

# FY 2022-2023 Accountability Report



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## A place of incredible opportunity

Thank you all for welcoming me into my first year as board chair. It's wonderful to take on this responsibility from previous board chairs dating back to 1942. I'd also like to express my gratitude to my fellow directors and to CEO and Registrar Jeff Nesbitt; it has been inspiring working closely with you all to make a difference in CHIMA, the College, and the profession.

To our professional members, thank you for maintaining your certification and CHIMA membership. By connecting with us, you have shared your enthusiasm and knowledge of the profession with others, thus creating a ripple effect. Our members are now included in conversations with health care decision-makers across Canada.

As a board, we are ultimately responsible for exercising fiduciary oversight and duty of care for the Organization's affairs. This year, the Organization has continued to focus on increasing member benefits and connecting members to current and high-quality learning resources through our partnerships.

Our College focuses on ensuring the supply chain of talent meets industry demand, acting as a bridge between prospective professionals and vast cross-sector opportunities. It has created more educational pathways for the future through health information fundamentals, HIM diploma and HIM degree programs.

Our Certification continues to signal to employers that a health information professional is credible and has a demonstrated commitment to the industry. The newly launched Health Information-Certified Associate (HICA) certification, developed through a rigorous discovery, design, and build process, represents a significant moment for the health information profession.

The modern approach to standards and certification that we have launched demonstrates literacy standards that are respected across Canada. This will serve us well as we continue our mission to see the profession's recognition and impact increase through our new strategic plan.

Through our efforts and that of our team, volunteers, and supporters, the health information profession is in a place of incredible opportunity. The new Plan 2028: Beyond the Data has been designed to position the profession as more valued, visible, and impactful than ever before. Plan 2028 is an outcome of solid governance and purposeful collaboration. We thank everyone who raised their hands and voices to provide feedback: CHIMA members who shared their time and knowledge, academic institutions delivering exemplary education, industry leaders advocating for certification in the profession, and Canadians who shared their perspectives and concerns on personal topics.

As we move into a new fiscal year, we invite and encourage you to get involved (through our volunteer communities and other engagement opportunities) as we continue to advance the profession. It will take all of us to bring Plan 2028 to life.

We are pleased to present the Fiscal Year (FY) 22-23 Accountability Report and the highlights of our accomplishments in the past year.

A handwritten signature in black ink that reads "Pat Visosky".

**Pat Visosky**, MSc, PhD, CHIM  
Chair, Board of Directors

## Leading the way forward

The College and CHIMA are pleased to present the joint board of directors.

The 2022–2023 board members span the country with backgrounds in health information, finance, technology, and other sectors. Their diverse backgrounds, experiences and skills contribute to a holistic strategy for the profession and results in effective decision-making, guidance, and risk management for the Organization.

The board's structure ensures we focus on the health information profession and the Organization's long-term sustainability. Three standing committees are essential in enabling the board to carry out its responsibilities. These are the Finance, Audit, and Human Resources Committee, the Governance Committee, and the Committee of the College. Board members with expertise and interest in a specialized area ensure proper oversight of the Organization.

**Patricia Visosky**, MSc, PhD, CHIM

Director | Board Chair

British Columbia, Canada

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**Keith Denny**, MLIS, MA, PhD

Director | Vice-Chair | Chair, Committee of the College

Ontario, Canada

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**Jennifer Bennett**, MBA, CHIM

Director | Secretary

Nova Scotia, Canada

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**Kevin Higgins**, BComm

Director | Treasurer | Chair of Finance, Audit & Human

Resources Committee

Nova Scotia, Canada

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**Susan Anderson**, CPHIMS, CPHIMS-CA, BSc

Director | Chair, Governance Committee

Nunavut, Canada

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**Monique Rasmussen**, CCDIS, CHIM

Director

Ontario, Canada

---

**Nona Gatchalian**, BHA, MBA, CIPP/C, CHIM

Director

Ontario, Canada

---

**Sonia Shiels**, BA, CHIM

Director

Ontario, Canada

---

**Lindsey Page**, CHIM

Director

Yukon, Canada

---

**Sarah Paykins**, CHIM

Director

Manitoba, Canada

---

**Francis Lau**, BSc, MSc, MBA, PhD, CTSS

Director

British Columbia, Canada

---

**Jeff Nesbitt**, BA, MBA, ICD.D

Director

Ontario, Canada



## Beyond the data and into the future

Fiscal Year 22–23 marked a year of significant advancements for CHIMA, the College, and the profession. This last fiscal, we achieved a significant recognition of the impact of the profession through the endorsement of our standards and certifications by the Canadian Institute of Health Information (CIHI). This endorsement recognizes the opportunity to leverage the College's modernized standards and certification approach to prepare a new generation to meet the needs of a world-class health data system.

Our efforts to engage more widely with the profession, have enabled us to increase diversity and inclusion in efforts such as our community models. This is evident in our engagement and consultations with relevant parties to build the new CHIMA Awards program, our new medical coding community, our evolved chapter model, strategic partnerships nationwide, and new standards and certifications that meet the moment for health data literacy in Canada. We remain committed to increasing the value of membership and earning trust, leading by example to set a high bar of clarity and openness.

The future rests with us. So, I encourage you to engage so we can co-design the future together. The more we show up constructively for this profession, the greater our reward. Working together can help educate the public and our broader health care ecosystem on why health information matters.

This accountability report will show our resolve to advance the health information profession and how data truly makes a difference in people's lives. We invite you to build with us; let us go beyond the data together.

Sincerely,

**Jeff Nesbitt**, BA, MBA, ICD.D  
CEO & Registrar

**Rita Parmar**, CHIM, CCDIS  
Community Facilitator, Clinical Documentation Improvement

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**Jodi McMullin**, CHIM, CCCS, CCDIS, CCS-AHIMA  
Community Facilitator, Medical Coding

---

**Laura Krawec**, CHIM  
Community Facilitator, SK & MBNU Chapters

---

**Roberta Green**, CHIM  
Community Facilitator, NSPE, NB & NL Chapters

---

**Andrea Lorette**, CHIM  
Community Facilitator, Information Governance

---

**Sweta Pawar**, PharmD, CHIM  
Community Facilitator, ON Chapter

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**Diana Chahine**, BSc, CHIM  
Community Facilitator, BCYT & ABNT chapters

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**Helen Beaumont**, BMgt  
Manager of Community and Academic Partnerships

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**Alisha Peto**, CHIM, CCDIS  
Manager of Health Information Operations

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**Tiffany Jones**, BA  
Chief of Staff

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**Jennifer Warrington**, MHSc, CHIM, CHE  
Director of the Canadian College of Health Information Management

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**Betsy Nejat**, BA(Hons), CAE  
Senior Director of Partnerships and External Relations

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**Jeff Nesbitt**, BA, MBA, ICD.D  
CEO & Registrar

# About

**Section  
01**

# US

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**2022 marked the 80th anniversary  
of our Association and the 50th  
anniversary of the College.**



# Fiscal Year 2022–2023 (FY23) provided us with the space to cross over from the 2018–2023 Strategic Plan to the new 2023–2028 Strategic Plan.

In this report, you will find highlights of our accomplishments over this fiscal. You will also find a five-year reflection on the critical advancements we’ve made as the 2018–2023 Strategic Plan comes to a close.

<p><b>Our 2018–2023 vision</b></p> <p>A healthy Canada enabled by quality health information.</p>	<p><b>Our 2023–2028 vision</b></p> <p>An equitable country where quality health information empowers people to make better decisions.</p>
<p><b>Our 2018–2023 mission</b></p> <p>A national organization advancing the health information management profession.</p>	<p><b>Our 2023–2028 mission</b></p> <p>Elevate health information professionals to be more recognized and impactful.</p>
<p><b>Our 2018–2023 values</b></p> <p>Collaboration</p> <p>Stewardship</p> <p>Leadership</p> <p>System thinking</p>	<p><b>Our 2023–2028 values</b></p> <p>Setting the bar</p> <p>Challenging the status quo</p> <p>Putting people first</p> <p>Earning trust</p> <p>Leading by example</p>
<p><b>Our 2018–2023 goals</b></p> <p><b>Innovative education and credentialing</b></p> <p><b>Identity development and collaboration</b></p> <p><b>Members’ engagement and evolution</b></p>	<p><b>Our 2023–2028 strategic priorities</b></p> <p><b>Awareness and advocacy</b> We are focused on elevating the public knowledge, reputation, and perceived value of the profession.</p> <p><b>Life-long learning</b> We are dedicated to advancing standards and professional practice for the ongoing pursuit of knowledge for the profession.</p> <p><b>Equity</b> We are focused on elevating the public knowledge, reputation, and perceived value of the profession.</p> <p><b>Value</b> We are working to grow the profession toward a sustainable future.</p>
<p><b>Our 2018–2023 directions</b></p> <ol style="list-style-type: none"> <li>1. Strengthen chapter engagement</li> <li>2. Establish strategic partnerships</li> <li>3. Innovate education and credentialing</li> <li>4. Increase membership value</li> </ol>	<p><b>Our 2023–2028 strategic goals</b></p> <ol style="list-style-type: none"> <li>1. Secure the role of the certified health information professional for the future</li> <li>2. Contribute to the conversations around health information in Canada</li> <li>3. Be the trusted source of health information education standards</li> <li>4. Connect the communities of health information professionals in Canada</li> </ol>



# A national professional association for the health information profession in Canada

CHIMA represents more than 5,600 health information members from coast to coast to coast. It advocates for the health information profession, monitors industry trends, develops and facilitates continuing education, creates networking opportunities, and connects its members with employment opportunities in the health care sector and beyond.

## The impact of CHIMA membership

Thank you to everyone who participated in Workforce Study 2022. From the responses to the question, "Do you believe your CHIMA membership has made a positive impact on your professional success?" we received a Net Promoter Score of +40.

The Net Promoter Score measures customer experience and predicts business growth. This proven metric transformed the business world and is now the core measurement for customer experience management programs worldwide.

We are pleased to deliver a high standard of service through our live chat feature on echima.ca.

**Net Promoter Score (NPS) is measured from -100 to +100. Any NPS score above 0 is "good".**

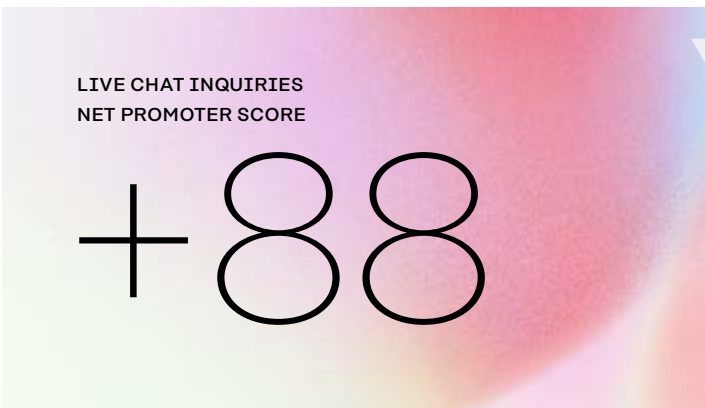
### 31-50

Most companies are within this range. These companies place value on a quality customer experience and have a solid group of promoters ready to refer others to their brands.

### 71-100

This is the ultimate goal of NPS and is rarely attainable. A company with a score in this range is considered to be among the absolute best in its industry.

Source: <https://delighted.com/blog/what-is-a-good-nps-score>



**How can we help?**  
● ● ●

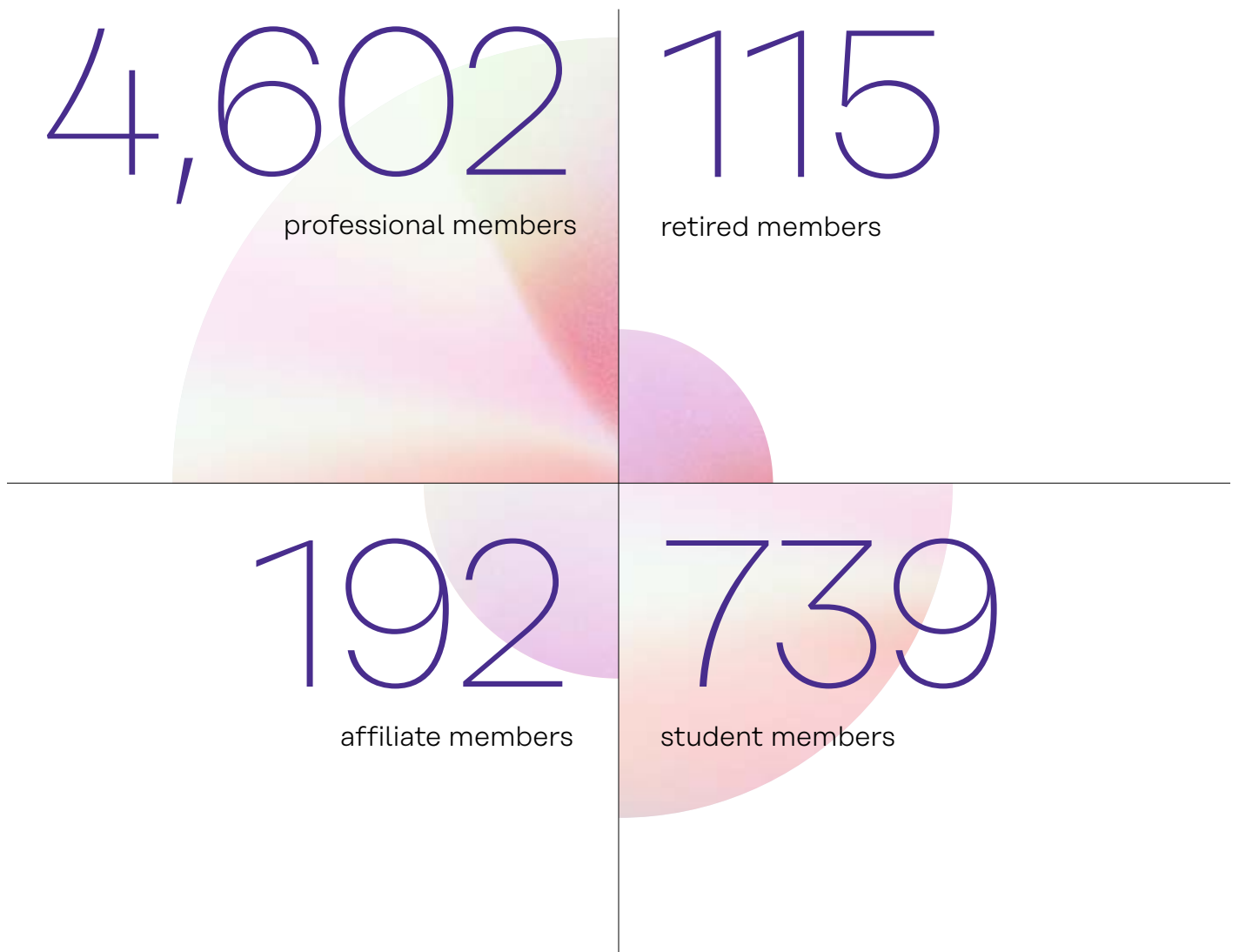
# CHIMA provides networking opportunities, important industry news, visibility to career opportunities, and exclusive offers for its members.

## Stay connected to CHIMA

Ensure your voice is heard as we move the health information profession forward.

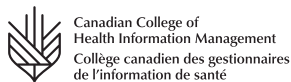
Our four types of CHIMA membership\* are professional, retired, student, and affiliate. There were 5,648 active CHIMA members as of February 28, 2023.

\*Professional and retired members have voting rights within the Organization.



# Membership features

Features	Professional	Retired	Student	Affiliate
Access the members-only website area	✓	✓	✓	✓
Receive member-exclusive offers from partners	✓	✓	✓	✓
Receive health information industry correspondence (e.g., CHIMA connection, career opportunities e-blasts and more)	✓	✓	✓	✓
Discounts on CHIMA offerings (products, courses, events)	✓	✓	✓	✓
Participate in networking opportunities	✓	✓	✓	✓
Access research, best practices, and standards	✓	✓	✓	✓
Women in Communications and Technology complimentary membership	✓			✓
Access resume templates and examples from Resume Target	✓		✓	
Annual general meeting voting rights	✓	✓		
Access to echima.ca job board for certified health information professionals	✓		✓	✓
Use of active Canadian College of Health Information Management professional designation(s) (e.g., CHIM, CTSS, CCDIS, CCCS, HICA)	✓			
Continuing professional education (CPE) program	✓			
Listed on the cchim.ca registry of professionals	✓			



## The CHIMA job board is now open to additional membership types

We are pleased to announce that student and affiliate members now have read-only access to the CHIMA job board. This is a great opportunity to see real-world jobs, practicum and co-op opportunities, and career pathways in the health information profession.

## Worry-free membership renewal

You can now enable the auto-renew feature for your membership payment (professional, retired, and affiliate members) in the 'My Membership' area of your dashboard on echima.ca. This allows your membership to renew automatically year-over-year without concern that you may miss the renewal date.

# Canadian College Of Health Information Management

## Who We Are

Accreditation Standards +  
Professional Certification

A national, not-for-profit corporation that sets the accreditation standards for educational institutions and certification standards for health information professionals in Canada.

The College, incorporated in 1972, protects the public interest by governing and regulating the professional practice of more than 4,600 certified health information member registrants. In enhancing its status as a regulatory body, the College advances the professionalization of the health information profession and acknowledgement of its professionals as key drivers of policy, funding, and the care that Canadians receive.

## Our Identity



INTEGRITY AND  
CONFIDENCE



PROUDLY  
CANADIAN



THE POWER OF  
INFORMATION

## Program accreditation

Educational institutions may choose to accredit their health information programs. Accreditation demonstrates to the public that a program is aligned to industry standards, as identified through the College's needs assessment and consultation with industry. It is a voluntary, self-regulatory process to recognize those that meet or exceed the standards set for health information education. The purpose of accrediting programs is to ensure continuous quality improvement of the educational content to support the evolving health information industry.

## Certification

Professional members are certified by the Canadian College of Health Information Management and hold one or more professional designations. They distinguish themselves in the health information profession by the use of these designations, signalling to employers that they are equipped to ensure an organization is well-prepared to handle Canadians' most sensitive and intimate data.

CHIMA professional membership dues aid the College's investment in the development and maintenance of health information curricular standards, program accreditations, educational pathways, certifications, and more.

## Professional membership requirements

Each year, certified professionals uphold continuing professional education credits, adhere to the College's professional code of ethics, and maintain their CHIMA professional membership. These requirements are set and governed by the Canadian College of Health Information Management.

Certified health information professionals are on the front end of health data—collecting, protecting, and transforming it into the information required throughout health care and beyond.

# Our impact

**Section  
02**

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## Strategic direction 1

# Strengthen chapter engagement

We expanded connection through our communities, bringing members together from coast to coast to coast.

The role of health data and health information professionals has never been more recognized across the country than it has been over the past three years during a global pandemic. One person's actions can impact an entire community, and a community can impact an entire country. CHIMA has built a sense of community among our members, volunteers, and other interested parties.

### Engagement rose as chapters launched community meetings

CHIMA has evolved its chapter structure to strengthen awareness of the profession and provide more opportunities for CHIMA members to get involved. Our **chapter-based communities** are integral to CHIMA, bringing continuing education, networking events and activities, professional development support, and communication services to members.

We also celebrated a return to in-person events with an in-person chapter education day in Winnipeg, MB.

Exploring our **practice-based communities** is a great option for those passionate about specific health information practice areas.

Joining our communities is free of charge. Community meetings provide an avenue to expand knowledge and competency in a practice area and contribute to the community's desired outcomes.

**Thank you to all our community participants and volunteers for being a part of the development of the Association and profession.**

991

registered participants at chapter community meetings.

558

registered participants at practice community meetings.

150

volunteers who actively participated with us through our chapter and practice communities and working groups.

### CHIMA CHAPTERS

British Columbia & Yukon (BCYT)

Alberta & Northwest Territories (ABNT)

Saskatchewan (SK)

Manitoba & Nunavut (MBNU)

Ontario (ON)

New Brunswick (NB)

Nova Scotia & Prince Edward Island (NSPE)

Newfoundland & Labrador (NL)

### CHIMA PRACTICE COMMUNITIES

CHIMA Information Governance Community

CHIMA Terminology Standards Community

CHIMA Clinical Documentation Improvement Community

CHIMA Medical Coding Community



At the CHIMA MBNU chapter education day on October 18, 2022. Left to right: Laura Krawec, CHIM; Christina Von Schindler, BA, MPA; Valerie Gural, CCHRA(C); and Lee Bassett, CHIM. Image Credit: Vanessa Le

## Join a community meeting

This year, we increased the number of community facilitators to initiate and guide conversations within their portfolios. They establish important industry connections and identify emerging areas of interest. Their combined efforts reach over 1500 leaders across Canada—some of whom are certified with the Canadian College of Health Information Management and are professional members of CHIMA.

“This is one such event that enables all... HIM professionals to engage and share their experiences and thoughts. I thoroughly enjoyed the sessions and will [recommend] my students to get the membership and experience the diverse job opportunities.”

Sweta, CHIM, ON Chapter Community Meeting December 2022

“As a HIM professional in a solitary role, it was wonderful to speak to other HIM professionals about their experience.”

Amy, CHIM, ABNT Chapter Community meeting, December 2022

“This meeting was excellent and I so appreciate knowing how much coders affect the output of data in this data world we live in.”

Betty, Medical Coding Community of Practice meeting, December 2022.

### We built a medical coding community

This year, we launched our new Medical Coding Community of practice. The December meeting was a huge success, hosting more than 200 medical coders across the country.

### We built academic communities

We also introduced academic communities for our accredited partners to foster networking, resource sharing, and relevant discussions. Members have expressed appreciation for the format and outcomes of these meetings.

### Our academic community rated the December meeting

NET PROMOTER SCORE

+27

AUDIENCE RATING

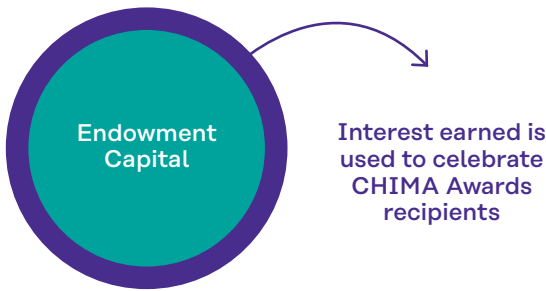
8.2/10

Net Promoter Score (NPS) is measured from -100 to +100. Any NPS score above 0 is “good”.

## We created a sustainable funding model to give more back

The CHIMA Awards program celebrates the excellence, dedication, and commitment of members who have significantly contributed to enriching CHIMA and the health information profession. The program is funded through CHIMA's endowment fund (which is publicized in the annual accountability reports).

In 2022, the addition of the Chapter reserve funds to the endowment fund was proposed to enable more opportunities to re-invest in members through the CHIMA Awards program. This model follows the system adopted by notable academic institutions across the country. CHIMA's endowment fund provides a perpetual grant from investment earnings, is restricted and governed by the Organization's board of directors, and is audited annually. The funds are segmented by chapter, and the benefit of these funds is directed back to membership within each chapter.



### We launched the Future of Health Information Award



The new Future of Health Information Award—announced in 2023—recognizes academic excellence and passion for the profession. This award was borne out of discovery from advisory meetings and chapter consultations.

Outstanding students from College-accredited programs will be eligible for nomination by program administrators for their academic contributions and potential to positively impact the future of the profession

**We thank all who participated in the advisory committee, our chapter committees, and our academic partners for their input towards the creation of this new award.**

### We continue our Chapter Legacy Awards

The Chapter Legacy Awards are given in the name of influential contributors (Georgina Williams and Kathy Marcotte). These yearly awards existed before the provincial associations integrated into CHIMA in 2016 and are determined through chapter selection committees in Saskatchewan and Newfoundland and Labrador.

These efforts are made to connect the communities of health information professionals in Canada and align with our value of putting people first.

**Congratulations to all award recipients!**

## Strategic direction 2

# Establish strategic partnerships

### CIHI endorses our standards and certifications



Canadian Institute for Health Information  
Better data. Better decisions. Healthier Canadians.

The strategic partnership announced in 2020 between the Canadian Institute for Health Information (CIHI), the Canadian College of Health Information Management (CCHIM, the College), and the Canadian Health Information Management Association (CHIMA) is strengthened in support of modernized standards and certification.

The collaboration recognizes the opportunity to leverage the College's modernized standards and certification approach to prepare a new generation of health information professionals to meet the needs of a world-class health data system. The College is the accrediting body for academic institutions and certifying body for health information professionals in Canada. Its new standard frameworks combine remodelled professional certifications with micro-credentials for an expanding audience of new and existing professionals such as doctors, researchers, technology workers, health information management (HIM) professionals, and more.

Source: <https://cchim.ca/cihi-and-cchim-strengthening-standards/>

## We leveraged the knowledge and expertise of health information professionals

### The Organization was asked to provide input into the following industry and government advisory groups or external committees:

The Pan-Canadian Health Data Strategy: Expert Advisory Group

International Federation of Health Information Management Associations (IFHIMA)

Patient Registration Network of Ontario (PRNO)

Directors of Records of Ontario Teaching Hospitals (DROTH)

CPHIN Policy Modernization Group

Health Data Charter Collaborative

“The true obstacle to effective health data collection and use is not mainly technological, but a matter of policy and governance.”

Pan-Canadian Health Data Strategy  
Expert Advisory Group Report 3:  
*Toward a world-class health data system*

## We expanded our outreach

We work with a variety of reputable partners and sponsors to advance the health information profession.

### Our team deepened existing relationships while securing collaboration with new partners.

We work with academic, industry, and community partners, within Canada and internationally, to advance the health information profession and equip learners with the competencies and skills to enter the workforce.

Through our partnership catalogue, we expanded our partnership opportunities to include more ways to reach health information professionals and help support and engage our communities, enabling the profession to advance its goals.

Several partners and sponsors were instrumental in helping us achieve our mission and deliver on our strategic directions through sponsorship of our events, contribution of content to our learning centre, delivery of thought leadership to our members, and various other offerings.

We thank you for your support.

42

total partners and sponsors

15

partners and sponsors who helped make our events possible

03

new academic partners added this year

## Partners

### Industry

3terra  
Canada Health Infoway  
Canadian Institute for Health Information  
Esri Canada  
H.I.M. ON CALL  
Iron Mountain  
Med2020  
Microsoft  
Semantic Health  
SNOMED CT  
Tableau

### Academia

Ashton College  
CanScribe Career College  
Centre for Distance Education Inc.  
Collège Laflèche  
Conestoga College  
Douglas College  
Fleming College  
George Brown College  
HealthCareCAN  
Johnson Shoyama Graduate School of Public Policy  
McMaster University

3M  
Anderson College (formerly Westervelt College)  
Georgian College  
Mohawk College  
Nova Scotia Community College  
RRC Polytech  
Saskatchewan Polytechnic  
Southern Alberta Institute of Technology  
St. Lawrence College  
University of Victoria

### Community

Bell  
Canadian College of Health Leaders  
Digital Governance Council  
GoodLife Fitness  
IFHIMA  
Manulife Bank  
re.coach  
Resume Target  
thePersonal  
Women in Communications and Technology

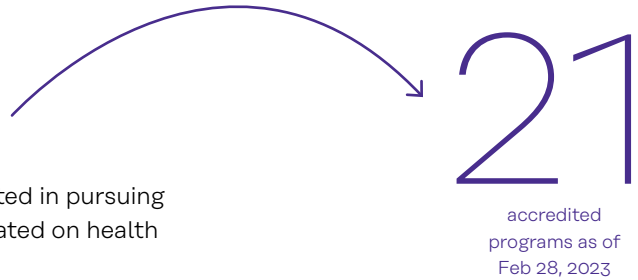


## Strategic direction 3

# Innovate education and credentialing

### We increased pathways to join the profession

The College focused on creating pathways so that those interested in pursuing or advancing their career have various avenues to become educated on health information and become certified.



71%

CHIM NCE pass rate

### We certified new professionals

Our national certification examinations continue to create a pathway for new members into the profession.

350

candidates wrote the CHIM NCE

### We heard and saw how the CHIM certification provides career pathways

The CHIM certification enables individuals to navigate the health information profession, from roles in policy and governance to medical coding, analytics, and beyond. Certification signals to employers that a professional is credible and committed to the profession, and many employers require job applicants to be certified.

4

CHIM NCE examination sittings

### We provided a more efficient entry into certification

The new proctoring solution (implemented in January 2023) is an online, automated proctoring service that leverages artificial intelligence. It provides a turnkey user experience for candidates and enables a quicker delivery of examination results. This improvement reduces the wait time between examination sitting and certification by up to four weeks.

167

CHIM practice examination purchases

### We ensured students were prepared to write the CHIM national certification exam

167 people purchased the official CHIM practice examination.

174/271

174 employers, 271 job listings

### We ensured the supply chain of talent met industry demand

Organizations across Canada are deepening and expanding the use of certified health information professionals for a broad range of roles.

## College Educational Resources Program (CERP)

Through the growth of our proud partnerships, we recognize the increasing importance of Canada's health information and will strengthen how health data is captured, curated, and used.

The College Educational Resources Program (CERP) is connecting the resources, frameworks, and standards developed by CIHI and other organizations with the certified professionals who manage Canadians' health information.

CERP currently provides faculty and students at subscribing educational institutions with access to the CIHI eStore, including ICD-10-CA/CCI Folio Views (1-user license), the CIHI Learning Centre, and CIHI eQuery. This year we expanded the resources offered to include CIHI's Discharge Abstract Database (DAD) research analytic files. This enables our academic partners to leverage data students will be working with upon graduation.

### Our contributors

Partners choose to contribute educational resources into CERP to ensure the future generations of HI professionals are best equipped to work in today's market through exposure to content, software, data sets, and tools.

### Our subscribers

When an educational institution becomes a CERP subscriber, it will gain access to valuable resources. Resources are made accessible institution-wide for all faculty members and students to benefit from.

14/21

of our academic partners have signed up for CERP.

## CHIMA Annual Team Learning Subscription (ATLS)

We provided value to organizations and their employees through our CHIMA Annual Team Learning Subscription (ATLS). This subscription makes continuing education more affordable and convenient for organizations across Canada. It provides a subscribing organization's employees with on-demand access to premium professional development content to learn and grow in their health information careers.

30+

health care organizations  
subscribed in Canada



600+

employees with access  
to an ATLS



55+

assets now available in our  
online catalogue





## We evolved our standards to elevate coding

The content of our standards has been modernized to meet practice demands, including topics such as information governance, data quality and analytics, and ethics, equity, diversity, and inclusion.

By recognizing the separation of general and concentration knowledge, academic standards can be better maintained, and professionals can be clear about their skill sets. In this new model, the CHIM has a new level of clarity.

[Learn about the progression of standards and certifications](https://www.echima.ca/product/0197-evolving-standards-elevating-coding-explore-the-professions-modernized-academic-standards/)

<https://www.echima.ca/product/0197-evolving-standards-elevating-coding-explore-the-professions-modernized-academic-standards/>



## We brought innovative credentialing to market

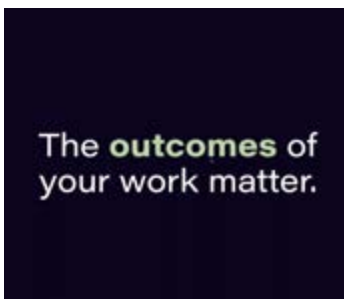
Credibility is made visible through certification.

The HICA designation is designed for professionals interacting with Canadians at the first point of their health information journey.

From primary care to registration, unit clerk to medical office secretary, the HICA certification introduces a literacy standard and certification that can cover several key practice areas, create greater pathway opportunities in the health information profession, and help advance data quality and safety for all in Canada.

[Listen to how HICA advances registration roles in Canada](https://www.echima.ca/product/0190-bringing-credibility-and-visibility-to-professionals-in-registration-roles/)

<https://www.echima.ca/product/0190-bringing-credibility-and-visibility-to-professionals-in-registration-roles/>



## We are reigniting interest in health information

As the practice of health information evolves, so, too, does the way health care, the Canadian public, and private organizations view it. This session showcases how a modern, value-based perspective on health information can help to communicate the true value of certified health information professionals.

[Learn how we communicate the value of certified health information professionals](https://www.echima.ca/product/0075-reigniting-interest-in-health-information/)

<https://www.echima.ca/product/0075-reigniting-interest-in-health-information/>

## Strategic direction 4

# Increase membership value

### We increased the benefits and features of a CHIMA membership

The Organization offered more ways to stay relevant in an ever-changing industry. Membership provides access to the latest professional development resources.

In collaboration with a growing network of industry partners, we have supported our members' career development with valuable continuing education and networking events (webinars, Health Information Professionals Week).

We've put continuous improvement at the fore of our initiatives, making investments to deliver value with greater efficiency.

9,982

people following our brands on social media

1,128

live chat inquiries on echima.ca

9,038

people subscribed to our newsletter

17

certified HI professionals highlighted on our blog

49

virtual events offered

29

contributors highlighted on our blog

5,940

attendees for CHIMA-hosted virtual events

30,218

professional development products accessed

41

average Net Promoter Score from virtual event attendees



## We asked your input to learn more about the workforce needs of our stakeholders

The workforce study and identity survey asked for input from CHIMA members to understand better the current state of the health information profession and the value CHIMA provides its members.



## We increased the profession's visibility

A targeted digital ad campaign has been reaching hiring managers across the country. The campaign's message is centred on the importance of hiring certified professionals for health information roles.



## We amplified the voices of leaders in the profession

### Shaping generations of health information:

In conversation with Patricia Visosky

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### Seamless and growing interconnectivity in health care:

The role of registration clerks by Laura Krawec

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### Good care from the start:

Ann Dreolini's journey into medical office administration

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### From instruction to field experience:

Ilona Monkman discusses working in a First Nations health centre

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### Opinion:

Insights on digital health and privacy legislation in Prince Edward Island by Leanne Mutch



PLAN 2028:

# Beyond the Data



## We built a bridge to the future

Plan 2028: Beyond the Data lays out a modernized mission, a clearer vision, meaningful values, and strategic priorities and goals—all designed to guide the health information profession into the future.

In 2019, consultations identified that the College, CHIMA, and the health information profession needed to move from a place of vulnerability to one of opportunity. Our strategic plan consultations, conducted in the Summer of 2021, have shown that our stakeholders now see us in a place of vast opportunity. Over the past two years, we have engaged with and consulted CHIMA members, academic institutions, industry leaders, and Canadians across the country.

These diverse and inclusive interactions have helped identify a clear path toward greater visibility of certified professionals, more meaningful impact for Canadians, and a secure place for the profession’s workforce within health care and beyond.

Plan 2028’s vision, mission, values, and priorities are designed to position the health information profession as more valued, more visible, and more impactful than ever before.

# Beyond the data

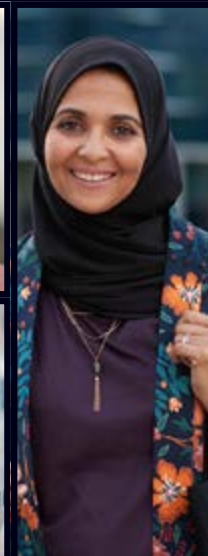
The value of our profession is found in the intersection between clinical knowledge, professional leadership, and service that is empathetic, compassionate, and respectful.

The substance of our work provides us the opportunity and responsibility to increase health equity, serve marginalized populations, and support all people living in this country, including First Nations, Inuit, and Métis peoples, to achieve their desired health outcomes.

Because of certified health information professionals, relevant and complete data is leveraged to improve clinical care, public and population health interventions, and research and analysis.

The future of health care will require certified professionals who understand data. Relevant knowledge on the handling, protection, and implementation of health data will become increasingly necessary.

As we look to the future with Plan 2028, we continue to see beyond the data. This five-year plan is grounded in our dedication to bring visibility and recognition to our professionals, empowering them to make positive impacts to the quality of care and quality of life for all people across this country.



# Our progress

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**Section  
03**

## Five-year reflection

# 2018–2023: A vista through our strategic plan

As we look back on the past years, it is evident that our organization and our members have undergone significant growth and change while navigating unprecedented challenges. From global pandemics to economic uncertainty, we have charted a course through turbulent times and emerged more vital than ever before as a certified profession.

This five-year retrospective of our last strategic plan reflects on metrics and outcomes and highlights key achievements. These advancements set the foundation for our next strategic plan, Plan 2028: Beyond the Data.

### Community

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#### Virtual event attendees:



#### Our communities



#### Chapter community, practice community, and working group volunteers



## We strengthened and evolved our volunteer networks

Re-imagined HIP Week to enable a digital, online, and accessible professional learning experience

Launched national practice communities to deepen knowledge sharing in the profession

Brought the chapter structure closer to operations, linking local and national efforts through online and in-person community building

Integrated the chapter funds and CHIMA endowment to invest directly into members in each region through the re-imagined CHIMA awards program

## Strategic partnerships

### Strategic partnerships

2018: 4 → 2023: 19

### Recommend the Profession Net Promoter Score

2018: 0 → 2023: +8

## Social media reach

2018: 3913 → 2023: 7529

## We engaged with thought leaders and broadened our partnerships

CIHI has endorsed our standards and certifications

Participation in the pan-Canadian Health Data Strategy: Expert Advisory Group

Enabled external communities through secretariat support

“CIHI is pleased to support and endorse the College’s modernized educational and professional certification standards.”

<https://cchim.ca/cihi-and-cchim-strengthening-standards/>

## Health information education and credentialing

### Professional development participation

2018: 1347 → 2023: 30,218

### Expansion of job postings

2018: 124 → 2023: 271

### Number of professional certified members

2018: 4282 → 2023: 4602

### Employers investing in ATLS

2018: 0 → 2023: 30

+7.5%

Increase in the  
Certified Workforce

### We modernized the College, bringing innovative pathways to market:

- A modular framework for learning pathways to gain certification.
- Health Information Fundamentals Standards
- Annual Team Learning Subscription
- Modernized accreditation process
- French CHIM NCE
- Educational Institution Portal
- College bi-lingual brand launch
- Experiential pathway for certification
- CHIM practice examination

- Terminology and Interoperability Standards and Certification – CTSS
- Clinical Documentation Improvement Standards and Certification – CCDIS
- Classification and Coding Certification – CCCS
- Online NCE proctoring
- Reciprocal agreements with AHIMA, KAHIME re-vitalized

- HIM Diploma Standard modernization
- HIM Degree Standards modernization
- HICA Standards and Certification
- College Educational Resource Program (CERP), including CIHI resources and research data sets, for academic partners
- Workforce Study

# Value through CHIMA membership

## AGM attendance

2018: 122      2022: 424

## Live chat: People served over 5 years

2018: 0      2021 - 2023: 5,583

## Increased corporate resilience through equity building

2018: -\$47,198      2023: \$471,535

## Increased non-dues revenue to fund growth

2018: \$302,960      2023: \$521,315

“I have attended the AGM since I have been a member, so that would be over 20 years. This was definitely the best one ever. Much more interactive and informative”

*Joy, CHIM, St. John's, Newfoundland & Labrador*

## **We improved accessibility, engagement, and financial resiliency to enable growth, increasing the value members receive**

Launched a new online platform to enable member experience, including a modernized Learning Management System, CPE Tracking, and membership systems

Enhanced and expanded the protection of our trademarks

Re-imagined the CHIMA awards program and launch of the Future of Health Information Awards

Transitioned from a working board to a governance board

Consulted with stakeholders and launched Strategic Plan 2028: Beyond the Data

Adapted to meet evolving needs during the pandemic, offering resources for academic partners, employers, and members

Enhanced and streamlined examination candidate experience with the new online proctoring software

# Our financials

**Section  
04**

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## PricewaterhouseCoopers LLP

The following is a report of the consolidated financial results of the Canadian Health Information Management Association and the Canadian College of Health Information Management (together, the Organization) for the 2022–2023 fiscal year.

### Consolidated financial results

Revenue was stronger than expected, given the adoption of Annual Team Learning Subscriptions by employers and industry sponsorship of the Organization.

Investment was directed toward the growth areas outlined in the strategic plan.

The Organization retained PricewaterhouseCoopers LLP as auditors. The audit report was based on Generally Accepted Accounting Principles (GAAP) and had a clean opinion.

#### From PricewaterhouseCoopers LLP:

“In our opinion, the accompanying combined financial statements present fairly, in all material respects, the financial position of the Canadian Health Information Management Association and the Canadian College of Health Information Management (together, the Organization) as of February 28, 2023, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.”

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

For the year ended, February 28, 2023

	Operating fund	Fixed and intangible assets	Endowment fund	2023 TOTAL	2022 TOTAL
Total assets	\$1,689,808	\$54,108	\$227,616	\$1,971,532	\$2,243,442
Current liabilities	\$1,499,997	-	-	\$1,499,997	\$1,767,814
Fund balances	\$189,811	\$54,108	\$227,616	\$471,535	\$475,628
Total liabilities and fund balances	\$1,689,808	\$54,108	\$227,616	\$1,971,532	\$2,243,442

Correction, after posting: \$250 MBNU expense was moved into operating expense

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

For the year ended, February 28, 2023

	FY 2023 (\$)	FY 2022 (\$)
REVENUES	\$1,986,245	\$1,942,706
EXPENSES	\$1,981,497	\$1,785,470
Excess of revenues over expenses for the year before other expenses (income)	\$4,748	\$157,236
Other expenses	\$8,841	\$5,908
EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR	(4,093)	\$151,328

Correction, after posting: \$250 MBNU expense was moved into operating expense

