

## 2010-2011 NYHIMA STRATEGIC PLAN

<b>Priority # 1 Industry Leadership</b>					
<b>Goal</b>	<b>Task</b>	<b>Start</b>	<b>End</b>	<b>Responsible Parties</b>	<b>Measures/Targets</b>
<b>1. Build alliances with various offices/stakeholders</b>	Establish alliances with HANYS, MSSNY, HIMSS, NY BC/BS	07-09	06-11	Board of Directors Local Presidents	# of alliances made
	Invite alliances to speak to NYHIMA board and/or educational session	07-09	Ongoing	President Board of Directors Central Office	# of invites to alliances # of alliances scheduled to speak
	Legislative Advocacy: work with NYHIMA Legislative Director and Legislative Committee to establish workgroup focused on creating long term relationship at state and local level	07-10	Ongoing	President Board of Directors Legislative Director Education Committee Legislative Committee Chair	# of meetings with legislative agenda # of education sessions offered on this topic # of members participating in Hill Days
<b>2. NYHIMA Marketing Campaign</b>	Promote careers in HIM with Physician Offices, CIO, CFO, CMO, COD to recognize our credentials	07-09	Ongoing	Board of Directors Public Relations Locals	# of target offices Individuals
	Establish presence on social media sites; i.e., Facebook, Twitter, LinkedIn	07-10	Ongoing	Board of Directors Public Relations Chair Locals	Links established; # of hits on each
	Real time response on New York CoP	07-10	Ongoing	Board of Directors Public Relations Chair Locals	# of queries/answers within established timeframe

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<b>Priority # 2 Workforce Readiness</b>					
<b>Goal</b>	<b>Task</b>	<b>Start</b>	<b>End</b>	<b>Responsible Parties</b>	<b>Measures/Targets</b>
<b>1. Lead the healthcare industry in the transition to ICD-10-CM</b>	Develop and disseminate a comprehensive marketing plan to promote the ICD-10 training initiative to both NYHIMA members and alliance members	07-10	Ongoing	Board of Directors ICD-10 Workgroup Public Relations Education Committee Locals Central Office	Plan developed  # disseminated to NYHIMA members, MSSNY, DOH, HANYS, insurance providers
	Develop and implement an educational training program that addresses the requirements of diverse segments of the healthcare industry	07-10	Ongoing	Board of Directors ICD-10 Workgroup Educators	# of specialized training programs developed and timeline shared
<b>2. Promote the awareness of HIM to expand the workforce</b>	Continue to build a presence at career fairs by creating a network of speakers throughout the state	09-10	Ongoing	Board of Directors Public Relations Locals Central Office	# of career fairs attended  # of presentations at state and local level
	Build alliance with the NYS Guidance Counselors' Association to demonstrate the professional value and opportunities within the HIM profession	07-10	Ongoing	Board of Directors Public Relations Locals Central Office	# of contacts made
	Research funding available for strengthening the HIM profession and/or apply for grants	07-10	Ongoing	Board of Directors Public Relations Educators Locals Central Office	# of grants researched  At least one grant/funding opportunity applied for
	Identify NYS Regional Extension Center	07-10	09-10	Board of Directors Educators Central Office	Contact made

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<b>Priority # 3 Building Membership Value</b>					
Goal	Task	Start	End	Responsible Parties	Measures/Targets
<b>1. Mentoring Program</b>	Recognize best practices for clinical preceptors and mentors	07-09	Ongoing	Board of Directors Perspectives Editor Educators Central Office Members	Date PPE distributed
	Distribution of Clinic Practice Sites / PPE Guide				# of testimonials / interviews of members who have been mentors posted on NYHIMA Website/Perspectives(3)
	Add examples to <b>Perspectives Online</b>				
	Promote student membership on committees				# of student members on committees who attended meetings
	Development of mentoring program	07-09	Ongoing	Board Liaisons Membership Committee Locals Members	Identify at least 2 mentors in each local
<b>2. Build network and develop infrastructure to ensure a strong volunteer pool</b>	Identify specific tasks that members can volunteer their services to; i.e., survey writing, grant writing	06-10	12-10	Board of Directors Committee Chairs Locals	Identify at least 2 opportunities at each level and committee
	Membership email blast for volunteer opportunities				Share opportunities at fall leadership meeting and NYHIMA Board meetings
	Develop and provide volunteer leadership training and deliver at locals to help recruit volunteers	07-09	Ongoing	Board of Directors Public Relations Chair	Development of training materials
	AHIMA Leadership Conference tools distributed to Locals	07-10	04-11		Deliver presentation to each local
			06-11		Conduct presentation at annual conference

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<b>Priority # 4 Grow and Strengthen NYHIMA</b>					
Goal	Task	Start	End	Responsible Parties	Measures/Targets
<b>1. Central Office Resources: utilize current technology to continue to provide efficient and quality services</b>	Track response rate to questions from membership and locals	07-10	Ongoing	Board of Directors Central Office	Average turnaround time – published
	Investigate technology improvement at state level	07-10	Ongoing	Board of Directors Central Office	Research presented at Board meetings
	Investigate connecting locals to Central Office network for shared education sessions via SKYPE, membership lists online, online registration  Leverage communication specialists at state and local levels to assist Central Office; i.e., students in programs, volunteers from membership	10-10  07-10	Ongoing  06-11	Central Office IT Vendor  Local Presidents HIT/HIA Programs Central Office	System set up and utilized  # of individuals identified and participating
<b>2. Human Resources: continue to assure we are polling all members for their input</b>	Environmental Scan	07-09	Ongoing	Board of Directors Locals Central Office	Locals report # of times surveys sent and # of responses received
	AHIMA House of Delegates Teams	07-10	Ongoing	New York Delegates to AHIMA	Locals report # of times input requested from membership and # of responses received
	Develop DASHBOARD Report: who we are serving at education sessions (# of members vs. non-members); track lapsed member; survey why not renewing	07-10	Ongoing	Education Committee Membership Committee Central Office	Report presented at Board/Local Presidents' meetings
<b>3. Financial Resources: how much is reasonable to ask for members to pay out of pocket</b>	Quarterly email blast to Alliance Partners: what NYHIMA is up to regarding ICD-10, ARRA/HITECH, education calendar, approved programs of study in New York	07-10	Ongoing	Board of Directors e-HIM Officer Perspectives Editor Public Relations Chair Central Office	# of email blasts to Alliance Partners
	Poll membership for input: alternative sites for sessions with less amenities  Timing of education sessions to CE cycles – fall sessions; evenings; weekend	07/10	Ongoing	Board of Directors Education Committee Locals Central Office	Survey sent and results reviewed at Board meetings
	Compare CDIS, HIMSS, HFMA education sessions that are costly – are they seeing decrease in attendance and, if not, why	07-10	12-10	Board of Directors Education Committee Central Office	Contact made and results reviewed/compared at Board meeting
<b>4. Information Resources: how do we disseminate information to members in a timely and accurate manner</b>	Survey membership to identify what links, information they find valuable and what they USE	07-10	Ongoing	Board of Directors Education Committee Locals Central Office	Survey submitted to membership and reviewed at Board meeting

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	Interactive newsletter: what do members want to see in newsletter, networking opportunities	07-10	12-10	Perspectives Editor Locals Central Office	Members surveyed, results compiled, and reviewed at Winter Board meeting
<b>5. Multistate Resources</b>	Share education session offerings with other states – email blast vs. website listings with focus in New England, New Jersey, Pennsylvania	07-10	Ongoing	Board of Directors Education Committee Central Office	# of email blasts on educational offerings to multistate audience  # of attendees from other CSAs