



2011 CSA Environmental Scan Form

Environmental scanning is one of the first steps conducted when setting strategy. It is used to learn about priorities influencing the health information management (HIM) profession. The results are used to inform strategy and develop responses. By participating in this environmental scan, you have the opportunity to inform and influence AHIMA's strategy.

Since 2005, every Component State Association (CSA) has been asked to conduct an environmental scan and submit the results to AHIMA. The results of your CSA's environmental scan are submitted **electronically** to AHIMA by your CSA leaders in the CSA Survey. This form is a means for you to provide input to your CSA leadership. It should be completed as directed by your CSA.

The results of the CSA Environmental Scan are processed by the House of Delegates Team on Environmental Scanning and shared with the stakeholders including the other House Teams, the AHIMA Board of Directors and AHIMA members and staff.

To complete the form:

1. Review the priority statements listed in each section.
2. Consider if there are **other emerging priorities** affecting you related to that section. List those in the spaces provided. If not, proceed with prioritizing the statements in that section.
3. After you've added your priority statements (if any), prioritize the top two statements with a number 1 and 2.
4. Complete this process for all six sections. A space for comments is available at the end of the form.
5. Submit your completed form to your CSA leaders. **Do not submit to AHIMA.**

Customer Environment	
The population of members and prospective members; specifically, changes in their attitudes and behavior toward the kinds of value the Association offers; it is also necessary to understand the customer's environment, i.e. the priorities and forces driving their attitudes and behavior.	
Prioritize 1 & 2	Priority
	Access to affordable continuing education and skills development
	Emphasis to skill development so that Health Information Management (HIM) professionals are recognized as experts in e-HIM
	Recruitment of members and students
	Motivate students entering the HIM profession to obtain their credentials timely
	Retention and engagement of the diverse membership
	Proactively identify emerging trends in which AHIMA could become the professional content leader
<i>Optional – use space below to insert and rank other Priority statement/s</i>	

Economic Environment	
Economic forces shaping the Association's opportunities and shaping member needs relative to the Association and the value it offers.	
Prioritize 1 & 2	Priority
	Non-competitiveness of HIM salaries with other healthcare professions
	Promotion and marketing of the profession/credentials to the public at large
	Demonstrating value of professional credentials to employers
	Expand HIM profession awareness to other healthcare professions
	Shortage of workforce in the HIM profession
<i>Optional – use space below to insert and rank other Priority statement/s</i>	

Technological Environment	
Technological issues, which favor or oppose the Association's ability to attract and hold members, and to create value for them.	
Prioritize 1 & 2	Priority
	Recognize, embrace and encourage the challenge of different roles for HIM professionals by preparation and education for new roles in technology, Electronic Health Records (EHR) and informatics
	Establish a baseline of e-HIM knowledge/skill levels in order to implement and utilize e-HIM
	Utilization of technology in member communications such as Websites, Communities of Practice, e-mail, etc.
	Utilization of technology in consumer education (e.g. Personal Health Record)
	Interoperability of health information across the continuum of care
<i>Optional – use space below to insert and rank other Priority statement/s</i>	

Social Environment	
Social and cultural issues which are affecting the Association's opportunities and shaping members' desire for, and attitudes toward, the value offered by the Association.	
Prioritize 1 & 2	Priority
	Incorporating other professions to collectively advance the goals and objectives of HIM professionals, e.g. information technology, finance, nursing, etc.
	Encouraging members to become involved at local, state and national levels
	Education of the public and other healthcare professionals about the Personal Health Record (PHR)
<i>Optional – use space below to insert and rank other Priority statement/s</i>	

Political Environment	
Behavior of government bodies and influence groups which can affect the Association's opportunities and the attitudes and behavior of members toward the Association and the value it offers.	
Prioritize 1 & 2	Priority
	Implementation of ICD-10-CM and ICD-10-PCS
	Reimbursement changes negatively impacting healthcare operations e.g. Recovery Audit Contractors (RAC), Pay for Performance (P4P), Ambulatory Payment Classification (APC) bundling, etc.
	Standardized federal and/or state regulations that address electronic health records
	Promotion of HIM credentials to external regulating agencies including the Center for Medicare and Medicaid Services (CMS) and state agencies
	Protection of data integrity
	Definition of e-discovery and the legal record
	Building alliance activities on the national, state and local levels
	Increased need for legislative and regulatory advocacy
	Impact of American Recovery and Reinvestment Act (ARRA)
<i>Optional – use space below to insert and rank other Priority statement/s</i>	

Geographical Environment	
The effects of "place, space and distance" on the Association's ability to offer value to its members, as well as the effects on members' attitudes and behavior toward the Association and the value it offers.	
Prioritize 1 & 2	Priority
	Recruitment and retention of volunteer leadership
	Enhanced communication to and from members through informative and timely media
	Mentoring program
	Involvement in Health Information Exchange (HIE)
<i>Optional – use space below to insert and rank other Priority statement(s)</i>	

Comments – Use this space for further explanation of priorities or comments on the process.
