

# 2019-20 NYHIMA Annual Member Business Meeting

**June 2020 – Virtual Meeting**

# Thank You to NYHIMA's 2019-20 Board of Directors



**President/Chair**  
Sue Clarke-Kendrick,  
MHA, RHIA



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Darlene McKendrick,  
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Tennille Schmitt,  
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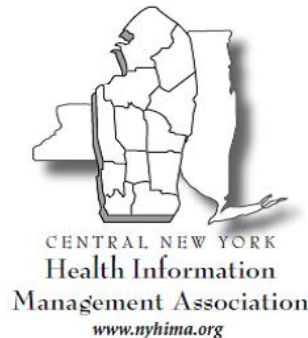
# Volunteer Service starts Locally – we value you!

Health Information Management Association of New York City



**Northern New York  
Health Information Management Association**

ADIRONDACK HEALTH INFORMATION  
MANAGEMENT ASSOCIATION



# NYHIMA Amended Bylaws 2019

- **The Addition of the Annual Meeting to our Bylaws in June of each year**

“ for the purpose of education on matters of relevance to the health information management profession and to NYHIMA, NYHIMA Annual Member Business Meeting, professional networking, and for the transaction of such other business as may come before the meeting.”

- **In catching up with the technology of the time we added new verbiage to the ByLaws. Now able to hold conference call meetings, online meetings and vote electronically,**

# NYHIMA Strategic Planning 2020-2022

## Step Progression Plan

2020 - 2022

Adopted: December 2019

2022

**OUR VOICE IN NYS:  
RULES, REGS  
& RAPPORT**

2021

**TECHNOLOGY:  
AN ALLY TO THE  
FUTURE**

*In the third year of the plan, we will focus on NYHIMA as the “go-to” and trusted source on legislative and regulatory affairs in NYS. These efforts will include building greater connections and rapport with government agencies and officials.*

- Create an online resource for members in relating to state government.
- Bring state officials to present at NYHIMA and CLA functions.
- Be “at the table” in terms of potential legislation.

*We will focus on promoting greater understanding and appreciation of technology in our profession & marketplace.*

- We will use technology as both the subject and mode in the delivery of services.
- Target offerings to the needs of specific generations.

2020

**PROJECTING  
FORWARD TO A  
NEW COMMUNITY**

*This year’s theme will focus NYHIMA’s efforts at reaching out to and connecting with ALL HIMs across NYS. We want to show our colleagues the value and power of membership!*

- Develop annual messaging and outreach plan.
- Target all on AHIMA list.
- Tie all programs to call to join.

**Preparation  
/Kick-Off Phase  
4Q 2019**

- Review and approve Step Progression Plan.
- Review and approve Strategic Plan—and be ready for Jan. 1.

### ONGOING OPERATIONAL GOALS

- To continue to strengthen the value proposition of NYHIMA membership—including greater collaboration with the CLAs.
- To actively seek new members and retain current members.
- To develop, package and promote top-notch professional development, educational, and networking programming.
- To proactively develop a leadership development program that provides the necessary resources and succession planning.
- To continue wise financial management to reap the largest benefits.
- To effectively advocate and promote the work of our members and the profession.

### NOTES

- We will always position NYHIMA as **the** professional leader in NYS—and **a** leader in the nation.
- HIM’s: The “Unsung Heroes” – *Let’s change that dynamic!*
- We are building on the successes of the 2017-19 Strategic Plan.

NYHIMA 2020-2022 Strategic Work Plan

# OUR OVERALL GOALS...OUR MOTIVATION



**WE**

**Will always position NYHIMA as the professional leader in NYS—and a leader in the nation.**

**Recognize our HIM's as The “Unsung Heroes”  
– Let's change the dynamic!**

**Are building on the successes of the 2017-19 Strategic Plan.**



NYHIMA 2020-2022 Strategic Work Plan

# STEP BY STEP – YEAR BY YEAR



# NYHIMA 2020-22 Step Progression Plan

## 2020

### Projecting to a New Community

- *This year's theme will focus NYHIMA's efforts at reaching out to and connecting with ALL HIMs across NYS. We want to show our colleagues the value and power of membership!*
- Develop annual messaging and outreach plan.
- Target all on AHIMA list.
- Tie all programs to call to join.

# NYHIMA 2020-22 Step Progression Plan

## 2021

### **Technology: An Ally to the Future**

- *We will focus on promoting greater understanding and appreciation of technology in our profession & marketplace.*
- We will use technology as both the subject and mode in the delivery of services.
- Target offerings to the needs of specific generations.

# NYHIMA 2020-22 Step Progression Plan

**2022**

## **Our Voice In NYS: Rules, Regulations & Rapport**

- *In the third year of the plan, we will focus on NYHIMA as the “go-to” and trusted source on legislative and regulatory affairs in NYS. These efforts will include building greater connections and rapport with government agencies and officials.*
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# ONGOING OPERATIONAL GOALS

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# NYHIMA and the CLA's: Highlights of 2019-20

- In September 2019 (Schenectady, NY) and in April 2020 (virtual), the NYHIMA Board of Directors, Local Leaders from each CLA, the NYHIMA Central Office, and representatives from Capitol Hill Management Services met to hold Leadership Retreats.
- **Fall Local Leadership Retreat, September 2019:**
  - Strategic Planning initiative for next 3-year plan
- **Spring Local Leadership Retreat, April 2020:**
  - Primary Focus: Advocacy in the Profession
  - Making the connection between advocacy and revenue
  - Inform AHIMA as to our local initiatives

# NYHIMA and the CLA's

- **NYHIMA Technology**

- In an effort to assist our CLA partners, we offered use of the platforms that NYHIMA uses for webinars and correspondence. Eblasts, information outreach, advocacy and education were offered as the Central Office is utilized for better outcomes.

- **Local Committee Work – Annual Conference**

- The dedicated volunteers of the CLA that hosts the Annual meeting. HIMAWNY is our partner in crafting the 2020 conference speaker agenda and social offerings.
- Worked through many hills, valleys and reiterations of how to deliver on our promise of conference



New York Health Information  
Management Association

# NYHIMA and the CLA's

- **NYHIMA Committees:**

- **Membership Committee** – each CLA to assign one designated Membership contact to work with the NYHIMA Membership Engagement Chairperson to promote the HIM profession, NYHIMA and the CLA's.
- **Nominating Committee** – each CLA President to serve on the NYHIMA Nominating Committee.
- **Education Committee** – provide NYHIMA Education Director and Central Office your CLA educational and meeting calendar to assist in establishing a master New York education calendar.
- **Advocacy Committee** – each CLA to assign one designated Advocacy contact to work with NYHIMA Advocacy Director and Central Office on pending legislation for distribution to local legislative representatives and NYHIMA members.
- **Awards Committee** – promote NYHIMA awards to CLA members.



# NYHIMA Finances

*Current Status As of April 30, 2020:  
(submitted by Treasurer Deb Symonds)*

- Income: **\$145,423.41**
- Expenses: **\$113,712.72**
- *Net Income for the Year:* **\$21,490.46\***

**\*Note this includes income from Annual Conference. The status of holding conference is undecided now and monies may need to be credited back\***

# NYHIMA Education

- **Conducted Education Survey in Fall 2019 to inform instruction type and topics**
- **Total of 56 *CEUs* offered throughout the 2019-20 Year – (without Conference offerings)**
- **Assisted on Conference Committee to line up speakers for Buffalo 2020 – yet to happen**

***Fall Educational Calendar will be released in the summer of 2020 stay tuned for more details!***

# NYHIMA Social Media Campaign

Social Media	2020 Follow	2019 Follow	2018 Follow
Facebook	654	615	500
Twitter	411	317	248
LinkedIn	111	72	34

Social Media	2020 Reach	2019 Reach
Facebook	21,252	11,143
Twitter	112,000	12,200
LinkedIn	7191	3,666



New York Health Information  
Management Association

# Communications Schedule

- Hootsuite calendar scheduling posts – monthly approval of messaging
- Engage: Continue to monitor the Engage site through AHIMA. Have had questions on topics such as coding, credentialing, local organizations, release of information, job opportunities, and new members or students just looking for general information.
- News and Notes: Reduced the frequency of putting out News and Notes to membership to twice a month.
- NYHIMA's Newsletter "Perspectives Online" is distributed quarterly: August, November, Special End of the Year (December), February, and April issues. **Send your stories to the Central Office by the 15<sup>th</sup> of the distributed month!** And do not forget to send along articles of interest as well as Member Spotlight Profiles.

**We encourage all members to interact and follow us on social media! If you have anything you would like to share, please forward it to the NYHIMA Central Office at [NYHIMA@caphill.com](mailto:NYHIMA@caphill.com).**

# NYHIMA Membership

553 NYHIMA Dues Paying Members (As of June 2020)

- Paying/Active Members: 393
- Emeritus: 28
- New Graduate: 18
- Student: 110
- Corporate Partner: 5

4,113 AHIMA Members with New York as their CSA

***2019-20 Membership Renewals were be emailed in June 2020***

- Marketing campaign for each sub group such as students, new grads and new professionals.
- Fall 2020 membership survey planned to assist CLA's in targeting their potential members and increase NYHIMA numbers

# Advocacy Initiatives

- Monitored State Track which is a tracking service that allows AHIMA State Advocates to follow regulations in all 50 states. Multiple daily e-mails are sent regardless of the type of legislation.
- Attended several webinars on State Track training and Quarterly Check-In calls with AHIMA.
- In August (8/20) there was a call to action put out by AHIMA which asked members to contact their US Senators and urge them to strike this archaic ban from the Senate Labor, Health and Human Services, Education and Related Agencies Appropriations Act of 2020. This was in regard to Patient Matching. NYHIMA sent an e-mail blast to all people in the database in an effort to support and encourage HIM professionals to take action.
- In September, met with Central Office to explore our existing website capabilities on the Advocacy page. A question submission form was created. This was discussed at Fall Leadership and membership was notified in October that this was up and running as a resource.

# Advocacy Initiatives

- In September, there was a 'call to action' brought forth to the membership on the Part 2 Reform (Final Opioid Package). An e-mail blast did go to those on the NYHIMA distribution list encouraging them to contact their lawmakers to support provisions aligning Part 2 with HIPAA (HR6082/S 1850) within the final opioid package.
- In January AHIMA Advocacy Priorities for 2020 were shared with the Board along with the AHIMA Congressional District Meeting Resource Guide. During the Q1 AHIMA Advocacy call, MoHIMA brought forward that the State of Missouri recently passed legislation that changed the licensing regulation for hospitals in Missouri. The new regulations have removed the requirement that RHIA/RHIT credentialed professional must oversee medical records. They were looking for information and support from other CSA's on Engage. Missouri is following CMS guidelines on this which does not require a credential. I also shared a document that included links to states that had regulations related to credential requirements for overseeing an HIM dept.
- In April, NYHIMA held a meeting with AHIMA (Lesley Kadlec and Julie Dooling) regarding the NYS Executive Order that was signed as a result of COVID. Lesley asked Sue Clarke-Kendrick if she would be willing to be a panelist for "Best Practices for Health Record Management in COVID-19" which was recorded and available to all AHIMA Members.
- In both March and April, sent an e-mail blast asking membership to write their congressmen to encourage them to include associations in the paycheck protection program.

# NYHIMA Administrative Accomplishments

- Strategic Planning completed with pathway for next three years
- Explored new technologies for delivering content and conducting meetings: GoToMeeting, MapDynamics app, Memberclicks refinement for web design
- Manage multiple conference timelines as COVID and remote operations of office were implemented
- Advocacy support for AHIMA and NYHIMA CLA's, working on behalf of our membership and the local associations by providing additional support.
- Alteration of Social Media posting strategy to assist members with COVID notifications and free virtual CE offerings from our partners in the field.





**President/Chair**  
Meg DeVoe, CCS



**Advocacy Director**  
Tracy D'Errico , MS, RHIA



**President/Chair-Elect**  
Carolyn Hastings, MHA,  
RHIT, CHPS



**Treasurer/Finance**  
Deb Symonds, RHIT, CCR



**Past President**  
Sue Clarke-Kendrick,  
MHA, RHIA



**Communications  
Director**  
Tennille Schmitt, RHIT



**Education Director**  
Jeffery Youngs, RHIT



**AHIMA Delegate**  
Nicole Miller, RHIA

## **Installation of New Officers**

2020 – 2021 Board of Directors

# Thank you!



- Look for information on where our 2020 conference will be this Fall – Western NY venue
- 2021 Conference is at Tarrytown DoubleTree – Save the Dates of June 6-9, 2021. Planning has already begun

# Any Questions?

Please never hesitate to call the  
NYHIMA Central Office at  
518-435-0422  
or email at:  
[NYHIMA@caphill.com](mailto:NYHIMA@caphill.com)