2019 ANNUAL REPORT

AHIMA

Contents

A Year of Growth

As we look back at 2019, we feel proud of the ways AHIMA implemented our new transformational values: Outcome focused, Agility, Quality, Audience driven. As the leading voice and authority in health information, AHIMA is focused on continuously delivering value for our members.

Advocating for our members' needs and interests is critical, and it was great to see more than 200 AHIMA members, staff and CSA designees at the 2019 AHIMA Advocacy Summit in Washington, D.C. With a nod towards agility, we also organized a Virtual Hill Day for AHIMA members to contact their congressional representatives through email and social media. AHIMA19 was also a success, with thousands of attendees and topflight speakers from the American Medical Association and the Centers for Medicare and Medicaid Services.

As educators in an ever-evolving space, we are dedicated to providing our members and their partners with the knowledge, support, and insights they need to continue leading the evolution of healthcare. We were honored the *Journal of AHIMA* received multiple prestigious awards from the American Society of Healthcare Publication Editors and the American Society of Business Publication Editors. AHIMA's collaboration with SmartBrief, announced in March, brings HI professionals needed news and perspectives through a daily email newsletter. And if you haven't yet, make sure to check out AHIMA's HI Pitch podcast.

In 2020, AHIMA will continue to be a dedicated advocate, educator, and community of health information professionals in the United States and around the world. As we write this, the novel coronavirus has upended daily life and caused us to shift our expectations for the year. We are still confident, however, because health information professionals have a history of embracing new opportunities and technology, and because of their flexibility, compassion, and intellect. We look forward to an exciting future.

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

Valerie J.M. Watzlaf, PhD, MPH, RHIA, FAHIMA, 2019 Board of Directors President/Chair

2019 Highlights

January

- AHIMA CEO Wylecia Wiggs Harris, PhD, CAE, is named one of 30 Leading HIT Experts to Watch in 2019 by *Health Data Management* magazine.

- A new white paper from AHIMA, "Measuring and Benchmarking Coding Productivity: A Decade of AHIMA Leadership," outlines AHIMA's review of how coding has evolved and what the healthcare industry can expect next in coding and documentation.
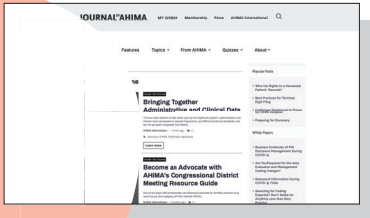
February

- AHIMA submits comments on the HHS Office for Civil Rights' Request for Information (RFI) on Modifying HIPAA to Improve Coordinated Care.

- Sue Bowman, MJ, RHIA, CCS, FAHIMA, AHIMA's senior director of coding policy and compliance, represents AHIMA at the February meetings of the American Hospital Association's *Coding Clinic* for ICD-10-CM/PCS Editorial Advisory Board (EAB) and the American Medical Association's CPT® Editorial Panel.

March

- AHIMA joins with Artifact Health to provide and maintain a comprehensive library of compliant physician query templates that will be utilized within Artifact's mobile query platform.

- The *Journal of AHIMA* launches "Under the Dome," an email newsletter highlighting public policy initiatives at the federal and state level that impact the HIM profession.

- To help members understand what the AHIMA Transformation will look like, the *Journal of AHIMA* publishes a series of slideshows to provide an overview of what members can expect to see in coming months, as the organization adapts to a rapidly changing industry.

- More than 200 AHIMA members, staff, and component state association (CSA) designees bring their expertise to Washington, DC, as part of the 2019 AHIMA Advocacy Summit.
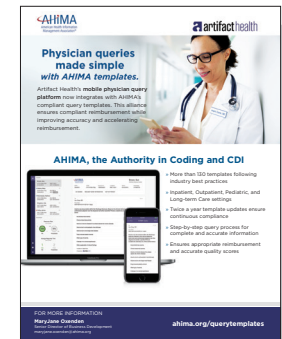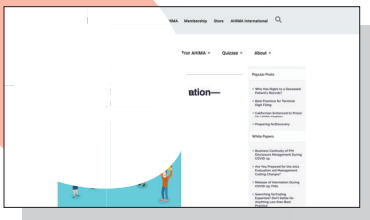
AHIMA members at home also participate in a Virtual Hill Day, tweeting and emailing their Congressional representatives through AHIMA's Advocacy Assistant.

- The AHIMA Foundation announces that it has received a $12,000 donation from the Walter Reed Society to support the Veterans Scholarship program.

April

- AHIMA's Board of Directors announce AHIMA's new mission and vision statements. The statements are followed by a three-year strategic plan, introduced during the summer. AHIMA's Mission: Empowering people to impact health; AHIMA's Vision: A world where trusted information transforms health and healthcare by connecting people, systems, and ideas.

- To help professionals in skilled nursing facilities prepare for the largest payment reimbursement change for their industry in 20 years, AHIMA announces a collaboration with the American Health Care Association to provide in-depth coding and clinical documentation improvement (CDI) training programs.

- AHIMA releases full results of its CDI Industry Survey to help CDI professionals ensure they are on trend with the rest of the industry and following best practices.

- AHIMA and SmartBrief launch the AHIMA SmartBrief newsletter, which brings members summaries of important news and developments from a variety of health information news sources, five days a week.

- The AHIMA Foundation announces the expansion of its registered apprenticeship program to include an Inpatient Coding Auditor role.

- The *Journal of AHIMA* receives multiple awards for editorial and design excellence from the American Society of Healthcare Publication Editors and American Society of Business Publication Editors. The awards range from honoring the Journal's cover design to recognizing specific articles and reporting.

May

- The process of creating a new credential can take three to five years, with the goal of launching a valid, reliable, and legally defensible measurement of professional competence. The *Journal of AHIMA* publishes a slideshow detailing why AHIMA's certification process is considered
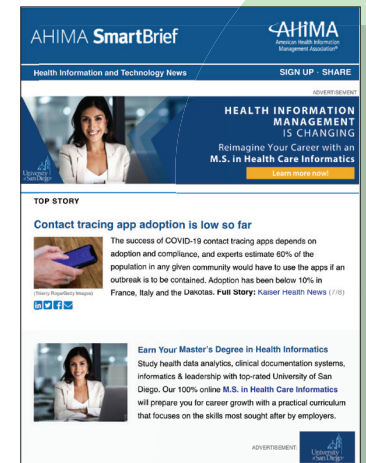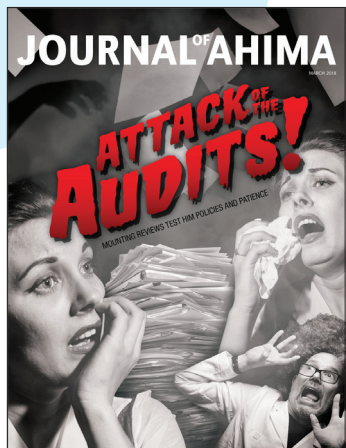
the "gold standard."

- AHIMA submits comments on the development of mHealth apps to Xcertia, an organization preparing mHealth app guidelines.

June

- AHIMA participates in a two-part roundtable gathering to define and publish a set of guiding principles for the ethical use of social determinants of health (SDOH) to ensure that SDOH are being used to full potential while addressing privacy and security concerns.

- A Facebook group, "Official Student and New Grad Career Development Group," launches for new grads/early career HIM professionals.

- AHIMA introduces a new podcast, HI Pitch. During the course of the year it will feature interviews with staff, volunteers, and AHIMA members.

- AHIMA submits comments on rules proposed by the Office of the National Coordinator for Health Information Technology (ONC) and the Centers for Medicare and Medicaid Services (CMS) on improving the interoperability of electronic health information, increasing patient access to electronic health information, and addressing "information blocking" practices as defined in the 21st Century Cures Act.

- A coalition led by AHIMA sends a letter to all US Representatives asking them to support an amendment in a bill that would strike language prohibiting HHS from spending any federal dollars to promulgate or adopt a national patient identifier. The House passes the bill, including the amendment. AHIMA also leads a group of 26 other healthcare organizations in sending a letter to all US Representatives asking them to support the Amendment.

- AHIMA submits comments and provides recommendations on Draft 2 of the Trusted Exchange Framework and Common Agreement (TEFCA).

- Triumph Award recipients are announced, with a ceremony to follow at the September Conference. They are:

  – Distinguished Member Award: Cassi L. Birnbaum, MS, RHIA, CPHQ, FAHIMA

  – Advocacy Award: Ohio Health Information Management Association
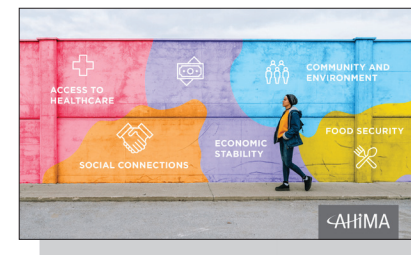
– Educator Award: Marquetta M. Massey, MBA, RHIA

– Emerging Leader Award: Kenneth H. Lugo Morales, MS, RHIA

– Innovation Award: Patricia S. Coffey, RHIA, CPHIMS, CPHI

– Leadership Award: Chrisann K. Lemery, MSE, RHIA, CHPS, FAHIMA

– Mentor Award: Tressa A. Lyon, RHIT

– Rising Star Award: Laura A. Shue, MPA, CHDA, CPHIMS
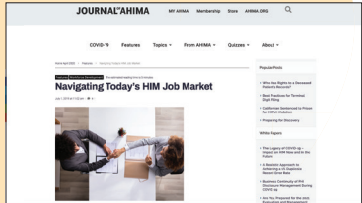
July

- The *Journal of AHIMA* publishes a two-part article series sharing wisdom from three credentialed HIM professionals with more than 60 years of combined experience (including as hiring managers), discussing tried-and-true tips for HIM job seekers at any level in today's changing career landscape.

- AHIMA's 2019 CDI Summit: Advancing the Documentation Journey takes place in Chicago, on topics ranging from revolutionizing documentation queries to fighting the opioid crisis.

- AHIMA co-hosts a congressional briefing with the College of Health Information Management Executives to urge the Senate to support the US House of Representatives' recent repeal of a ban on the use of federal funds to adopt a nationwide unique patient identifier. During the briefing, members of the American Medical Informatics Association, the American College of Surgeons, and CHIME join AHIMA in recounting existing patient identification challenges and patient safety implications.

- AHIMA announces the results of the 2019 election, including members of the Board of Directors and commissions. President/Chair-elect is Katherine G. Lusk, MHSM, RHIA, FAHIMA, and new directors are Brenda K. Beckham, RHIA; Theresa A. Eichelmann, MBA, RHIA; and Jami R. Woebkenberg, MHIM, RHIA, CPHI, FAHIMA.

- AHIMA announces it's partnering with adaptive learning systems leader Area9 Lyceum to add an adaptive learning component to academic programs with an online component to *Health Information Management Technology: An Applied Approach,* Sixth Edition.

![AHIMA Grace Award logo]

August

- AHIMA is recognized in the 2019 American In-House Design Awards for best artwork, including its CodeCheck Direct Mail Pop Up, 2019 AOE Identity Campaign, 2018 AHIMA Convention and Exhibit Preview brochure, and AHIMA19 Luggage Tag.

- The recipient of the 2019 Grace Award is Hospital Sisters Health System (HSHS) - Eastern Wisconsin Division (EWD). HSHS - EWD includes St. Clare Memorial Hospital, St. Mary's Hospital Medical Center, St. Nicholas Hospital, and St. Vincent Hospital. An honorable mention goes to Hennepin Healthcare.

- AHIMA President Valerie Watzlaf, PhD, MPH, RHIA, FAHIMA, is plenary speaker at the National Library of Medicine workshop "Creating Connections: Advances in the Research Use of Electronic Health Records" with a focus on "emerging trends of population health data analysis."

- The AHIMA Foundation announces that it now has more than 1,000 apprentices helping to close the healthcare skills gap.

- AHIMA unveils several changes to improve AHIMA.org. The changes include a cleaner, more streamlined interface to make it easier to create an account, a redesigned profile section, and a redesign of the AHIMA.org home page.

- AHIMA launches the AHIMA Transformation Toolkit on the Engage community to provide tools to help members understand and talk about AHIMA's new mission, vision, and strategy.

- Aurae Beidler, MHA, RHIA, CHPS, CHC, is elected speaker-elect of the 2019-20 House of Delegates.

- AHIMA's Sue Bowman and AHIMA President Valerie Watzlaf participate in a meeting convened by the National Committee on Vital and Health Statistics Subcommittee on Standards to develop a set of questions to help guide HHS in developing research about a future transition to ICD-11.

- The best way to defend against a cybersecurity attack is to develop a robust, tested cybersecurity plan. AHIMA releases updated guidelines for providers looking to implement cybersecurity prevention measures. The guidelines, titled "AHIMA Guidelines: The Cybersecurity Plan," outline 17 steps to a complete cybersecurity plan.
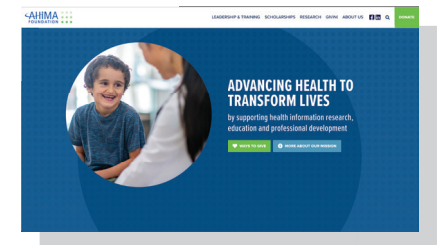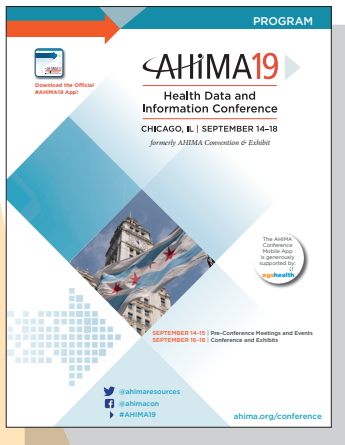
September

- AHIMA hosts a free webinar with Deven McGraw, Ciitizen's regulatory officer, on the issue of patient access.

- The Hill publishes an editorial by AHIMA CEO Wylecia Wiggs Harris and Marc Probst of the College of Healthcare Information Management Executives Public Policy Steering Committee about issues related to patient misidentification.

- The House of Delegates votes on a Bylaws amendment at its annual meeting. The amendment adds an additional sentence to Article VIII - Committees, Section 8.5- Nominating Committee. The addition is: "The Committee shall ensure that no position on the ballot is uncontested." The updated text of the AHIMA Bylaws is posted in the Body of Knowledge.

- AHIMA hosts AHIMA19, the Health Data and Information Management conference, in Chicago. Speakers include Dr. David Barbe and Dr. Patrice Harris of the American Medical Association; Alexandra Mugge, deputy chief health informatics officer at the Center for Medicare and Medicaid Services; and Doug Lindsay, patient advocate, speaker, and thought leader.

- During the conference AHIMA hosts its first-ever pitch competition. The winning pitch comes from Drugviu, a population health platform. Other contenders include Smarter Health, a value-based health startup; Tapcloud, which uses a remote patient monitoring and engagement platform; Uppstroms, which uses machine learning analytics to address social risks and improve outcomes; and Valhalla Healthcare, which provides an intake solution using AI to automate clinical documentation.

- AHIMA sends a joint letter to Congressional leaders voicing concerns that certain provisions of the Office of the National Coordinator for Health Information Technology's (ONC's) recent 21st Century Cures Act (Cures) proposed rule on information blocking jeopardizes goals to foster a healthcare system that is interoperable, patient-engaged and reduces burdens for those delivering care. The letter is co-signed by seven organizations representing the nation's clinicians, hospitals, health systems, and experts in health informatics and health information management.

- To keep attention focused on patient matching, AHIMA and other organizations take the matter to social media on Patient ID Day, Sept. 24. More than 1,000 people respond in 24

hours; 1,400 emails are sent, and 479 people took action via AHIMA's Advocacy Center.

- AHIMA's Consumer Engagement Thought Leadership Roundtable launches. The group is charged with recommending a consumer engagement focus for AHIMA that ensures consumers and patients are at the center of health and healthcare.

- AHIMA releases the results of a US salary survey for the profession. The report is a snapshot of the status of health information professional compensation in the US.

- AHIMA chooses Brightspace as its learning platform. The platform will host a new AHIMA learning management system.

October

- AHIMA submits comments on the proposed revisions to the Physician Fee Schedule proposed rule for calendar year 2020.

- AHIMA announces it's co-hosting the largest high-level European digital health conference—eHealth Week Croatia—with the Ministry of Health of the Republic of Croatia in Rovinj, Croatia, in April 2020.

November

- The AHIMA Professional Ethics Committee updates the Ethics Self-Assessment and Ethics Case Studies to align with the AHIMA Code of Ethics, which was revised earlier this year.

- AHIMA provides comments on the Substance Abuse and Mental Health Services Administration's (SAMHSA) proposed rule regarding the confidentiality of substance use disorder patient records.

- What does the future of coding look like? A panel of coding experts and health information management (HIM) professionals met in early June to answer this question and others. An article in the November-December issue of the *Journal of AHIMA* summarizes the discussion.

December

- A new white paper, "AHIMA 2020–2023 Enterprise Strategic Plan," explores AHIMA's strategy and provides more detail on how the organization will proceed in the next three years. The report is clear about AHIMA's strategies and outcomes and how it will mobilize the association to empower people to impact health.

- AHIMA issues a statement supporting the American Medical Association amended policy to support the voluntary inclusion of a transgender patient's preferred name and clinically relevant sex-specific anatomy in medical documentation. The amendment reflects AHIMA's longstanding position regarding the importance of inclusivity to deliver quality care and best outcomes for patients.

- AHIMA announces that it will adopt and champion "clinical documentation integrity" as the three words making up the acronym CDI. Integrity will replace "improvement" going forward. The change was recommended by a roundtable of industry experts and validated by input from the CDI Summit, the CDI Practice Council, and comments solicited from AHIMA membership.

- AHIMA comments in response to a Congressional request for proposals to include as part of Cures 2.0. Building upon the bipartisan success of the 21st Century Cures Act, Cures 2.0 is an effort to modernize coverage and access to life-savings cures in the US and across the globe.

- Congress's final spending package includes report language that, among other things, directs the Office of the National Coordinator for Health IT to issue a report within one year that evaluates the effectiveness of current patient matching methods and recommends actions that increase the likelihood of an accurate match of patients to their health data. AHIMA believes the language will continue to help propel this issue forward.
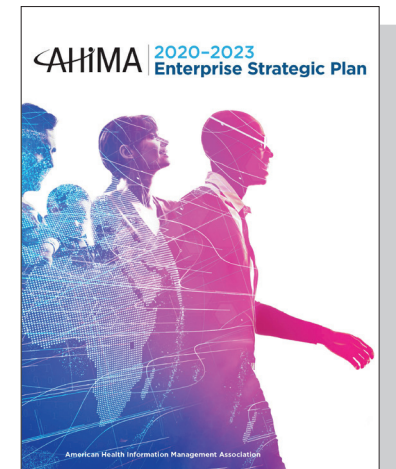
Financial Report

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, 2019. They are consolidated and listed for both AHIMA and the AHIMA Foundation.

In 2019, AHIMA made a strategic decision to leverage reserve dollars to invest in its infrastructure and enhance and upgrade systems and had an impairment loss due to the write-off of computer equipment and software that were previously capitalized. These efforts were supported by the AHIMA Board of Directors.

Revenue pie chart legend:
- Dues
- Assessments/Exams
- Meeting/Online Registration
- Publications
- Advertising
- Donations/Contributions
- Grants/Contracts
- Other Revenue

Expenses pie chart legend:
- Personnel
- Professional Fees/Consultants
- Outside Services
- Travel
- Meetings
- Cost of Sales
- Marketing
- General and Administrative
- Scholarships

REVENUE (IN THOUSANDS)

Dues	$6,960
Assessments/Exams	$8,455
Meeting/Online Registration	$8,741
Publications	$6,820
Advertising	$796
Donations/Contributions	$119
Grants/Contracts	$1,940
Other Revenue	$285
Total Revenue	**$34,116**

EXPENSES (IN THOUSANDS)

Personnel	$15,363
Professional Fees/Consultants	$6,512
Outside Services	$7,130
Travel	$1,005
Meetings	$2,565
Cost of Sales	$2,464
Marketing	$2,173
General & Administrative	$9,575
Scholarships	$27
Total Expense	**$46,814**
Net Ops	**($12,698)**
Non-Operating Income	**$10,941**
Net Income	**($1,757)**

ASSETS (IN THOUSANDS)

Cash, Cash Equivalents, Investments, & Accrued Investment Income	$57,072
Accounts Receivable	$2,385
Inventory, Prepaid Expenses	$2,384
Property & Equipment, Net	$2,493
Total Assets	**$64,334**

LIABILITIES (IN THOUSANDS)

Accounts Payable	$1,916
Deferred Revenue & Rent	$15,201
Other Liabilities	$0
Total Liabilities	**$17,117**

NET ASSETS (IN THOUSANDS)

Unrestricted Net Assets	$44,961
Temporarily Restricted Assets	$1125
Permanently Restricted Assets	$1131
Total Net Assets	**$47,217**
Total Liabilities & Net Assets	**$64,334**