



AHIMA

ANNUAL REPORT
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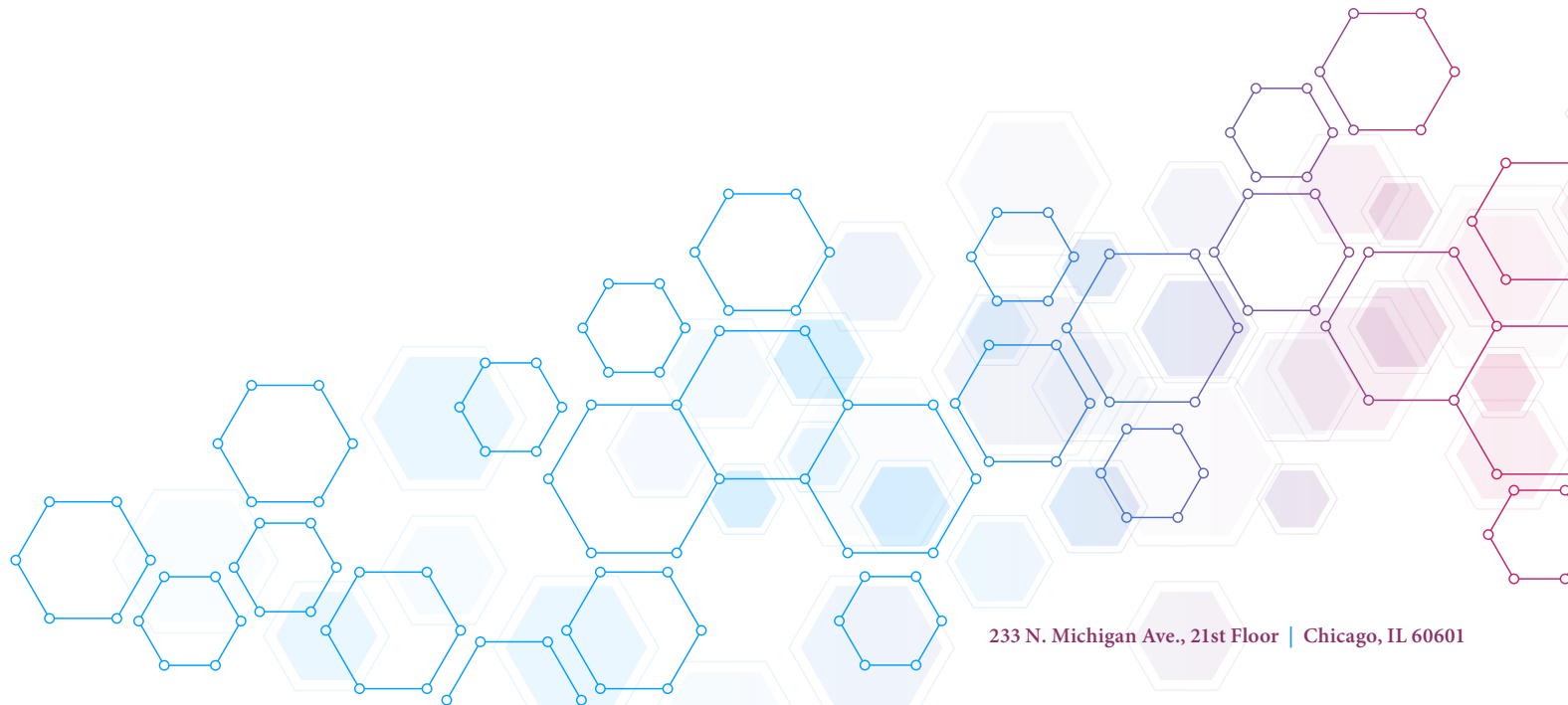
2018 ANNUAL REPORT

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AHIMA
American Health Information
Management Association®

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Executive Summary

We are pleased to present this summary of AHIMA's work in 2018. As we look back across the year, we see that AHIMA served its members in a variety of ways:

- Speaking for the HIM profession: AHIMA's Advocacy and Policy team represented the HIM point of view in numerous comments on regulation and legislation, as well as teaching members to advocate during the 2019 Advocacy Summit and Hill Day event. AHIMA also worked with industry collaborators such as CHIME and AMIA to direct policymakers' work on issues such as patient matching and patient access to information. And AHIMA staff members explained and illustrated HIM perspectives in high-profile media interviews in *Modern Healthcare*, *Kaiser Health News*, and other outlets.
- Educating our members: Highlighting our gold-standard content, AHIMA produced numerous products and educational tools, including toolkits, books, Code-Check, summits, and our annual convention to bring the best in HIM knowledge forward.
- Putting excellence in the spotlight: AHIMA periodicals received a number of awards for editorial excellence. Our creative department was honored for its engaging and attractive graphic designs. And the best in HIM practice was honored through the most recent selection of AHIMA Triumph Award winners.
- Looking to the future: In 2018 the Association embarked on a multiyear plan for transformation to renewal and innovation, including development of a long-term strategic plan. While much work remains to be done, we are excited and optimistic about the process of building a stronger AHIMA.

We appreciate the support of our AHIMA members and volunteers. Without you, none of this work would be possible. We look forward to the next step on the journey of inspiring leadership and influencing change.



Wylecia Wiggs Harris,
PhD, CAE, AHIMA Chief
Executive Officer



Diann H. Smith, MS, RHIA,
CHP, FAHIMA, AHIMA
2018 Board of Directors,
President/Chair

2018 Highlights



January

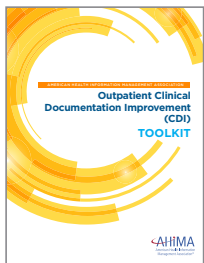
- Wylecia Wiggs Harris, PhD, CAE, is named AHIMA's chief executive officer by the Board of Directors. Her new role becomes effective the following month.
- The US Department of Labor (DOL) names the AHIMA Foundation as a National Program for Apprenticeship. This national recognition allows the Foundation to use a national standard, rather than individual state standards, to help employers move more quickly and easily through the process of establishing a registered apprenticeship program.
- The 2018 House of Delegates begins its work, including four task forces focusing on areas that affect AHIMA members and the profession: consumer engagement, HIM awareness, the future of the House, and the 2018 House of Delegates meeting.



Managing the HIM Talent Pipeline
U.S. Department of Labor

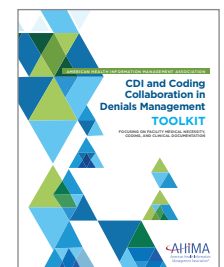
February

- AHIMA submits comments on the Office of the National Coordinator for HIT's (ONC's) draft Trusted Exchange Framework and Common Agreement (TEFCA). The TEFCA is part of the 21st Century Cures Act's mandate to develop a set of principles for the trusted exchange of electronic health information, including "a common agreement among health information networks nationally," to bridge the gap between providers' and patients' information systems.



March

- AHIMA releases the Outpatient Clinical Documentation Improvement (CDI) Toolkit, which examines the aspects of starting an outpatient CDI program. The toolkit is free for members.
- AHIMA provides comments to ONC and the Centers for Medicare and Medicaid Services (CMS) following a public hearing on ways the agencies can reduce documentation burden for clinicians.
- The new CDI and Coding Collaboration in Denials Management Toolkit is published. The toolkit aims to benefit both new and experienced denials specialists, focusing on claim denials for medical necessity, coding, and clinical documentation.
- The Association implements a secure messaging portal called Mimecast, introducing an additional layer of protection for outbound e-mail containing sensitive or confidential information.



2018 Highlights

- AHIMA's Washington, DC office hosts its annual Advocacy Summit. The event welcomes 160 members who advocated for language in the annual budget process that would foster collaboration between the US Department of Health and Human Services and industry to advance a nationwide patient-matching strategy. Attendees also advocate for co-sponsorship of HR 6082, the Overdose Prevention and Patient Safety Act, and S. 1850, the Protecting Jessica Grubb's Legacy Act. Both bills seek to align the 42 CFR Part 2 regulation, which governs the sharing of substance use disorder information with HIPAA for purposes of treatment, payment, and operations. In addition, the office relaunches its Advocacy Action Center on ahima.org. This page has everything members need to keep up with health information management (HIM) policy issues.

April

- AHIMA submits comments to CMS on ICD-10-PCS procedure code proposals presented at the March Coordination and Maintenance Committee meeting.
- AHIMA's monthly Coffee and Coding and Data Dive webinars attract a large audience, with some events serving more than 6,000 attendees.
- During Volunteer Week, April 15–21, AHIMA celebrates its volunteers—more than 2,400 members. Recognition included a thank-you letter, Facebook Frame, and digital badge on Engage.



May

- Online certificate printing for those who pass a certification exam is introduced. Those who pass a certification exam will be able to print their certificates directly from their CEU center. They may also elect to purchase a framed or non-framed certificate through the AHIMA website.
- AHIMA, in collaboration with the College of Healthcare Information Management Executives (CHIME), leads a letter to House and Senate appropriators supporting inclusion of language in fiscal year 2019 appropriation bills that seeks to end patient safety issues related to patient matching. More than 30 healthcare organizations, health systems, and companies sign the letter.
- AHIMA publishes the Inpatient Rehabilitation Facility Toolkit, with resources for HIM professionals in traditional roles, as well as in the prospective payment system coordinator role in inpatient rehabilitation facilities and inpatient rehabilitation units in acute care general hospitals.
- AHIMA introduces the Virtual Lab (VLab) Office Hours Series, a series of one-hour WebEx sessions exclusively for educators who teach using AHIMA's VLab (beginners and experts) as well as other educators who would like to learn more about AHIMA's VLab.
- AHIMA CEO Wylecia Wiggs Harris is named one of *Health Data Management's* Most Powerful Women in Healthcare IT.

AHIMA
VIRTUAL LAB

2018 Highlights

June

- The *Journal of AHIMA* magazine and the *Journal* website are recognized with several editorial and design excellence awards from the American Society of Business Publication Editors and the American Society of Healthcare Publication Editors—for the website’s slideshow “Release of Information vs. “The Experts,”” the design spread for the *Journal* print article “Money Troubles,” and the cover for the March 2017 magazine cover story, “Making HIPAA Work for Consumers.”
- AHIMA’s Advocacy & Policy team releases its inaugural 2018 advocacy survey.
- The AHIMA Foundation receives DOL approval for a new apprenticeable role, HIM Privacy and Security Officer. The Foundation is now able to provide technical-related instruction to a total of six roles for registered employers.
- The *Journal of AHIMA* creates an online resource compiling all its articles, slideshows, and fact sheets for Patient/Caregiver Resources to allow consumers an easy way to access this information.
- The HIM Reimagined Draft 2018 HIM Curricula Competencies is available for public comment from June through September. The competencies are the new foundation for preparing HIM professionals with the skills and knowledge for success in emerging and future roles in the healthcare workforce.
- 2018 is AHIMA’s 90th birthday! The AHIMA Resources Instagram account features a slideshow adapted from the *Journal of AHIMA* journal covers over the years.
- Triumph Award recipients are announced, with a ceremony to follow at the September Convention.



July

- Yale New Haven Health earns AHIMA’s highest honor, the 2018 Grace Award, which recognizes excellence in HIM. The University of Kansas Health System gets an honorable mention.
- AHIMA updates its Breach Management Toolkit, which is free to members.
- AHIMA staff member Sue Bowman, MJ, RHIA, CCS, FAHIMA, represents the association at the National Committee on Vital and Health Statistics expert roundtable meeting on health terminologies and vocabularies in July.
- The CSA Leadership Symposium welcomes about 200 members, the Board of Directors, and affiliate leaders, with 50 out of 52 CSAs represented.



2018 Highlights

- AHIMA announces the results of the 2018 election, including members of the Board of Directors and commissions. Virginia (Ginna) E. Evans, MBA, RHIA, CPC, CRC, FAHIMA, is elected president/chair-elect, and new board members include Sharon B. Easterling, MHA, RHIA, CCS, CDIP, CRC, FAHIMA; Jennifer E. Mueller, MBA, RHIA, FACHE, FAHIMA; and Godwin I. Okafor, MSHI, RHIA, FAC-P/PM.
- The creative department wins four awards in the 2018 GDUSA's American Inhouse Design Awards showcase:
 - 2017 Convention Preview Brochure
 - 2017 Holiday Graham
 - 2018 Grace Award Announcement
 - AHIMA Digital Badge Display
- AHIMA staff member Lesley Kadlec, MA, RHIA, CHDA, is featured in the *Modern Healthcare* article "Fail-Safe Patient ID Matching Remains Just Out of Reach."

August

- This year's Assembly on Education Symposium and Faculty Development Institute takes place in Indianapolis, IN. The annual HIM and technology educator event included keynote speaker Saundra Yancy McGuire, PhD, who discussed ways to apply cognitive science and learning theory to increase students' academic performance.
- AHIMA staff member John Richey, MBA, RHIA, FAHIMA, is appointed to the Commission to Close the Skills Gap. Formed by the National School Boards Association, the Commission seeks to develop models, tools, resources, and best practices to better prepare high school students with the skills necessary for the workforce.
- The DOL approves the AHIMA Foundation request to expand the scope of work to include non-HIM roles. This will allow grant funds to be used by employers and intermediaries to pay for training expenses through reimbursement.

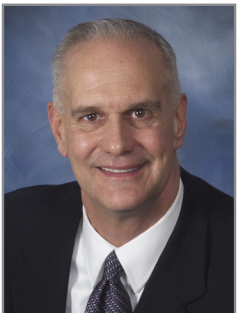
September

- The updated Code-Check® service launches, with an improved design and an intuitive user experience that allows customers and experts to interact seamlessly through personalized online portals.
- AHIMA submits comments to CMS on proposed changes to the Hospital Outpatient Prospective Payment System and Quality Reporting Programs for calendar year 2019 and proposed revisions to the Physician Fee Schedule for calendar year 2019.



2018 Highlights

- AHIMA hosts its 90th Convention and Exhibit in Miami, FL. Highlights include:
 - The House of Delegates annual meeting features AHIMA CEO Wylecia Wiggs Harris, PhD, CAE, and President/Chair Diann H. Smith, MS, RHIA, CHP, FAHIMA. The delegates discuss issues regarding apportionment, relevancy, HIM awareness, and environmental scanning, and welcome incoming Speaker Shawn C. Wells, RHIT, CHDA.
 - A new AHIMA VLab demo station invites HIM practitioners and educators to learn more about VLab, have their questions answered, and share ideas for future development.
 - The first-ever AHIMA student and new grad volunteer program at Convention is a great success.
 - The annual Student Academy, organized by the Student Advisory Committee, brings future leaders into the AHIMA fold.
 - The Privacy and Security Institute expands its content to include information governance.
 - A welcome reception includes a ribbon-cutting ceremony for the new Miami Beach Convention Center, with a live performance from the Marjory Stoneman Douglas High School Eagle Regiment marching band from Parkland, FL.
 - General session speakers include Victoria Labalme, Dr. Delos Cosgrove, Donna Brazile, Karl Rove, Nancy Grace, and Elizabeth Vargas.
- AHIMA is awarded four more years of accreditation by the American Nurses Credentialing Center (ANCC) as an ANCC Accredited Provider. This allows AHIMA to offer certified nursing education units for its products.
- AHIMA HIM practice director Julie Dooling, MSHI, RHIA, CHDA, FAHIMA, is featured on ICD-10 Monitor’s “Talk Ten Tuesday” podcast discussing the barriers to appropriate healthcare access faced by the LGBTQ population.
- The AHIMA Foundation announces the Mark S. Dietz Memorial Scholarship and Research Fund, supporting HIM research and scholarship. Dietz, who passed away earlier this year, was a dedicated member, past AHIMA and Foundation Board member, and healthcare leader.



Mark S. Dietz, RHIA



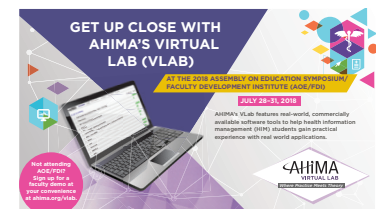
2018 Highlights

October

- AHIMA introduces an electronic tool called the Health Record Request Wizard for patients to use in requesting their records. Funded in part by the Commonwealth Fund, tech developers worked with AHIMA members (using AHIMA’s Patient Request for Health Information form as a starting point) to develop an online form that streamlines and standardizes the patient health information request process—saving time and money for HIM professionals. The tool, developed by AHIMA’s members in conjunction with patient advocates, debuts at former Vice President Joe Biden’s Cancer Summit.
- AHIMA provides regulatory comments to the Office of the National Coordinator’s Request for Information on the EHR Reporting Program. The 21st Century Cures Act requires HHS to establish the program that provides publicly available, comparative information on certified health IT.
- AHIMA is in the media spotlight as vice president Pamela Lane, MS, RHIA, is quoted in an article on patients’ difficulty obtaining medical records in Kaiser Health News (which is picked up by media outlets including ABC News online) and HIM practice director Tammy Combs, RN, MSN, CDIP, CCS, CCDS, is quoted in *US News and World Report* in an article on medical scribes.

November

- AHIMA’s VLab reaches a subscription record of 307 campuses, the highest number of subscribed campuses since VLab began in 2006.
- The Policy and Government Relations team hosts a webinar titled “Let the Wizard Change Your ROI.” X4 Health Founder and President Christine Bechtel provides a demonstration of the Health Records Wizard.
- AHIMA announces its plan to increase the Association’s long-term viability and relevance. Called the AHIMA Transformation, the plan is guided by a short-term and long-term vision, focusing on current strengths while exploring growth opportunities in 2019 while laying the foundation for innovation and greater impact within the healthcare ecosystem by 2022. (See page 11)
- Reflecting changes in the industry and our 2019 Strategic Plan, AHIMA announces that in 2019, the convention will become the AHIMA19: Health Data and Information Conference. Seeking to encourage a larger audience outside our membership to register, we added the words Health Data and Information to better describe the industry and space where HIM roles are centered, while reflecting the learning aspects of the event—such as educational sessions, networking events, and exhibits.



2018 Highlights

December

- AHIMA is invited to attend a meeting at the White House titled “Executive Forum on Healthcare Data Interoperability.” Hosted by the Office of American Innovation (OAI), AHIMA is one of a small group of organizations and companies asked to attend this important meeting focused on the continued need to drive interoperability within our healthcare ecosystem. Notable attendees include the head of the OAI Jared Kushner, CMS Administrator Seema Verma, and National HIT Coordinator Don Rucker.
- Also in Washington, DC, AHIMA hosts a congressional briefing with the American Medical Informatics Association (AMIA), “Unlocking Patient Data: Pulling the Linchpin of Data Exchange and Patient Empowerment.” The briefing explores how various federal policies affect patients’ ability to access and leverage their health data and how recent policies from the CMS and ONC may better deliver on the promises made by Congress over 20 years ago. Panelist speakers include AHIMA members Rita Bowen, MA, RHIA, CHPS, CHPC, SSGB, and Janelle Burns, JD, CHPS. AHIMA and AMIA’s public policy recommendations can be found [here](#).
- *Health Data Management* names AHIMA CEO Wylecia Wiggs Harris as one of 30 leading health information technology experts to watch in 2019.
- AHIMA wraps up the year with 83,606 members, the most we’ve ever had. The association adds 16,558 new members in 2018, resulting in 10.8 percent year-over-year growth.

Next Step: Transformation

At the end of 2018 AHIMA unveiled its plan to increase the Association's long-term viability and relevance. Called the AHIMA Transformation, the plan is a multi-year process to better support the HIM profession, leveraging our current strengths and adapting to the changing future of healthcare.

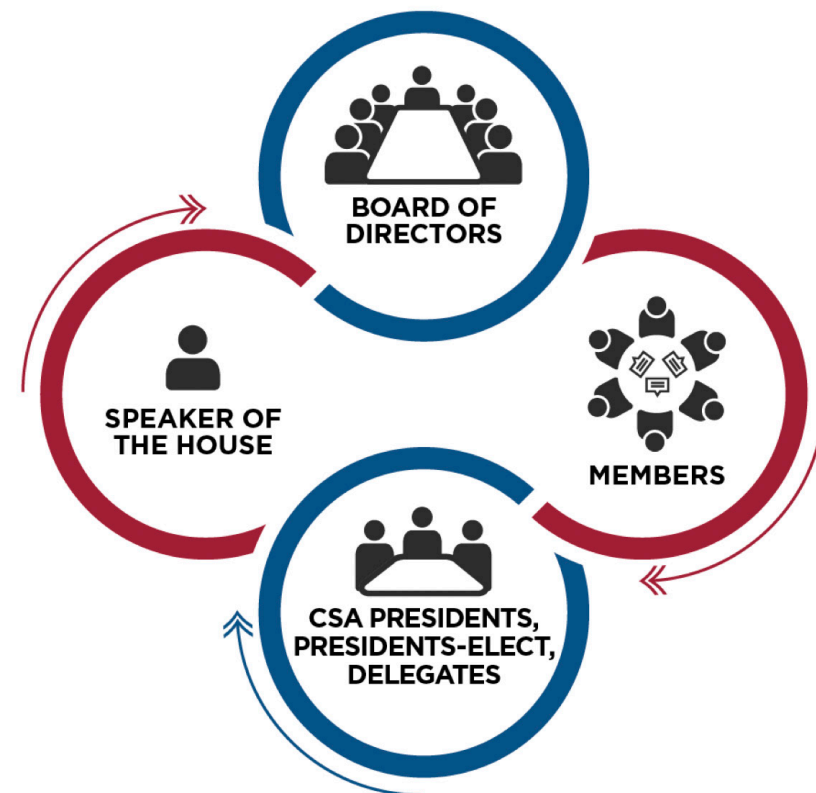
During 2018, AHIMA sought input from its members and industry stakeholders to guide the transformation plan. This included a brief survey of CSA presidents, presidents-elect, delegates, and CSA central office coordinators or executive directors. Focus groups also took place at the 2018 Convention.

AHIMA also convened an executive roundtable to gather insights into trends in the healthcare environment and their impact on community needs, understanding of HIM's future in the healthcare community, upgrades to AHIMA's thinking on how to position itself in the marketplace, and ideas for ways to increase increased connection and cohesion among players in the healthcare community.

Insights from these conversations included:

- Technological advancements are radically changing the healthcare industry, shaking up when, where, and how health information is collected
- The notion of the health record itself is changing with the availability of data from new and nontraditional sources
- Given this shift, the ability to turn this data into meaningful insights has become a critical function of HIM professionals
- As the hub of the profession and a trusted partner in education, AHIMA is positioned to connect and educate healthcare players, HIM professionals, and consumers on how to work in this new environment

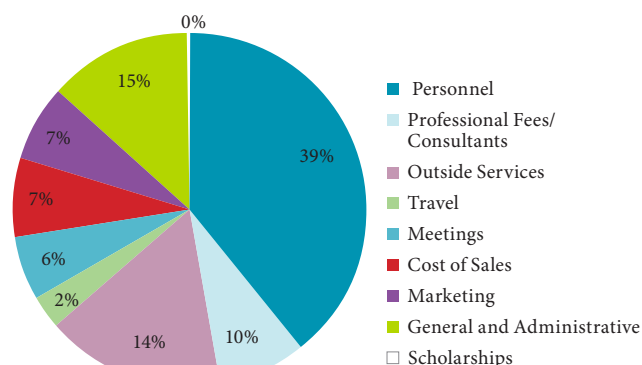
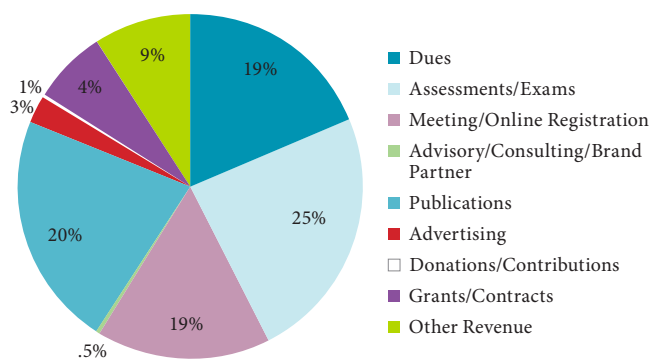
All these insights have helped AHIMA launch its transformation and design its new mission, vision, and strategy statements in 2019. Thanks to everyone who gave input through surveys and focus groups. We appreciate your patience and partnership as we set the stage for this exciting opportunity and begin AHIMA's path to renewal.



2018 Financial Report

Each year, as a service to members, AHIMA and the AHIMA Foundation publish brief summaries to show how the Association performed financially.

Numbers shown below are audited financials as of December 31, 2018. They are consolidated and listed for both AHIMA and the AHIMA Foundation.



REVENUE (IN THOUSANDS)

Dues	\$6,626
Assessments/Exams	\$8,657
Meeting/Online Registration	\$6,608
Advisory/Consulting/Brand Partner	\$192
Publications	\$6,992
Advertising	\$893
Donations/Contributions	\$387
Grants/Contracts	\$1,279
Other Revenue	\$2,982
Total Revenue	\$34,616

EXPENSES (IN THOUSANDS)

Personnel	\$15,096
Professional Fees/Consultants	\$3,685
Outside Services	\$5,380
Travel	\$652
Meetings	\$2,395
Cost of Sales	\$2,598
Marketing	\$2,909
General and Administrative	\$5,713
Scholarships	\$138
Total Expense	\$38,566
Net Ops	(\$3,950)
Non-Operating Income	(\$2,807)
Net Income	(\$6,757)

ASSETS (IN THOUSANDS)

Cash, Cash Equivalents, Investments, & Accrued Investment Income	\$52,929
Accounts Receivable	\$3,635
Inventory, Prepaid Expenses	\$1,579
Property and Equipment, Net	\$7,270
Total Assets	\$65,413

LIABILITIES (IN THOUSANDS)

Accounts Payable	\$2,482
Deferred Revenue and Rent	\$12,699
Other Liabilities	\$1,500
Total Liabilities	\$16,681

NET ASSETS (IN THOUSANDS)

Unrestricted Net Assets	\$46,810
Temporarily Restricted Assets	\$1,055
Permanently Restricted Assets	\$867
Total Net Assets	\$48,732
Total Liabilities and Net Assets	\$65,413