

CPHIMA Strategic Plan 2011/2012

CPHIMA Goals & Objectives

While performing the routine business of the Association, the Board, Committees, and members are committed to taking appropriate action for achievement of the following goals and objectives.

SUSTAINING CPHIMA

- A. Be fiscally responsible.
- B. Identify opportunities to expand CPHIMA membership.
- C. Recruit vendors/sponsors for educational sessions.
- D. Identify and implement strategies to encourage volunteer participation.
- E. Identify and implement strategies to increase attendance at CPHIMA educational sessions.
- F. Recruit members to accept nomination to elected and appointed AHIMA, PHIMA and/or CPHIMA offices.

2011-2012 Objectives

- 1. Manage CPHIMA finances in accordance with the 2011-2012 budget.
- 2. Enhance the use of Knowledge Connex-Base Camp for management of CPHIMA Board activities and storage of **all** Board documents. This will allow for smoother transitions and continuity of organization operations from year to year.
- 3. Utilize list of vendors from 2011 PHIMA Annual Meeting to recruit new vendor sponsors for educational sessions and/or presenters for educational sessions. Contacts are available on the PHIMA website at www.phima.org/AnnualMeetingExhibitorsList.asp
- 4. Evaluate and implement strategies to increase volunteerism within the CPHIMA membership.

2. BUILDING AND SUSTAINING THE PROFESSION

- A. Through PHIMA, influence the development of new national definitions of HIM roles, practices, and membership models.
- B. Through PHIMA, develop and implement stronger advocacy efforts to influence state and local legislation, regulations, and industry trends, which affect HIM professional practice.
- C. Support and promote AHIMA's initiatives and action plans at the regional level.
- D. Strengthen collaborative efforts with PHIMA and other HIM professional groups.
- E. Promote the HIM profession.

2011-2012 Objectives

1. Participate in PHIMA Regional President's Conference Calls to share and coordinate goals and plans of regional associations with PHIMA.
2. Attend PHIMA Executive Board Meetings (President and/or President Elect).
3. Support at least one member of the CPHIMA board to attend a PA Hill Day if sponsored by PHIMA.
4. Coordinate or participate in at least one career awareness event (such as Pathways to Gold Collar Careers in Lancaster).
5. Provide financial or other support to AHIMA-certified HIT/HIM programs in the CPHIMA region in accordance with established budget.
6. Review, update, and promote the established CPHIMA student mentoring program.

3. EDUCATION/PROFESSIONAL DEVELOPMENT

- A. Optimize electronic technology for educational and professional development
- B. Provide sound continuing education sessions.
- C. Support Coding Roundtables.

2011-2012 Objectives

1. Actively encourage CPHIMA members to participate in PHIMA-sponsored electronic learning options.
2. Evaluate the possibility of co-sponsoring at least one webinar with PHIMA.
3. Provide two coding roundtable meetings.
4. Provide four educational sessions.

4. COMMUNICATION/NETWORKING

- A. Expand alliances and collaborative efforts with related Central Pennsylvania professional groups that support our strategic mission, vision, and values.
- B. Publish monthly CNN e-Alerts.
- C. Contribute to PHIMA's e-Alert.
- D. Maintain an up to date professional quality website.

2011-2012 Objectives

1. Executive Board shall appoint at least one CPHIMA member to investigate opportunities for alliances and collaborative efforts with HIM related groups such as the Technology Council, AHDI, CPHQ, AAPC, etc. or consider creating a new committee for 2011-2012 that would provide a collaborative link with other HIM related groups.
2. Establish a 1-800 conference call line to conduct CPHIMA business.
3. Publish CNN e-Alert's on a monthly basis.
4. Provide at least quarterly updates for the PHIMA e-Alert.
5. Work with KnowledgeConnex to update and enhance website as needed.
6. Evaluate adding Facebook, LinkedIN links to CPHIMA website.