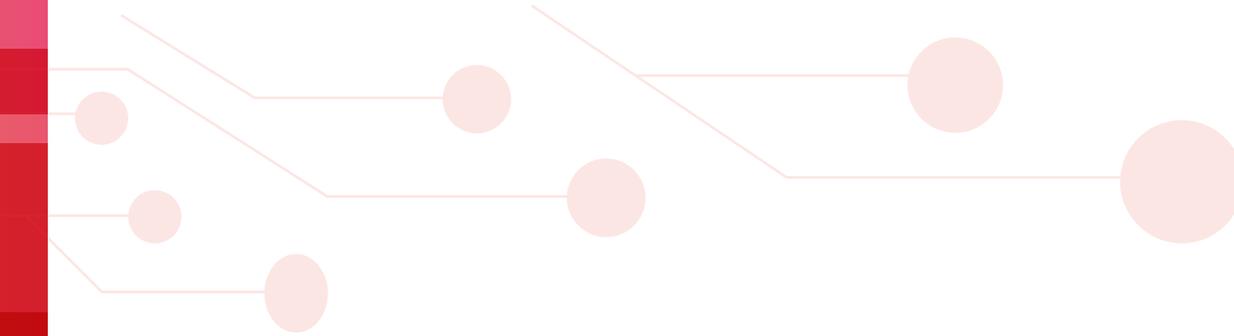


2010/11 ACCOUNTABILITY REPORT

innovate  
educate  
advocate



**CHIMA** | *Canada's  
Health  
Information  
Team*  
Canadian Health Information Management Association  
Canadian College of Health Information Management



“Committed to strengthening  
the profession and keeping the  
needs of our members at the  
forefront of all that we do.”

- Val Alston, BA, MBA, CHIM  
Chair, Board of Directors

# Transforming to a New CHIMA

# Realizing our **VISION**

Amid significant challenges and accomplishments, 2010/11 marked an exciting year for our organization. Extensive research and groundwork laid the foundation for the transformation of a New CHIMA and we are excited to share our plans for the future as well as some key accomplishments with you.

As we look ahead, we are committed to strengthening the profession and keeping the needs of our members at the forefront of all that we do. Moving forward, our key strategies will be to:

- Engage our membership;
- Strengthen and improve CHIMA's marketing and communications;
- Evolve the College by identifying future certification requirements and opportunities; and
- Address the growing need for more HIM professionals through increased efforts to transition current HIMs into e-Health roles and recruit students into the College and University HIM programs.

As individuals and as a collective voice, we can influence the e-Health evolution and indeed be a change leader in health information management. Each strategic direction is part of our evolution and is essential to maintaining the vibrancy of our organization and the profession.

Our vision to innovate, educate and advocate will be realized by advancing our strategic directions and raising the profile of the HIM profession. This new vision required change, which would not have been possible without feedback from our members, leadership and guidance from our consultants, Board Directors and Executive Staff. Thank you for your continued support – it has made our vision for a New CHIMA a reality.



Gail Crook, CHE, CHIM  
CEO & Registrar, CHIMA

A handwritten signature in cursive script, appearing to read "Gail Crook".



Val Alston, BA, MBA, CHIM  
Chair, Board of Directors

A handwritten signature in cursive script, appearing to read "Val Alston".

innovate educate advocate

# Better Information. Better Decisions. Better Health Care.

CHIMA continues to work to promote the profession and influence the direction of professional practice and monitor trends in the industry.

CHIMA is 69 years strong and has approximately 4,500 members nationwide. Members provide strong leadership and expertise regarding health information systems and management. Health Information Management (HIM) professionals are the only certified experts in the science and technology of health information management.

**Our Vision:** Advancing the health care system as the change leader in health information management.

**Our Mission:** CHIMA is the national organization that represents leadership and excellence in health information management.

As a national association, we:

- support continuing education and professional practice of HIM professionals
- develop strategic partnerships to advance the development and integration of electronic HIM
- advocate for and strengthen the HIM role in health care settings across the continuum of care

As a federally chartered college, we:

- are the single source of credentialed Health Information Management Professionals
- partner with educational institutions, our members, industry, and employers to develop the competencies, skills and knowledge for the HIM profession
- provide essential research and expertise in health information standards and best practice

As a profession, we:

- contribute to client care, outcomes and safety through the provision of accurate, complete, timely and accessible health information
- support the Canadian public by advocating for and monitoring the privacy, security and confidentiality of personal health information

“With CHIMA, I know I have professional support. That’s one of the most important things. I belong to a group who are supporting my professional interests and who have the same common interests and shared values.”

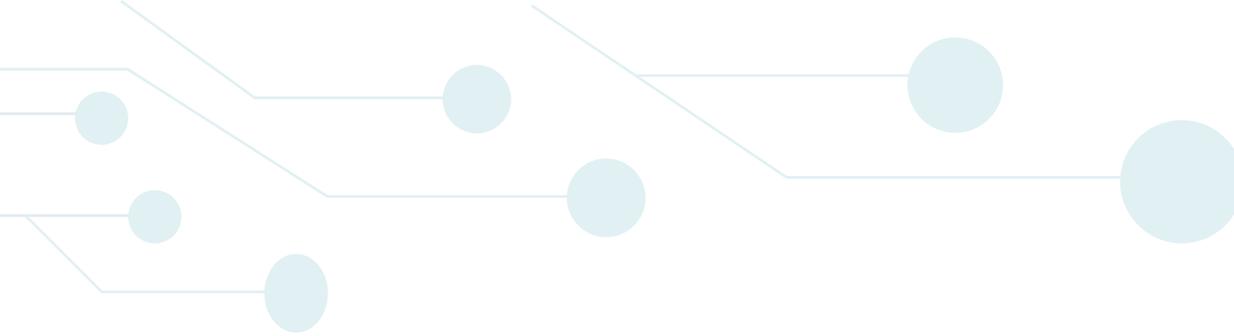
- Gary Arnold, Coordinator Health Records and Registration Services, Ridge Meadows and Eagle Ridge Hospitals, BC. Member for 16 years.



“There are many added values of being a member of CHIMA, most prominently they keep you abreast of what’s happening within the field of health informatics and health information management. When you’ve been in the profession as long as I have your peers become your friends. CHIMA opens up the opportunity to create and strengthen those relationships and enables colleagues from across the country to engage in like-minded discussions and identify potentially best practices that you can then implement in your own organization.”

*- Kathleen Addison, Vice President of HIM  
Alberta Health Services. Member for 34 years.*





# Redefining our ORGANIZATION

## Enriching Our Profession

As the health care environment changes and the health information management profession adapts to new realities, a New CHIMA is poised to embrace the industry's changes and challenges while ensuring that the profession continues to be supported and strengthened.

We have accelerated our vision to keep pace with the changes in the health care industry, and have laid the foundation for these new demands. Over the past several months CHIMA has been actively involved in a strategic planning exercise to redefine the organization and enrich the HIM profession by focusing on the following strategic directions:

- Strengthen Member Relations;
- Evolve the College;
- Focus on Knowledge, Research and Business Development; and
- Strengthen Marketing and Communications.

Implementation plans are currently being mapped out for each of these directives, and will be ready for launch in June 2011.

innovate educate advocate

## Strengthen Member Relations

In order to grow and strengthen the profession and better understand the needs and expectations of our members, CHIMA initiated a confidential Member Survey in January 2011. Member feedback was informative and thoughtful and has been instrumental in determining key priorities for the coming year. They include:

### Redevelop and enhance the CHIMA website.

- The members survey identified that the website is the most heavily used of all the services and was rated as the most important services, especially among younger members. A critical review of the website is already underway with a focus on key enhancements including web-based communications, such as an e-newsletter and social media.

### A new virtual Annual General Meeting (AGM)

- Using WebEx, provided through Bell Conferencing, this unique AGM format allows our members from across the country to participate from the convenience of their desktops. It will also enable the organization to connect with and engage members in future events and learning opportunities.

### A new membership card

- The majority of members surveyed (59%) indicated they wanted some proof of membership, preferably in the form of a card. Based on this feedback, we will implement a CHIMA Membership Card, starting in 2011.

Additional member-related initiatives are also planned for the coming year. They include a salary survey; publication of three Professional Practice Briefs; an ongoing schedule for future publications and a follow-up member survey.

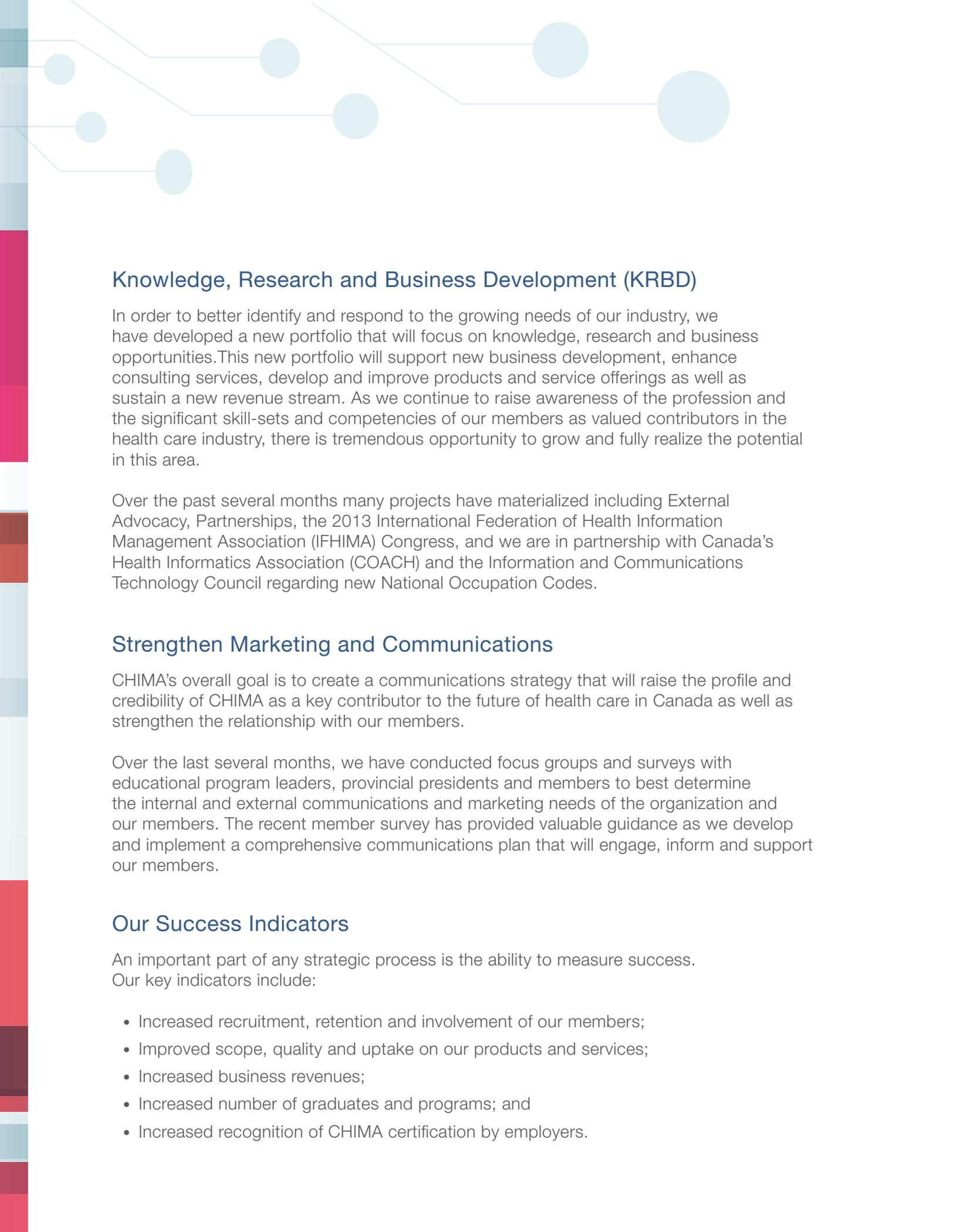
## Evolve the College

In order to protect and inspire the future generation of HIM professionals, we must continue to support the College and its programs. As such, an in-depth review is currently underway and is focused on identifying future certification requirements and opportunities; determining new roles and responsibilities for the College; and exploring the need to potentially create specialty designations.

With the assistance of the consulting firm Axion Business Solutions, LLC, CHIMA is creating and implementing a new business model to strengthen and adapt current practices at the College. A four-phased approach has been proposed with the completion of this process anticipated by early Fall 2011.

“Thank you to all of our members for your valuable input to our member survey. Your comments will help shape New CHIMA and the new profession.”

-Gail Crook, CHE, CHIM  
CEO & Registrar, CHIMA



## Knowledge, Research and Business Development (KRBD)

In order to better identify and respond to the growing needs of our industry, we have developed a new portfolio that will focus on knowledge, research and business opportunities. This new portfolio will support new business development, enhance consulting services, develop and improve products and service offerings as well as sustain a new revenue stream. As we continue to raise awareness of the profession and the significant skill-sets and competencies of our members as valued contributors in the health care industry, there is tremendous opportunity to grow and fully realize the potential in this area.

Over the past several months many projects have materialized including External Advocacy, Partnerships, the 2013 International Federation of Health Information Management Association (IFHIMA) Congress, and we are in partnership with Canada's Health Informatics Association (COACH) and the Information and Communications Technology Council regarding new National Occupation Codes.

## Strengthen Marketing and Communications

CHIMA's overall goal is to create a communications strategy that will raise the profile and credibility of CHIMA as a key contributor to the future of health care in Canada as well as strengthen the relationship with our members.

Over the last several months, we have conducted focus groups and surveys with educational program leaders, provincial presidents and members to best determine the internal and external communications and marketing needs of the organization and our members. The recent member survey has provided valuable guidance as we develop and implement a comprehensive communications plan that will engage, inform and support our members.

## Our Success Indicators

An important part of any strategic process is the ability to measure success. Our key indicators include:

- Increased recruitment, retention and involvement of our members;
- Improved scope, quality and uptake on our products and services;
- Increased business revenues;
- Increased number of graduates and programs; and
- Increased recognition of CHIMA certification by employers.

“As a member who’s been actively involved in the organization, I have had the opportunity to see what goes on inside CHIMA. The more actively involved you become as a member the better chance you have to see the bigger picture and all the work that’s being done. CHIMA provided me with mentoring opportunities that opened up a large number of doors for me. I wouldn’t be where I am today if it hadn’t been for my involvement with CHIMA.”

- Margaret Penchoff, CIHI New Brunswick.  
Member for over 30 years



# A Year in Review

## KEY ACCOMPLISHMENTS

This has been a significant year of success and growth for our organization. We continue to make important strides in advocating for the profession, responding to the needs of our members and leveraging new opportunities.

### We are pleased to share a few highlights of the past year:

- CHIMA wins bid to host the 2013 IFHIMA Congress in Montréal, May 13-15, 2013;
- Membership survey completed and some key recommendations have already been put in place;
- Updated Learning Outcomes for Health Information Management Curriculum;
- Partnership with the Information and Communications Technology Council regarding the National Occupation Code initiative underway across Canada;
- Advancement of the North American Strategy in collaboration with the American Health Information Management Association;
- Translation of National Certification Examination into French;
- Participation on two standards initiatives:
  - Infoway E-health Blueprint 2015 Reference Group, and
  - Ministry of Health and Long Term Care e-Referral Business Review Group;
- Health Informatics (HI) and Health Information Management (HIM) Steering Committee Workplan and Strategies underway.

“Being a CHIMA student member allows me to stay up to date in the field while still studying. I can network with other HIM professionals, review potential job opportunities, and plan my goals for the next few years.”

- Amanda Brinklow, Fleming College

“CHIMA provides a level of credibility to us as professionals in the field of health information management. I think it’s my duty as an HIM professional to remain certified for my own credibility. Ongoing education and certification continues to help me in my profession and certainly opened up doors for me when I first entered the field.”



- Lili Levesque, Account Representative HIM Systems Division, 3M. Member for 15 years

Our four key strategic directions have laid the foundation for CHIMA to continue to innovate, educate and advocate on behalf of its members and the HIM profession.

As the health care industry continues to change, we have a responsibility to also evolve, stay relevant and leverage new opportunities. The year ahead holds tremendous promise and excitement as we put our plans into action, including:

- 2013 IFHIMA Congress Planning;
- Professional Practice Briefs Production Schedule;
- Follow-up member survey and salary survey;
- Enhanced Website and e-Communications;
- Enhanced Member Products and Services ;
- Investigation of Potential Partnership Opportunities;
- Attendance at Provincial Association Meetings;
- Increased face-to-face meetings with health care leaders and key stakeholders.

# Looking to the FUTURE

# Recognizing

# EXCELLENCE



Marci MacDonald

This year, CHIMA is proud to announce that Marci MacDonald has been awarded the Tribute to Excellence Pinnacle Award, and Paula Weisflock, the Joady Murray Memorial Pinnacle Award.

Marci MacDonald has been an active CHIMA member for 30 years, and is the Director of Clinical Information Services/Privacy at Halton Healthcare Services, Oakville Ontario. Marci is also CHIMA's National IFHIMA Director.



Paula Weisflock

Paula Weisflock has been an active CHIMA member for 15 years and is the Coordinator of the Health Information Management Program at Sir Sandford Fleming College, Peterborough, Ontario.

Launched at the Annual Conference in June 1999, the CHIMA Pinnacle awards annually recognize those outstanding CHIMA members who have demonstrated excellence, dedication, and commitment towards the betterment of the Health Information Management profession.

There are five awards: Promising New Professional Award; Volunteer Award; Tribute to Excellence Award; Honourary Life Member Award and the Joady Murray Memorial Award (co-presented with CIHI)

Each acknowledges the talent, expertise, enthusiasm and vision of individual CHIMA members who, through their professional and volunteer roles, have demonstrated a commitment to the pursuit of excellence in the health information management profession.

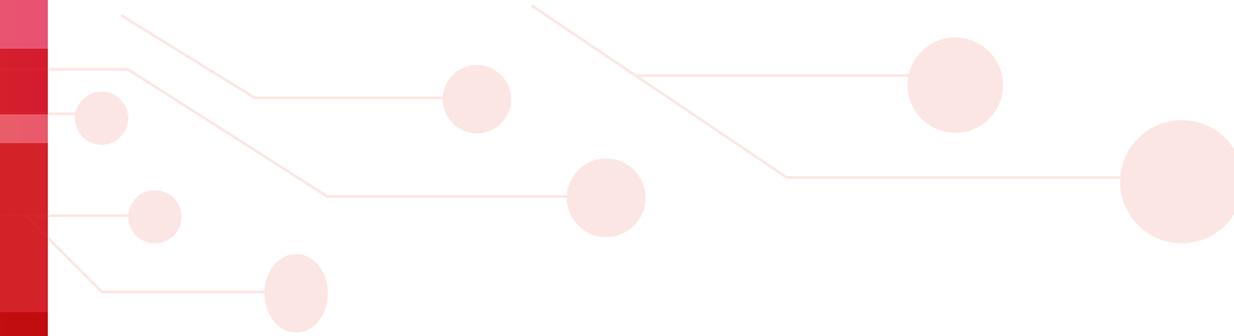
Please consider nominating a deserving colleague, role model, or an educator who has had an influence on your career, has demonstrated innovation or has elevated the profile of the profession.

**Congratulations Marci and Paula!**

“I love the profession and value the opportunity to share and learn from others in this area of work. The eCHIMA website provides members with access to a wealth of resources in any topic relevant to HIM practice in Canada. The added sense of professional belonging and certification is a huge benefit to me as a member.”

- Leah Goguen, New Brunswick Community College. Member for 17 years.





“As a member I am informed of key initiatives that CHIMA is working on, on our behalf, locally and nationally. We as professionals have a personal and professional obligation to not only learn about the role of CHIMA but to support CHIMA’s work through our own contributions and taking advantage of the opportunity to have our voice heard.”

- Shirley Learmonth, Director of HIM, Calgary and Area, Alberta Health Services. Member for over 30 years.



# Financial Overview

In fiscal 2010/11 CHIMA met and exceeded its budget plan and was able to balance operations. This is attributed to the concerted effort by the Executive Office to reduce costs, and increase efficiencies in order to bring the Association into a balanced position.

CHIMA ended the year with a positive variance of \$49,085 notwithstanding having projected a budgeted deficit position of \$85,494 in fiscal 2010/11.

As we continue with the implementation of our Strategic Plan, we are committed to developing a plan for New CHIMA that will transform how we perform now and in the future, and look forward to keeping CHIMA sustainable throughout this transformation.

We would like to extend our thanks to our members and staff, who have contributed tremendously to the positive financial performance.

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

Summary Statements of Financial Position and Fund Balances  
(Unaudited by PricewaterhouseCooper, LLP)  
**As at February 28, 2011**

				2010/11	2009/10
	Operating Fund \$	Property and Equipment Fund \$	Endowment Fund \$	Total \$	Total \$
<b>Assets</b>					
Current	\$1,023,216		\$21,343	\$1,044,559	\$898,490
Long Term		\$855,132		\$855,132	\$871,374
<i>Total assets</i>	\$1,023,216	\$855,132	\$21,343	\$1,899,691	\$1,769,864
<b>Liabilities</b>					
Current	\$1,105,223	\$61,301	-	\$1,166,524	\$1,076,202
Long term	\$203,226	\$489,577	-	\$692,803	\$729,370
<i>Total liabilities</i>	\$1,308,449	\$550,878	-	\$1,859,327	\$1,805,572
<b>Fund Balances</b>					
Opening	(\$368,676)	\$311,548	\$21,420	(\$35,708)	(\$25,485)
Excess of revenue over expenses (expenses over revenue) for the year	\$73,390	(\$24,228)	(\$77)	\$49,085	\$60,779
Earnings from C.H.I.M Information Consulting	\$26,987	-	-	\$26,987	(\$71,002)
Interfund transfers	\$16,934	\$16,934	-	-	-
Closing	(\$285,233)	\$304,254	\$21,343	\$40,364	(\$35,708)
<i>Total liabilities and fund balances</i>	\$1,023,216	\$855,132	\$21,343	\$1,899,691	\$1,769,864

A full set of "reviewed" financial statements for the fiscal year ending February 28, 2011 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 by PricewaterhouseCooper, LLP)  
**As at February 28, 2011**

	2010/11		2009/10
	Budget \$	Actual \$	Actual \$
Revenues	\$1,314,805	\$1,346,062	\$1,281,599
Expenses	\$1,401,299	\$1,296,977	\$1,220,820
<i>Excess of revenues over expenses (expenses over revenues for the year)</i>	(\$86,494)	\$49,085	\$60,779

## 2010/11 BOARD OF DIRECTORS / STAFF

### CHIMA Board of Directors

#### **Executive of the Board**

Valerie Alston, Chair  
Candace Gibson, Vice-Chair  
Carol Adam, Past Chair  
Bojay Hansen, Treasurer

#### **Senior Leadership**

Gail Crook, CEO & Registrar  
Tamara Stefanits, VP Corporate Services  
Kelly Abrams, VP Education and Professional Practice  
Sandra Cotton, Director Operations

#### **Directors**

Bonnie Adamson  
Marcel Beals  
Adalsteinn Brown  
André Lalonde  
Deena Lorette  
Jessica MacDougall

#### **Ex-Officio**

Gail Crook

## 2011/12 NEW BOARD DIRECTORS

Alona Burman  
Akeela Jamal

