



— Gail Crook  
CHE, CHIM  
CEO & Registrar



— Shirley Learmonth  
MA, CHIM  
2008/09 CHIMA Board Chair

# 08/09 ACCOUNTABILITY & BUSINESS REPORT

## — 2008/09 Activities of the Board of Directors:

### Preface

The Canadian Health Information Management Association (CHIMA) is pleased to report the activities of this year's 2008/09 Board of Directors and a summary of the report presented at the Annual General Meeting (AGM) held on June 13, 2009 in Saskatoon, Saskatchewan.

### Governance:

#### — By-laws

A National Task Force was convened to conduct a thorough review of the CHIMA and the Canadian College of Health Information (CCHIM) By-laws. This Task Force made many recommendations to streamline the By-laws by making them less prescriptive and minimizing references to business processes, so that issues can now be controlled through Board policies and procedures. This will also provide more flexibility in terms of future changes to the By-laws. Two other main changes to the By-laws include a new governance structure with the addition of two (2) non-Health Information Management (HIM) professionals to the Board of Directors, and modifications that will allow changes to the By-laws to be sent out electronically, versus by regular mail, that will save the organization thousands of dollars.

The overwhelming majority of votes returned were in agreement with the changes put forward. Of the 3,721 ballots mailed out 447 were returned (or 12 percent), of which 388 agreed to all changes, 53 agreed to the majority of changes, and there were 6 spoiled ballots.

The new By-laws were ratified at the AGM in June, and CHIMA has received final Ministerial approval from Corporations Canada.

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As a long-time supporter of CHIMA and the HIM skill-sets, the Ontario MoHLTC were instrumental in providing limited dollars to advance the LRSP process and build on the key themes stakeholders saw as emerging in healthcare:

- 1 Individual at the centre (full integration and linear health information sharing across sectors – including the patient)
- 2 Collaboration with all health-care sectors/groups/associations
- 3 Transformation and the pace of change.

Key priorities for CHIMA included:

- 1 To listen to the voices of our future, not our past.
- 2 Keep company with the front-runners.
- 3 Spend time with those who are designing (and funding) the jobs that will replace us.
- 4 Merge for strength – connect with others who are keen to change.
- 5 Where is CHIMA's value?
  - a) Stop: What can we stop doing?
  - b) Protect: What is most precious amongst all that CHIMA does?
  - c) Invest: What has a future?
- 6 Pick and occupy only those spots where the voice of CHIMA adds value.

CHIMA engaged and shared the results of the LRSP process with Canada's Health Informatics Association (COACH), Canada Health Infoway (CHI), the Canadian Institute for Health Information (CIHI), and Information Technology Association of Canada (ITAC Health Vendors): Throughout discussions with these organizations it became apparent that there was confusion in the field regarding the two professions – Health Information Management (HIM) and Health Informatics (HI), and that there was a shortage of skilled HIM's and HI's. These findings resulted in discussions with the five (5) organizations and Human Resources Canada. An agreement by all five organizations along with HRSDC was struck to financially support a Supply and Demand Study (Sector Study). CHIMA's equal portion of this was \$25,000. In addition, CHIMA has representation on the Sector Study Steering Committee and the Expert Panel.

#### — Moving to the Future

The Long-Range Scenario Planning (LRSP) activity is complete, and CHIMA is now transitioning into the Strategic Planning phase. This extensive 18 month process, which included focus group meetings; visioning meetings; membership surveys, etc., resulted in a Final Report and a framework for a roadmap to transition HIM's into e-Health roles. The six (6) priorities identified in the LRSP Report have now been reviewed and synthesized into two strategic directions that the Board of Directors will now concentrate on including:

- Merge for Strength
- Develop HIM's for the Future

This will be accomplished utilizing the Board's process for developing

strategic alliances and partnerships, and identifying possible formal and informal partnerships with key stakeholders.

In addition, CHIMA will commence the development of education and training to help prepare HIM professionals for the future within CHIMA's current three Domains of Practice with the emphasis on transitioning our jobs into the electronic environment.

### Updates on Strategic Directions

#### — Membership, Products & Services

##### eCHIMA Website

Effective November 2008 CHIMA launched its new website, and is excited about the changes and functionality it now provides our membership and the business processes within the Executive Office. Through the Members Only section, members can access Professional Practice Briefs (PPB's) free of charge; dues can be paid online, registrations for Conferences or CHIMA-sponsored CE's can be accessed, and CHIMA products and publications can be purchased. These changes will also allow non-members the ability to navigate more effectively through the myriad of information now available on-line which in turn ensures any visitors to the website a better understanding of who the health information management professional is, what we do, and how HIM expertise can be a benefit to their organization.

##### New Database

A new database was implemented in November 2008, which houses all key information such as membership status, examination records, recognized HIM schools, and

registrations related to the Conference and Continuing Education (CE). Implementation of this new database has improved the flow of information and streamlined many of the Executive Office tasks and reporting functions.

#### **Email Blasts**

Email Blasts continue to be an effective way to communicate with our membership. Sharing information electronically allows us to keep all members informed of the most up-to-date information in real time. Any member not receiving Email Blasts from the Executive Office is encouraged to advise CHIMA of any changes to their Email address. In addition, to ensure you continue to receive these messages, it is suggested that you adjust your spam filter to allow messages from CHIMA.

#### **Health Information and Technology (HI & T) Week**

The Strength of Technology – The Power of Care - HI&T week took place from November 2-8, 2008, and was extremely effective in spotlighting the HIM profession.

CHIMA received positive feedback from members who chose to raise awareness of the profession in their departments at their own hospitals. CHIMA featured HI&T Week experiences from the University of Ontario Institute of Technology (UOIT), Lakeridge Health in Oshawa, Kirkland Lake Hospital in Kirkland Lake, Ontario, and Soldier's Memorial Hospital in Middleton Nova Scotia in the February issue of The Source.

#### **Publications**

The Source - CHIMA continues to publish and market The Source three times a year. The Source, which is available on-line, continues to offer members and non-members a medium for 'what's happening' in the HIM world. It is filled with informative articles and continues to draw very high-profile contributors.

#### **Membership Increase**

In 2008/09 CHIMA's certified active

membership complement increased by 798 members. A key contributor to this increase was the implementation of the decertification process which resulted in 582 individual's recertifying.

#### **Products for Purchase**

As a result of member feedback, CHIMA commenced offering various products for purchase bearing the CHIMA logo. Many members have purchased these items either as incentive gifts for staff or to help boost awareness of the Association. Products available for purchase include CHIMA logo coffee mugs, pens and notepads. See advertisement on page 56.

#### **— Marketing**

#### **CHIMA'S Presence at Conferences/ Trade Shows/Speaking Engagements**

In 2008/09, CHIMA exhibited at both the eHealth Conference in Vancouver in May and the Ontario Hospital Association (OHA) Conference in Toronto in October. Our presence at these Conferences allowed CHIMA to market the HIM profession and skill-sets to attendees within the health care sector. In addition, CHIMA Executive Office staff fulfilled requests for speaking engagements at various venues including HIM provincial Conferences and at educational institutions offering the HIM program.

#### **Education Standards and Certification, Professional Practice (CEPP)**

#### **Council on Education & Professional Practice**

The name of the Council on Education was formally changed to the Council on Education and Professional Practice in fiscal 2008/09. Council was limited in its ability to move forwards with Research and Professional Practice issues, due to lack of resources and experience, therefore provision has been made for two (2) new Councillors to focus on each of these areas.

#### **Professional Practice Briefs (PPBs)**

Nine (9) PPBs were developed in fiscal 2008/09, bringing the total number of PPBs to 22. All PPBs are available free to members and can be accessed through the Members Only section of the website. A number of additional briefs are being considered for publication, however due to lack of volunteers, the rate of production has dwindled. CHIMA encourages anyone wishing to volunteer for this worthwhile project, to contact Kelly Abrams or Sandra Cotton (see contact information online).

<https://www.echima.ca/contacts>

#### **Health Information Management (HIM) Programs Accreditation**

Four (4) HIM programs were recognized in 2008/09. The University of Ontario Institute of Technology (UOIT) received its initial recognition of their four year degree program and three other programs received re-recognition including: the Canadian Healthcare Association Distance Education Program; and Red River College and the Saskatchewan Institute of Applied Science and Technology Distance Programs.

#### **HIM Textbook**

The first Canadian HIM textbook titled "The Fundamentals of Health Information Management," was published in February 2009. This was a joint project between CHIMA and the publisher – Canadian Healthcare Association (CHA) press. We are very proud of this achievement.

CHIMA wishes to thank the many team members from across Canada, who contributed as authors, editors and reviewers to produce the Textbook.

To purchase a copy of this textbook, please visit the CHA website at <http://www.cha.ca>

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### **French Exam**

During fiscal 2008/09 CHIMA commenced the translation of the National Certification Examination (NCE) to French. Approximately 85 percent of the exam has been translated. Work is now in progress with respect to the attendant documentation, including the exam guide and application form; the invigilators guide and agreement; letters and the powerpoint presentations, which are anticipated to be finalized by 2010.

### **Surveys**

Our first CHIMA Education Survey was conducted in February 2009 and was a resounding success with over 1,200 respondents. The results of this survey have assisted CHIMA in identifying ways to serve our membership better and have given us insights into future education needs.

### **HIM Specialties**

CHIMA is proud to announce that a number of HIM specialties will soon be available. One of those specialties is Health Informatics. While COACH offers an examination and certification in health informatics (HI), some of the criteria to apply will not be available to a large number of CHIMA members. Because of this, CHIMA has worked with COACH and with the National Institute of Health Informatics (NIHI) to develop models for HI certification that will fit all CHIMA members.

Six (6) specialties in Privacy, Health Informatics, Classification, Decision-Support, Cancer Coding and Standards were approved in 2008/09. CHIMA is currently in the process of seeking partners to help develop these specialties. Privacy, Classifications and HI options have been chosen as the first specialties to be offered, given existing partners and current initiatives.

### *— Continuing Education (CE)*

#### **CHIMA-Sponsored Opportunities**

During fiscal 2008/09 CHIMA offered members six (6) teleconference sessions for CE Credits including topics such as SNOMED-CT®, Logical Observation Identifiers Names and Codes (LOINC®), coding sessions, balanced scorecard and data stewardship in the Electronic Health Record (EHR).

#### **CE Tracking System**

The electronic tracking system for CE credits was a focus of the Council on Education and Professional Practice. This is expected to be functional by Winter 2009.

### **Promote HIM™ Expertise**

CHIMA recognizes that we must collaborate and partner with other organizations to work towards mutual goals. Generally CHIMA has many relationships with other HIM organizations such as the American Health Information Management Association (AHIMA) and the International Federation of Health Record Organizations (IFHRO). We will be seeking new partnerships in the future. Current partnership, relationships and initiatives are included below.

### *— Standards*

#### **Canada Health Infoway (CHI)**

CHIMA held quarterly meetings with senior staff at CHI to share information, concerns and to offer CHIMA expertise where required. CHIMA supported six to eight members to attend the Standards Collaborative Work Groups (SCWGs), which met twice last year. CHIMA have members who chair, co-chair and sit in secretarial positions on SCWGs.

#### **Canadian Institute for Health Information (CIHI)**

Quarterly meetings were held with senior staff at CIHI and CHIMA, including the Board Chair and Vice-Chair to share information regard-

ing initiatives and activities at each organization. CHIMA members were seconded for Re-abstraction studies; and were involved in many CIHI committees across the country.

### *— Alliances*

#### **National Health Information Management Association (NHIMA)**

CHIMA is a member of the National Health Information Management Association (NHIMA) a group comprised of provincial Health Information Management presidents. CHIMA staff supported a NHIMA Chair to assist with the logistics of teleconferences; in-person meetings and minute taking. CHIMA is also the Secretariat for the NHIMA. The Provincial Presidents met throughout the fiscal year to share information, network and dialogue about the future of the HIM profession.

#### **American Health Information Management Association (AHIMA)**

CHIMA Executive Office staff met with the AHIMA Executive Office staff on a quarterly and ad-hoc basis throughout the fiscal year. CHIMA has adopted a number of Professional Practice Briefs (PPBs) from AHIMA; and have a number of CHIMA members on AHIMA working groups for Standards for the Electronic Health Records (EHR) and the development of new PPB's. AHIMA and CHIMA plan to strike an EHR Content Task Force in the coming fiscal year in an effort to achieve a North American Strategy for health information management in the EHR.

#### **International Federation of Health Records Organization (IFHRO)**

In 2007, CHIMA committed to support a CHIMA representative to sit on the Executive of IFHRO. Marci MacDonald, from Oakville Ontario, and a past Board Director is CHIMA's current representative. The IFHRO Executive meets by teleconference and twice annually in-person. While this is an expense for CHIMA, it has allowed us ...

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the opportunity to sit at the table and hear first hand updates related to HIM initiatives at an international level.

The next IFHRO Congress is scheduled for October 2010 in Milan, Italy. CHIMA is hopeful that a large Canadian HIM delegation can be formed to travel to Italy to bid for the 2013 IFHRO Congress to come to Canada.

#### **Canada's Health Informatics Association (COACH)**

CHIMA and COACH executive staff met regularly throughout 2008/09 to discuss opportunities to work together to advance both the health informatics (HI) and the health information management (HIM) professions. CHIMA shared the results of LRSP process with COACH and discussed areas of interest for both organizations.

#### *— Vendors*

#### **3M HIM Team Quality Award presented by CHIMA**

CHIMA was pleased to announce a new Quality Award; a Partnership with 3M (funded by 3M) to highlight HIM Quality. Eleven (11) abstracts were submitted in February 2009, and four (4) short-listed finalists chosen. The inaugural award was given to Royal Inland Hospital in Kamloops, BC. CHIMA and 3M were extremely impressed with all submissions, and will feature all short-listed entries in the CHIMA Source over the 2009/10 fiscal year. CHIMA wishes to formally thank 3M for sponsoring this award. For more information regarding the Team Quality Award, please see pages 66. In addition, please click on the attached hyperlink to access an article highlighted in the Canadian Healthcare Technology journal <http://www.canhealth.com/News1152.html>.

#### **C-CAT Tool**

CHIMA partnered with B-Sharp Technologies Inc. to develop a Coding Audit Tool for the Ontario Ministry of Health and Long Term Care (MoHLTC) in 2008. The Ontario MoHLTC continues to pilot the Tool

in Ontario; however, CHIMA has retained the Intellectual Property and the MoHLTC granted CHIMA the rights to continue to upgrade the Tool for use across Canada. If you are interested in completing your own in-house re-abstractation audit, with assistance from CHIM Information Consulting Inc., please contact Tamara Stefanits, VP Administration and Finance.

#### **MED 2020**

CHIMA via its for profit arm of CHIM Information Consulting Inc. (CHIM) collaborated with MED2020 and the College and University Programs to further refine a Virtual Coding Tool (VCT) as a learning tool for the HIM students.

#### *— Viability*

#### **Fiscal Year 2008/09**

Financial viability is the key to CHIMA's continuing professional viability, the ability to continue our services to our members and the promotion of our future.

CHIMA ended the year with a positive variance of \$46,007, despite having projected a budgeted deficit position of \$24,188 in fiscal 2008/09. Pages 10, 11 and 12 outline a summary of the 2008/09 financial statements and Balanced Scorecard Report respectively.

A number of key strategies were undertaken in 2008/09 to achieve this positive variance including, but not limited to:

#### **Revenues**

- 2 percent membership increase
- Increase in Active members
- Increase in 2008 conference attendance
- Increase in Continuing Education (CE) programs/services
- Increase in publication sales

#### **Expenses**

- Decreased staff development and education
- General admin/supply costs decreased

- Printing/publication costs decreased
- Telephone / Teleconference costs renegotiated/reduced
- Postage/courier costs reduced

The Board of Directors, CHIMA Leadership and staff continuously investigated and adopted new effective and efficient strategies to achieve a balanced budget, while also achieving critical objectives and deliverables. However, the challenge will be our ability to sustain a positive position year-over-year, from a resource perspective.

#### *— Looking to the future*

Despite having achieved a positive variance, and as part of its fiduciary responsibility, CHIMA will continue to plan for the future of all HIM professionals by continuously adjusting, revamping, adapting, and embracing change. However, the impact of technology and Health Informatics requires further development and demonstration regarding how CHIMA can promote its knowledge, expertise and skills as a national HIM Association.

Our ability to ensure CHIMA's future sustainability will require CHIMA's ability to recover and build its financial reserves. Based on the number of projects and critical initiatives that need to be undertaken to better position all HIM professionals and the Association, we must strengthen our operating bottom line position in an effort to continuously take action to sustain our profession and our future.

As we move into the final phases of the LRSP process (Strategic Planning) with a "transitioning strategy" for HIM professionals – we now, more than ever, need YOU, as Volunteers on Committees and Task Teams. We urge you to please

**'GET INVOLVED'.**

**Canadian Health Information Management Association and  
Canadian College of Health Information Management**

Summary Statements of Financial Position and Fund Balances  
(Unaudited)  
As at February 28, 2009

				2008/09	2007/08
	Operating Fund	Property and Equipment Fund	Endowment Fund	Total	Total
	\$	\$	\$	\$	\$
<b>Assets</b>					
Current	754,187	-	21,704	775,891	683,562
Long term		895,407	-	895,407	957,408
<b>Total assets</b>	<b>754,187</b>	<b>895,407</b>	<b>21,704</b>	<b>1,671,298</b>	<b>1,640,970</b>
<b>Liabilities</b>					
Current	967,360	62,107	-	1,029,467	981,593
Long term	159,211	508,105	-	667,316	506,748
<b>Total liabilities</b>	<b>1,126,571</b>	<b>570,212</b>	<b>-</b>	<b>1,696,783</b>	<b>1,488,341</b>
<b>Fund balances</b>					
Opening	(170,122)	300,512	22,239	152,629	120,080
Excess of revenues over expenses (expenses over revenue) for the year	79,114	(32,572)	(535)	46,007	23,291
Earnings from C.H.I.M. Information Consulting	(224,121)		-	(224,121)	9,258
Interfund transfers	(57,255)	57,255	-	-	-
Closing	(372,384)	325,195	21,704	(25,485)	152,629
<b>Total liabilities and fund balances</b>	<b>754,187</b>	<b>895,407</b>	<b>21,704</b>	<b>1,671,298</b>	<b>1,640,970</b>

A full set of "reviewed" financial statements for the fiscal year ending February 28, 2009 are available upon request. Please contact Cathy Brooks at 519-438-6700 extension 226 or via email at [cathy.brooks@echima.ca](mailto:cathy.brooks@echima.ca)

**Summary Statement of Revenues and Expenses**  
(Unaudited)  
As at February 28, 2009

	2008/09		2007/08
	Budget	Actual	Actual
	\$	\$	\$
<b>Revenues</b>	1,234,547	1,189,895	1,215,947
<b>Expenses</b>	1,258,735	1,143,888	1,192,656
<b>Excess of revenues over expenses (expenses over revenues) for the year</b>	<b>(24,188)</b>	<b>46,007</b>	<b>23,291</b>

# Balanced Scorecard

The scorecard includes the past 3 fiscal years. All references noted will highlight the significant differences (increase /decrease in # and/or %) for the 2008/09 year.

## Maintain Viability

This shows the percent increase in membership revenue and percent overall revenue for 2008/09. We experienced a .54 percent increase in membership revenue and a 2.14 percent decrease of the overall revenue. This is attributed to the fact that in the 2006/07 fiscal year CHIMA had conducted two (2) major consultation projects with the Ontario Ministry of Health and Long-Term Care. Project revenue was significant, over \$250,000, and the dollars were flowed through CHIMA at that time. Those one-time project revenue dollars were not part of the 2007/08 or 2008/09 revenue streams.

## Promote HIM Expertise

There were no new formal partnerships established in 2008/09, however five (5) new formal projects were established.

## Provision of Membership Programs and Service

The number of publications increased from 10 to 15 in fiscal 2008/09. This includes The Source newsletter, Professional Practice Briefs (PPB's) and the first Canadian Health Information Management (HIM) Textbook – The Fundamentals of Health Information Management. There was a decrease in the number of Continuing Education (CE) teleconferences from 13 in 2007/08 to eight (8) in 2008/09. As a result of the introduction of the new website mid-way through the

fiscal year we are not able to report the number of website visits for 2008/09, therefore year-over-year comparisons are not available. On a go forward basis, CHIMA's new website does allow for statistical reporting.

*The increase in membership by membership status category shows:*

### **Certified-Active:**

encountered an increase of 27 percent.

### **Inactive:**

category is not reportable as this membership category was eliminated as of the 2008/09 fiscal year, based on and in accordance to the membership voting results from the previous fiscal

### **Recertified:**

The previous term of reinstatement was used prior to 2008/09. This category experienced a 91 percent decrease due to the implementation of the Decertification Policy/ Procedure when maintenance of certification criteria was not upheld. It is anticipated that this number will level off.

### **Decertified:**

This category was introduced in fiscal 2007/08 at which time 154 individuals were decertified, compared to 275 in 2008/09, or a 79 percent increase year-over-year. The decertification procedure is a rigorous process undertaken by CHIMA.

### **Affiliate:**

A 12 percent decrease year-over-year was experienced (2008:17, 2009:15).

### **Student:**

A decrease of 67 percent from the previous year was recorded. It is important to note that this is attributed to the fact that CHIMA has increased its efforts of communicating, invoicing and monitoring of those students that write the July exam to ensure they upgrade their membership status from "student" to "certified active" member status based on a prorated rate for the remaining six (6) months of the fiscal year. This is also substantiated by the overall increase of our Certified Active members.

### **Retired:**

A 19 percent increase from 43 to 51 was recorded in fiscal 2008/09.

## Provide Education Standards and Certification

71 percent of examination candidates were successful in fiscal 2008/09, compared to 76 percent in 2007/08. In addition, one (1) new program was recognized.

*Scorecard on next page >>*

CHIMA - Balanced Scorecard														
"Measures That Drive Performance & Outcomes"														
Element	Maintain Viability (Finance)										Promote Health Information Management Expertise (Business)			
Measures	% Membership Revenue Increase (Decrease)			% Overall Revenue Increase (Decrease)							# New Formal Partnerships	# New Formal Projects (CHIMA & CHIM Inc.)		
2006-2007	26.61			73.61							2	10		
2007-2008	28.62			(.6)							0	7		
2008-2009	.54			(2.14)							0	5		
Element	Provision of Membership Programs & Services (Satisfaction)										Provide Education Standards & Certification (Learning/Innovation)			
Measures	# Publications	# CPE's	# Web Visits	**Membership Status Numbers by Member Category									% Successful Examination Candidates	# New Program Recognitions
				A	I	R	D	T	F	S	E			
2006-2007	5	7	25,737	2522	251	282	NA	19	15	209	1	68	5	
2007-2008	10	13	26,231	2955	200	582	154	43	17	246	2	76	1	
2008-2009	15	8	N/A*	3753	NA	55	275	51	15	81	4	71	1	
% Increase (Decrease)				27	NA	(91)	79	19	(12)	(67)	100			

\*website visits not available due to development/implementation of new website.

** Membership Status Legend		
A - Active Renewals	D - Decertified (incl. resigned)	E- Expired
F - Affiliate	I - Inactive (discontinued 08/09)	R - Recertified Active
S - Student	T - Retired	