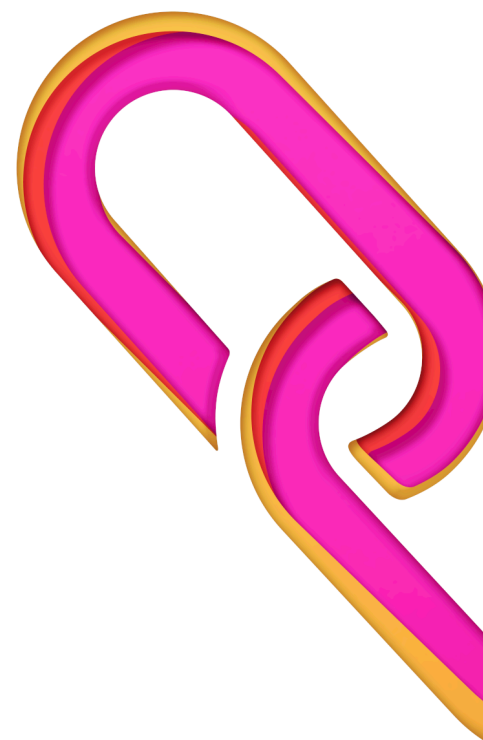




CANADIAN HEALTH INFORMATION MANAGEMENT ASSOCIATION

2018-2021 STRATEGIC PLAN



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CHIMA STRATEGIC PLAN OVERVIEW

We are pleased to introduce CHIMA's renewed Strategic Plan for 2018 to 2021. In the following document, we outline our **vision, mission, goals, areas of focus, and values**. The CHIMA Board of Directors developed this Strategic Plan with passion, excitement, and extensive thought. The Strategic Plan will guide us on our journey towards growth, excellence, and sustainability of the HIM profession, the membership, the Association, and the College. The Board of Directors believes that CHIMA and the HIM profession contribute significantly to the Canadian health care industry. These next three years will strengthen the HIM profession's contribution towards supporting a healthy Canada enabled by quality health information.

We invite you to join us as we embark on this amazing journey!

BOARD OF DIRECTORS INTRODUCTION

CHIMA is comprised of the Association and College, Canada's only organization that provides the health care industry with certified HIM professionals. Throughout the past 75 years, CHIMA has achieved dramatic growth. The Strategic Plan outlines CHIMA's renewed mission, vision, values, goals and areas of focus. The plan provides the framework to enhance the identity, contribution, and importance of CHIMA and HIM professionals in Canada. CHIMA is synonymous with excellence in health information management. We will continue to define and enable the HIM knowledge and skill set needed for the 21st century.

As we move forward with the implementation of the Strategic Plan, we will be reaching out to our valued members and stakeholders to get involved. As we build upon our strengths, action plans will emerge from the stated goals and areas of focus. Guided by this document and the Canadian HIM Lifecycle, our leadership team and staff will develop and implement annual work plans outlining specific activities and targets, along with the necessary metrics to measure progress. We will continually report on the effectiveness of our actions and the progress made toward these goals.

CHIMA IS 5,000 MEMBERS STRONG. WITH THE IMPLEMENTATION OF THIS PLAN, INCLUDING THE FOLLOWING FOUR FOCUSED DIRECTIONS, WE WILL ACHIEVE FURTHER GROWTH AND ADVANCEMENT. WE LOOK FORWARD TO OUR FUTURE AND CONTINUING SUCCESS!





WE WILL STRENGTHEN

OUR CHAPTERS, ENABLING THEM TO BE HIGH-PERFORMING ENTITIES OF CHIMA WITH A RECOGNIZED REGIONAL ENGAGEMENT ROLE

The launch and development of the CHIMA Chapters have been a key achievement of our last strategic plan and the Chapter model is integral to our success moving forward. Additional training and development will be provided so that all of the Chapters are leading regionally and contributing nationally to the development of the association and the profession.

KEY ACTIONS

- ① Prioritize Chapter system enhancements required to continuously improve CHIMA Chapter business processes.
- ① Articulate and deliver annual Chapter Advisory Council and Chapter Committee priorities to reflect the aspirations for all Chapters.
- ① Develop and implement short and long-term strategies focused on enhancing the performance of Chapters.
- ① Manage, monitor, and report on Chapter system effectiveness.
- ① Continuously support the Chapters to succeed through regional leadership.

KEY MEASURES OF SUCCESS

- ① # of prioritized Chapter system and business enhancements established.
- ① # of new resources created specifically focused on enhancing the performance of Chapters (e.g., PD sessions, tools).
- ① # of professional development events held annually by Chapter.
- ① # of event attendees by Chapter.
- ① # of new Chapter collaborations with health related organizations (e.g., Ministries, Health Authorities, eHealth).

The performance targets for these metrics will be part of the 2018 work plans.



WE WILL ESTABLISH

COLLABORATIVE STRATEGIC PARTNERSHIPS, LEVERAGING THE KNOWLEDGE AND EXPERTISE OF HIM PROFESSIONALS AND APPLYING THE HIM LIFECYCLE

Collaboration is the foundation for developing strategic partnerships. It is imperative that collaboration be grounded in respect for each partner's contribution while being focused on specific outcomes. CHIMA will take a "few and focused approach" given the level of work inherent in each strategic partnership. It is expected that the CHIMA Board will play an active role in championing the partnerships.



KEY ACTIONS

- 🔗 Identify partners with like interests utilizing the Lifecycle work and white papers on Information Governance and Data Quality initiatives.
- 🔗 Use CHIMA's Strategic Alliance Framework to arrange meetings with potential partners.
- 🔗 Develop the business case to establish the necessary partnership memorandum of understandings and work plans.

KEY MEASURES OF SUCCESS

- 🔗 # of potential partners identified and prioritized.
- 🔗 # of new strategic partnerships achieved.
- 🔗 # of meetings with new partners.

The performance targets for these metrics will be part of the 2018 work plans.



WE WILL BRING

TO MARKET INNOVATIVE HEALTH INFORMATION EDUCATION & CREDENTIALING IN HEALTH INFORMATION MANAGEMENT

The Canadian health system is experiencing ongoing challenges due to technological change, fiscal restraint, altered funding models, and privacy and security threats. Increased demand for more nuanced decision-making and business intelligence will drive efficiencies. CHIMA will review the requirements for HIM education, certification, and membership types to ensure the HIM profession continues to meet the needs of today and tomorrow.



KEY ACTIONS

- 💡 Conduct an environmental scan, articulate future roles, assess potential types of membership, and define new and/or enhanced credential/designations.
- 💡 Develop an implementation approach and associated business case.
- 💡 Monitor and report on the success of the CHIMA advanced certification programs.
- 💡 Engage the health care industry to review and update the existing Learning Outcomes for Health Information Management (LOHIM).
- 💡 Investigate opportunities for an Educator Network.
- 💡 Promote the value of credentialed experts to health care leadership to increase the number of HIM professionals with advanced standing in HIM and those in leadership roles.

KEY MEASURES OF SUCCESS

- 💡 Clearly articulated current and future HIM roles.
- 💡 Business case development to support any new or enhanced credential/designation.
- 💡 # of industry engagement activities to support updated HIM curricular competencies.
- 💡 Publication of revised HIM curricular competencies.

The performance targets for these metrics will be part of the 2018 work plans.



WE WILL INCREASINGLY

DEMONSTRATE THE VALUE OF CHIMA MEMBERSHIP AND WILL GROW
OUR ANNUAL MEMBERSHIP REVENUE AND NON-DUES REVENUE

We are a membership-based organization and we must continue to ensure that we understand and meet the needs of our members. We will assist the health system to understand the value of certification. Over the next three years, we will focus on articulating and enhancing the value of CHIMA membership. This focus will enable us to retain the current membership, study the potential of expanding membership types, recapture lapsed members, increase our penetration of new graduates, and increase the number of affiliate members.

KEY ACTIONS

- Develop a marketing and communications strategy based on an analysis of historical membership trends, a satisfaction survey of the membership, and a competitive market analysis to include potential membership categories.
- Develop and launch a membership drive and monitor success.
- Explore additional non-dues revenue opportunities aligned with the CHIMA mission and adding value to membership.

KEY MEASURES OF SUCCESS

- Satisfaction survey completed.
- Marketing and communication strategy launched.
- Membership drive launched.
- # of new members.
- # of recertifications.
- Annual retention rate.
- # of non-dues revenue opportunities established.

The performance targets for these metrics will be part of the 2018 work plans.



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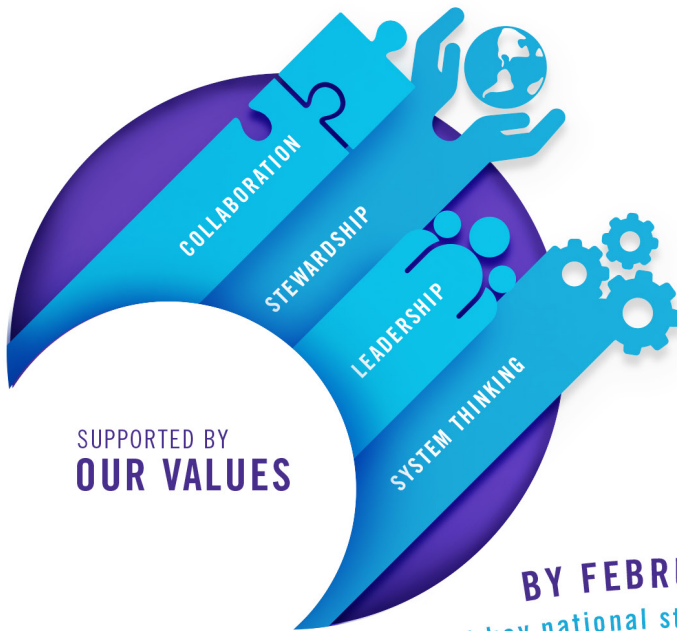
2018-2021 STRATEGIC PLAN

MISSION

A National Organization Advancing the Health Information Management Profession

VISION

A Healthy Canada Enabled by Quality Health Information



SUPPORTED BY
OUR VALUES



SUPPORTED BY
OUR GOALS

BY FEBRUARY 2021,
our members and key national stakeholders will consistently look to CHIMA for advice and expertise in Health Information Management.
TO ACHIEVE THIS
we will advance in four focused areas.

WE WILL ESTABLISH

collaborative strategic partnerships leveraging the HIM knowledge, the expertise of HIM professionals, and applying the HIM lifecycle.

WE WILL BRING

innovative health information education and credentialing in Health Information Management to market.

WE WILL STRENGTHEN

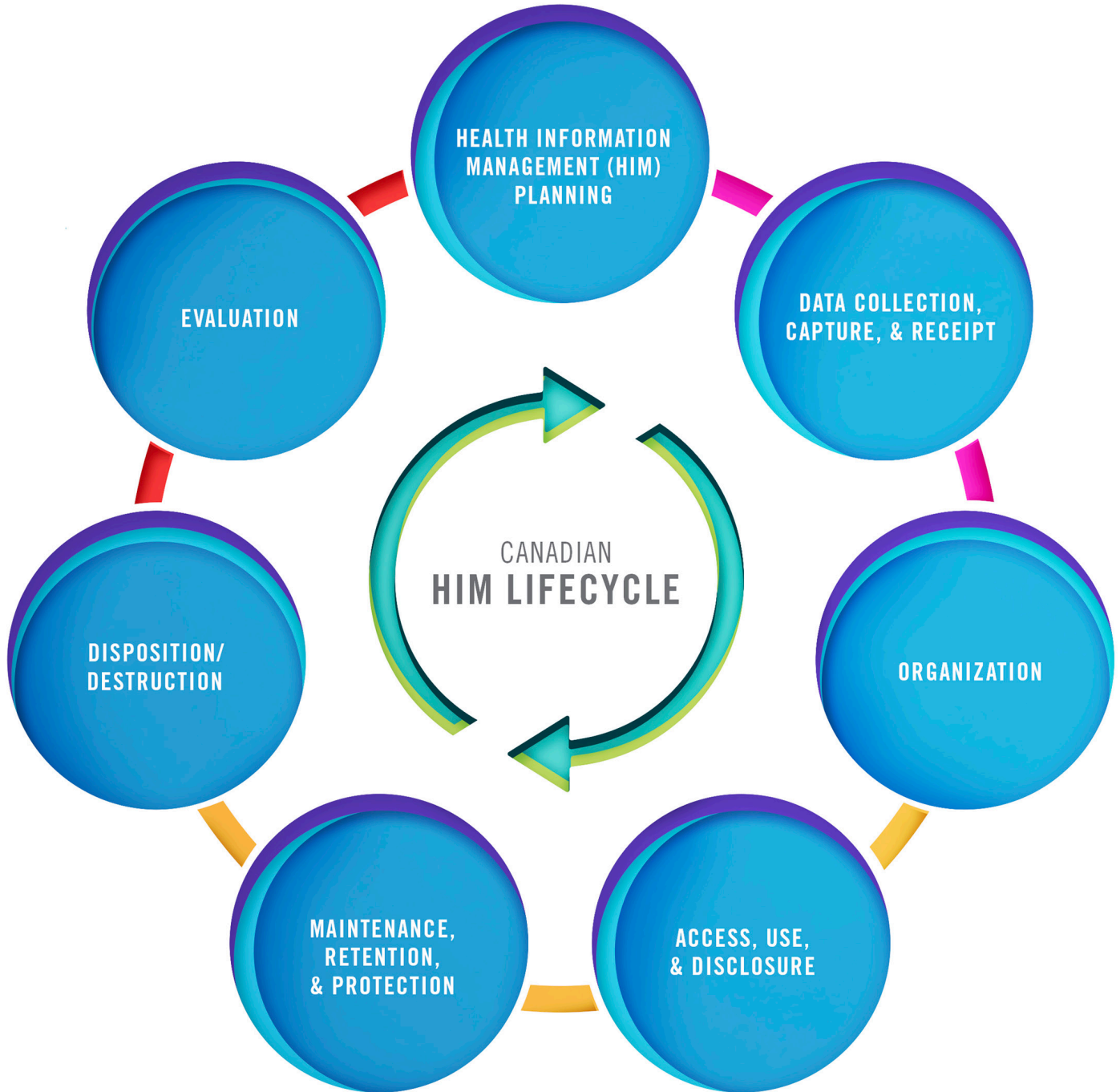
our chapters enabling them to be high-performing entities of CHIMA with a recognized engagement role.

WE WILL INCREASINGLY

demonstrate the value of CHIMA membership and will grow our annual membership revenue and non-dues revenue.



CANADIAN HEALTH INFORMATION MANAGEMENT LIFECYCLE MODEL[®]



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**WE LOOK FORWARD TO OUR FUTURE
AND CONTINUING SUCCESS!**



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