



news

233 N. Michigan Ave., 21st Fl.
Chicago, IL 60601

phone >>(312) 233-1100

fax >>(312) 233-1090

web >>www.ahima.org

FOR IMMEDIATE RELEASE

For more information, please contact:

Bridget Stratton

Public Relations

312-233-1097

bridget.stratton@ahima.org

AHIMA Honored as 2015 Power of A Silver Award Winner

Grassroots ICD-10 Advocacy Program Selected for the second consecutive year

CHICAGO – June 18, 2015 – [The American Health Information Management Association](http://www.ahima.org) (AHIMA) is pleased to announce it is a recipient of a Silver Award in the 2015 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 efforts by members of Congress and organizations to delay 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. This is the second consecutive year ASAE has recognized AHIMA for its ICD-10 efforts.

AHIMA launched a grassroots effort knowing it would be the most effective way to influence Congress on this issue. To notify its members about Congress members' efforts to delay ICD-10, 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 101,000 members. As a result:

- More than 80,000 tweets were sent to official Twitter handles for members of Congress using the customized hashtag #ICD10Matters
- More than 26,000 letters to Congress were sent by members

"We're proud to once again be recognized for our work, and the efforts of our members, with this award. As a result of our ongoing grassroots advocacy efforts, we continue to see increased awareness of the benefits of ICD-10 on Capitol Hill," AHIMA CEO Lynne Thomas Gordon, MBA, RHIA, CAE, FACHE, FAHIMA said. "Meeting with their Congressional representatives, AHIMA members shared examples of how ICD-10 will improve patient care and benefit the healthcare

community, emphasizing that the updated coding system is vital to today's rapidly changing healthcare environment."

###

About AHIMA

The American Health Information Management Association (AHIMA) represents more than 101,000 health information 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. www.ahima.org