2020 ANNUAL REPORT

AHIMA

Contents

A Year of Perseverance

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

In early 2020, as AHIMA prepared to launch on the second year of its transformation, we began hearing about a new coronavirus that was popping up around the world. By mid-March, the disease known as COVID-19 was causing illness and death worldwide and at home, and health information professionals were playing a critical role as our healthcare systems were put to the test.

In those chaotic days, we looked to the words of AHIMA's founder, Grace Whiting Myers, for inspiration. During World War II, Myers, like many of us in 2020, worked from home.

In 1943 she reflected: "It has been a hard year for everyone, and I believe particularly so for those connected with any kind of hospital work. Record librarians, along with others, have been faced with a shortage of materials and also with a curtailment in number of assistants and a constant change in personnel, always disrupting to any work of importance. However, I am proud of all that I have read and heard of your splendid efforts in carrying on, and especially am I proud of those who have gone into actual war service. It is what I have hoped would happen."

Inspired by Myers' unfaltering determination to rise to the occasion, AHIMA acted with the same determination. We responded as an enterprise to bring the latest news, tools, and guidance to our members and the healthcare community at large. Doing so, we lived our core purpose: to commit to excellence in the management of health information for the benefit of patients and providers. Because as we've been saying all along, we know that health information is human information.

As the year went on, society found itself battered by a triple pandemic— COVID 19, racial and civil unrest, and an economic downturn. Living through these, we realized how closely interconnected our communities are—and how health information is needed at the individual, community, national or society level, and global level. The work of health information professionals is more important than ever.

The work detailed in this annual report tells that story.

As individuals and as a profession, we are forever changed by the events of 2020. In our response, we set out to build and strengthen the health information community, and that work continues today. Thank you for your support.

Ginna Evans, MBA, RHIA, CPC, CRC, FAHIMA, 2020 Board of Directors President/Chair
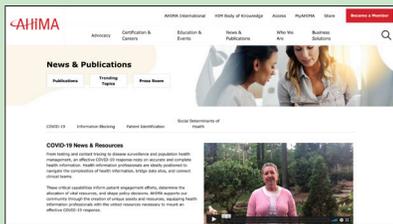
2020 Highlights

January

- Ginna Evans, MBA, RHIA, CPC, CRC, FAHIMA, began her one-year term as president/chair of the AHIMA Board of Directors, along with three new members of the Board of Directors.

- The *Journal of AHIMA* launched a redesigned website with a clean and contemporary format that that makes it easier to access information.

- Our 2020 Advocacy Priorities were released. They focused on enhancing consumers' electronic, timely, and seamless access to their health information.

February

- Our Career Assist website was revamped to give both job seekers and employers a place to find the right opportunities and candidates for a variety of health information careers.

- Commentary from AHIMA CEO Wylecia Wiggs Harris, PhD, CAE, was published in *Electronic Health Reporter* on how we're advocating for the adoption of a nationwide patient identification solution that addresses the need to accurately identify patients as they move through the healthcare ecosystem.

- Our President-Elect Katherine Lusk, MHSM, RHIA, FAHIMA, participated in a briefing on patient identification hosted by the National Council for Prescription Drug Programs. She highlighted how health information professionals work to ensure the accuracy of health information and how a patient matching solution could improve the integrity of health information.

March

- As the United States became increasingly impacted by the COVID-19 pandemic, we began producing dozens of resources for members and created AHIMA.org/COVID19 as a one-stop-shop for the latest information.

- Our advocacy team celebrated Congress including the Protecting Jessica Grubb's Legacy Act in the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Its passage made it easier to share addiction records for the purposes of treatment, payment, and healthcare operations, while allowing patients to retain control of their health information.

- The March issue of the *Journal of AHIMA* focused on social determinants of health, a particularly important topic during the COVID-19 pandemic.

- We released a statement after ONC finalized its rule on Information Blocking. "We look forward to reviewing the final rule in greater detail. We support the intent of the Cures Act to eradicate practices that unreasonably limit the access, exchange and use of electronic health," said AHIMA CEO Wylecia Wiggs Harris, PhD, CAE. "However, given that the rule introduces a number of new definitions and terminologies and the significant economic impact of this rule, we are disappointed that ONC did not heed stakeholders' calls to issue an interim final rule."

- Attendees of our 2020 Virtual Hill Day webinar learned how they can advocate on behalf of the profession, gain an understanding of public policy issues, and contact their elected officials.

April

- AHIMA developed two new COVID-19 CDI query templates to help CDI professionals ensure the integrity and quality of a patient's health record. With data being such an important element in the fight against COVID-19, the new templates provide a clear guideline of what critical data needs to be obtained to accurately document for the virus. Quest Diagnostics later announced they will use the templates.

- AHIMA launched several free webinars, including *Inpatient COVID-19 Coding and CDI Training: Cross-train Your Outpatient Coder* and *Best Practices for Health Record Management in COVID-19* to help health information professionals stay up to date during the pandemic. A telehealth resource for patients was also published on the *Journal of AHIMA* website.

- We announced a collaboration with Wolters Kluwer Legal & Regulatory to provide AHIMA members with MediRegs Weekly Regulatory Highlights, a news feed delivering expert-curated content on federal regulatory guidelines aggregating the most widely used content on MediRegs.

- Our advocacy team sent a patient matching and identification survey to more than 25,000 health information professionals. The survey was sent at the request of ONC and responses gave them valuable information about the on-the-ground realities of patient matching and identification.

May

- AHIMA, the AHIMA Foundation, and TrustHCS conducted a short survey examining how the COVID-19 pandemic affected the industry. Its findings informed how AHIMA should provide career and education resources, while giving AHIMA's advocacy team valuable insights.

- The HI Pitch podcast posted two of the 11 pandemic-focused episodes it would produce as part of its COVID-19 series. The series featured some of the podcast's most listened-to episodes since its launch.

- The *Journal of AHIMA* focused on patient matching in its May issue, with articles like Five Trends in Patient Matching for 2020 and If Patients Only Knew .... Patient identification and matching was a key 2020 priority for AHIMA.

- We worked with the AHIMA Foundation to promote the Foundation's HIRO Fund. The HIRO Fund assists AHIMA members living or working in FEMA-designated COVID-19 disaster areas, helping them build greater economic security for themselves and their families.

June

- Ginna Evans, MBA, RHIA, CPC, CRC, FAHIMA, AHIMA's president/chair, and AHIMA CEO Wylecia Wiggs Harris, PhD, CAE, published a statement on racism and public health following the death of George Floyd. "Once the initial shock has passed, as a country and world we need a long-term strategy to address, with empathy and compassion, the social inequities that exist—once and for all," they wrote. "We recognize the historical inequities that perpetuate systems of inequality, including their impact on health and healthcare."

- We teamed up with several healthcare organizations to form the Patient ID Now coalition. The group is committed to advancing a nationwide strategy that addresses patient identification through legislation and regulations. Along with Rep. Bill Foster (D-IL), the Coalition held a virtual briefing for congressional staffs regarding the implications of patient identification during the COVID-19 pandemic.

- The *Journal of AHIMA* continued its digital transformation, becoming a fully digital publication. Digital publishing allows for content and engagement beyond what is possible on the printed page. The *Journal* remained committed to publishing and sharing new ideas around health information.
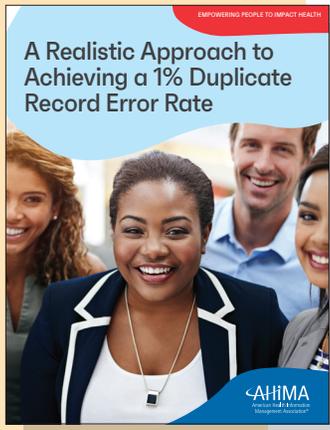
- Lauren Riplinger, AHIMA's vice president of policy and government affairs, presented ONC with results from April's patient matching survey. In addition, AHIMA joined 68 other organizations in sending a letter to Congressional appropriators about the importance of accurately matching patients with their health information.

- Our Policy and Government Affairs Team and AHIMA member Alison Nicklas, MJ, RHIA, CHPC, CCS, presented to the ONC Intersection of Clinical and Administrative Data Task Force, offering an operational perspective on the trigger events for sharing clinical data with payers.

July

- We launched a redesigned AHIMA.org website, giving members a simplified, more user-friendly online experience. During the development of the new website, AHIMA's web team leaders engaged with more than 100 AHIMA members through a mix of focus groups, usability testing and one-on-one interviews.

- We began offering the Health Data Analysis Course Series, with six courses designed to address health information and healthcare professionals' learning needs regarding collecting and analyzing data to make strategic administrative, financial, and patient-related decisions. Titles included *Improving HIM Clinical Quality Using Data Validation, Harvesting Data from External Sources for HIM Professionals,* and more.

- Another AHIMA webinar series, focusing on telemedicine during the pandemic, was viewed by more than 4,000 people. Speakers on the series discussed the best telemedicine practices health systems around the world adopted during the pandemic.

- The US House of Representatives voted to remove the long-standing ban around patient identification in the fiscal year 2021 Labor, Health and Human Services and Related Agencies appropriations bills. We believe the ban stifles innovation around patient identification and jeopardizes patient safety.

- We debuted our Professional Enhancement Campaign at the AHIMA CSA Leadership Symposium and began efforts to share it with all members. "This campaign teaches us new ways to talk about the profession so that others will understand the importance and value of our work and our value as professionals within the healthcare ecosystem," wrote AHIMA President Ginna Evans, MBA, RHIA, CPC, CRC, FAHIMA.

Practical Application of Data Analysis
WEBINAR SERIES

Health data is complex and so is its analysis. Accurate data analysis is critical because it results in accurate health information. Discover practical application of data analysis through AHIMA's newest webinar series. Webinars are 90 minutes and worth 1 CEU.

Titles Include:
» Analyzing Population Health Data
» Tracking Surgical Outcome and Preoperative Risk Assessment
» Analyzing Discharged Not Final Billed (DNFB) Trends
» Improving HIM Clinical Quality Through Data Validation
» Building HIM-Specific Dashboards Using Microsoft Excel, Parts 1 and 2

Learn more and see all titles at
ahima.org/healthcare-data-analysis.

August

- AHIMA's Board of Directors approved three policy statements on health Information held by HIPAA noncovered entities; patient identification; and integrating clinical and administrative health data.

- We released a patient matching white paper titled *A Realistic Approach to Achieving a 1% Duplicate Record Error Rate*. The paper was downloaded hundreds of times and was especially critical during the COVID-19 pandemic, which further illuminated the undeniable and overwhelming need for accurate, available, and trustworthy health information.

- Children's Hospital of Philadelphia was named the winner of the 2020 Grace Award. "It's clear that CHOP is an exceptionally deserving recipient of the 2020 Grace Award," said AHIMA CEO Wylecia Wiggs Harris, PhD, CAE. "Its health information team has created a culture of development and advancement, which has led to a high-performing unit that makes a positive impact on patient care."

- We hosted a webinar with the Centers for Disease Control and Prevention titled *Implementing Electronic Case Reporting for COVID-19*. A health scientist from the CDC presented information on how electronic case reporting (eCR) can help healthcare organizations fulfill their mandatory public health reporting requirements for COVID-19 while reducing the administrative burden on physicians and other hospital staff.

September

- AHIMA and MEDITECH announced a collaboration to provide access to digital training for 16,000 students in more than 300 colleges and universities using the Expanse EHR. Becker's Health IT and other health news media outlets covered the development.

- We reiterated our commitment to consumer engagement and patients' rights. AHIMA believes consumers are empowered when they are engaged with the knowledge and understanding of their health status and treatment. Nearly 500 healthcare professionals signed a pledge saying they agree.

October
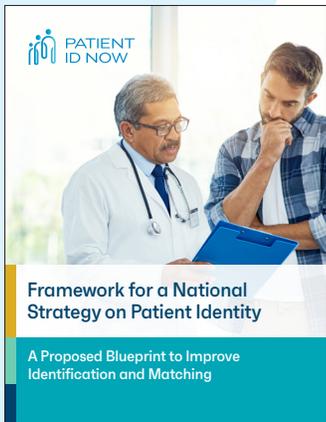
- We hosted AHIMA20, our first ever virtual annual conference. More than 1,000 health information professionals participated in the meeting, which featured more than 100 education sessions, a virtual exhibit hall, and much more.

- AHIMA also hosted Health Informational Professionals Week, or HIP Week, in conjunction with AHIMA20. HIP Week celebrates the impact health information
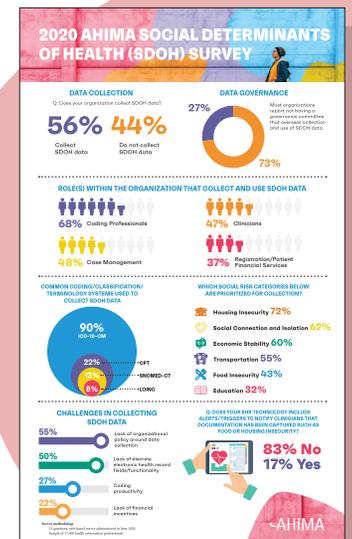
professionals have on the quality of patient care across the globe. The HIP Week website included stories about health information professionals, recognition of the profession, and insight on important issues like patient identification and social determinants of health.

- At AHIMA20, Candlelit Therapy, a virtual mental health clinic, won the second annual Pitch Competition. The competition was a joint effort between AHIMA and the Chicago-based health technology incubator MATTER.

- As patient misidentification continues to jeopardize patient safety, limit and delay data sharing and interoperability, and adversely affect data quality, AHIMA asked health information professionals to sign a Naming Policy Pledge and commit to advocating for the importance of naming policies in healthcare organizations. By December more than 1,100 people had signed the pledge.

- AHIMA's Board of Directors approved four policy statements on social determinants of health; cybersecurity and information security; individual access to health information; and public health.

- AHIMA presented the 2020 Triumph Awards to these recipients:
  » Triumph Award for Leadership/Literary Legacy Award: Sharon Lewis, MBA, RHIA, CHPS, CPHQ, CAE
  » 2020 Triumph Literary Legacy Award: California Health Information Management Association's Journal Editorial Advisory Board
  » Triumph Distinguished Member Award: Patrice Spath, MA, RHIT
  » Triumph Educator Award: Susie Harris, PhD, MBA, RHIA, CCS, FAHIMA
  » Triumph Student Award: Germaine N. Miguez-Corujo
  » Triumph Innovation Award: Ohio HIMA

- Patient ID Now worked with U.S. Reps. Bill Foster (D-IL) and Mike Kelly (R-PA) to publish an op-ed in The Hill about patient identification during COVID-19. "Each year thousands of Americans lose their lives through administrative errors, including patient misidentification, but right now the U.S. lacks a national strategy to address this dire problem," they wrote.

- We teamed up with Ciox Health to announce that health information students now have access to the industry's only experiential coding training and assessment solution—the Ciox HealthSource Gym. The tool is available in AHIMA's VLab™ platform.
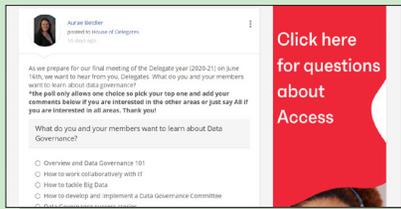
November

- The *Journal of AHIMA* published a member resource detailing compliance deadlines for the Cures Act Interim Final Rule. This resource was especially helpful after ONC announced it was delaying the compliance deadline for its Information Blocking final rule.

- [Patient ID Now](#) hosted Patient ID Day on November 18 and coalition members contacted the offices of every US senator as the group continued to advocate for a nationwide strategy to address patient identification.

- As part of our [new collaboration](#) with European-based Frontiers Health, AHIMA hosted education sessions at the [Frontiers Health Hybrid Conference](#). The sessions had an overarching theme of "Data Driving the Future of Health" and AHIMA experts discussed data consent, privacy, interoperability, patient access to their health information, and more.
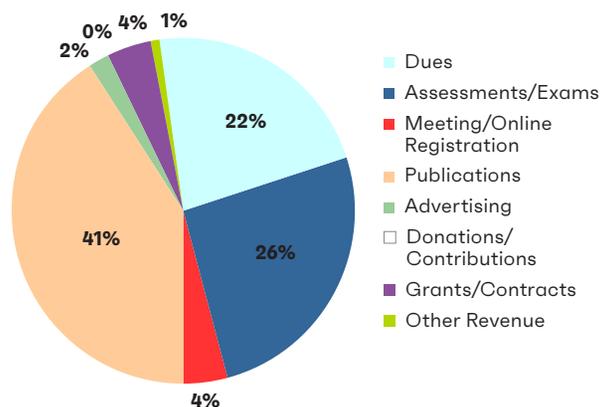
December

- We began sharing information with members about [Access](#), a modern, robust community platform where you can connect with other industry professionals, which launched in early 2021.

- Our International team and ACCUMED hosted OPERATION: HEALTH, a virtual meeting focused on Saudi Arabia that featured both local and international speakers, including our CEO Wylecia Wiggs Harris, PhD, CAE.

- We launched [AHIMA Student Academy](#), a webinar series designed to help members put their best foot forward and consistently reach higher amid an evolving healthcare ecosystem. Course titles include *Leverage Your Personal Brand In A Competitive Job Market*; *Mindfulness: The Ultimate Behavior for Success*; and more.

Click here for questions about Access

OPERATION: HEALTH
Riyadh, KSA | December 9-10, 2020

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, 2020. They are consolidated and listed for both AHIMA and the AHIMA Foundation.

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

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

REVENUE (IN THOUSANDS)

Dues	$6,970
Assessments/Exams	$7,987
Meeting/Online Registration	$1,191
Publications	$12,681
Advertising	$516
Donations/Contributions	$5
Grants/Contracts	$533
Other Revenue	$479
Total Revenue	**$30,362**

EXPENSES (IN THOUSANDS)

Personnel	$15,023
Professional Fees/Consultants	$4,098
Outside Services	$3,163
Travel	$247
Meetings	$531
Cost of Sales	$2,591
Marketing	$671
General & Administrative	$3,546
Scholarships	$0
Total Expense	**$29,870**
Net Ops	**$492**
Non-Operating Income	**$5,020**
Net Income	**$5,512**

ASSETS (IN THOUSANDS)

Cash, Cash Equivalents, Investments, & Accrued Investment Income	$57,289
Accounts Receivable	$2,345
Inventory, Prepaid Expenses	$3,867
Property & Equipment, Net	$2,005
Total Assets	**$65,506**

LIABILITIES (IN THOUSANDS)

Accounts Payable	$1,674
Deferred Revenue & Rent	$12,246
Other Liabilities	$1,383
Total Liabilities	**$15,303**

NET ASSETS (IN THOUSANDS)

Total Net Assets	**$50,203**
Total Liabilities & Net Assets	**$65,506**