication included a call to action for AHIMA's 71,000 members. As a result:

- More than 5,500 tweets were sent to official Twitter handles for members of Congress using the customized hashtag #NoDelay
- 6,000 AHIMA members shared the mobile action alert via Facebook that was created to encourage HIM professionals to engage their colleagues in grassroots advocacy
- 10,000 phone calls to Capitol Hill were placed in less than week

"We're honored to see our work, and the efforts of our members, recognized with this award. As a result of the grassroots advocacy efforts, there is an increased awareness of the benefits of ICD-10 on Capitol Hill," AHIMA CEO Lynne Thomas Gordon, MBA, RHIA, CAE, FACHE, FAHIMA said. "AHIMA members reported they have received phone calls, personalized e-mails and letters from their Congressional offices on the ICD-10 issue."

“Congratulations to AHIMA as a Power of A Award winner for leveraging its resources and coming up with unique, innovative and inspiring ways to benefit not just AHIMA’s own industry or profession, but society at large,” said Paul Pomerantz, CAE, CEO of the American Society of Anesthesiologists, chair of the Power of A Awards Judging Committee and a former adviser to the AHIMA board of directors. “Our committee had an exceptionally strong group of entries to consider, and it’s heartening to see so many organizations excelling in their work. Associations have great stories to share about their industries and professions, and it’s with great pleasure and pride that we recognize their efforts through the Power of A Awards.”

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About AHIMA

The American Health Information Management Association (AHIMA) represents more than 71,000 educated health information management and health informatics professionals in the United States and around the world. AHIMA is committed to promoting and advocating for high quality research, best practices and effective standards in health information and to actively contributing to the development and advancement of health information professionals worldwide. AHIMA’s enduring goal is quality healthcare through quality information.

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