



2022 ANNUAL REPORT

Charting the Course for Growth and Innovation



PRESIDENT'S LETTER

2022 was a pivotal year for AHIMA. Building on work started in 2018, we took action to enhance member benefits and increase our collective impact in pursuit of a world where trusted information transforms health and healthcare by connecting people, systems, and ideas. I hope you will enjoy revisiting and celebrating the work we accomplished together as you read this report.

In years prior, AHIMA leadership made strategic decisions to build a sound and strong foundation for the Association's operational success. In 2022, AHIMA accelerated our plans for aggressive growth and innovation. A crucial cornerstone had yet to be laid, however—a culture that would nourish our growth and drive achievement of our objectives.

We embarked on a journey of self-reflection involving the board, members, leadership, staff, and everyone across the enterprise. We developed culture performance indicators to assess our progress, encouraged partner organizations to use them, started work on a new strategic plan, reevaluated “business as usual,” and adopted core values of integrity, inclusion, and acting boldly to guide us in our work and relationships. The House of Delegates acted boldly, streamlining bylaws to facilitate more nimble decision-making and dynamic action.

We zeroed in on the member value proposition in 2022 by increasing and enhancing member engagement, welcoming a new generation of professionals, and providing benefits that members value most: content, community, and career support. To better serve and gather input from young careerists, we established an emerging leaders group. To encourage coaching, advising, and sharing by experienced health information (HI) professionals with those new to the field, we initiated the apprentice match program, now known as [M2M \(mentor to mentor\) Connect](#). And we returned to an in-person AHIMA22 Conference, which provided an energizing platform for networking, learning, and advancing our shared goals.

Perhaps the most important decision made in 2022 was to prioritize and intensify our advocacy work. As HI and data increasingly impact the healthcare ecosystem, AHIMA



**Tim J. Keough, MPA,
RHIA, FAHIMA**
AHIMA 2022 President/Chair



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and our members are leveraging our knowledge and expertise to shape health policy and drive health system transformation. We continued our tenacious push for longstanding policy objectives including improving patient access to information, ensuring quality and integrity of data, and protecting privacy. At the same time, we sharpened our focus on the critical issues of equity and social determinants of health (SDOH).

A key to addressing SDOH is identifying which patients experience barriers to achieving health. And the key to finding those patients is through their HI, which is in our hands. In 2022, AHIMA launched the SDOH grand challenge, setting our course for leadership and action to promote the collection and use of SDOH to improve health. We expanded our reach and influence through research and collaboration, convening a diverse array of stakeholders under the AHIMA tent to drive progress.

I extend my heartfelt gratitude to our members, volunteers, AHIMA staff, and partners for your unwavering support and dedication throughout a transformative year. Together, we will continue to shape the future of healthcare and harness the power of health information to empower people to impact health.

Sincerely,

Tim J. Keough, MPA, RHIA, FAHIMA

AHIMA 2022 President/Chair

Vice President, Health Information Services

New Jersey Hospital Association Healthcare Business Solutions Inc.

Honoring Exceptional Leadership

We recognize **Wylecia Wiggs Harris, PhD, CAE**, who served as AHIMA Chief Executive Officer from 2018 through June 2023, with appreciation and thanks for her exceptional leadership and unwavering commitment to AHIMA members, to elevating the HI profession, and to improving healthcare and health for all Americans. During her time as CEO, Wylecia's contributions and leadership have positioned AHIMA for future success. In 2018, her goal was to develop a new mission, vision, and strategic framework. To accomplish this required strong leadership skills, strategic thinking, and the ability to make tough decisions. We can say that this goal was accomplished.

Here are just some of Wylecia's accomplishments:

- **Launched the Data for Better Health™ initiative**
- **Increased employee engagement and diversity in the organization**
- **Created and enhanced key external partnerships across the globe**
- **Revitalized and expanded AHIMA advocacy and public policy efforts**
- **Named one of Modern Healthcare's Top Diversity Leaders and Top Women Leaders**
- **Appointed to the list of Chicago Defender Women of Excellence**





In 2022, AHIMA embarked on a journey of transformation, evolving our role and significance in the healthcare landscape. **This left an indelible mark on the lives of our members and the industry at large.**

Membership Transformation: A Community of Support

At the core of the AHIMA mission lies our unwavering dedication to our members. Understanding the pulse of our community was paramount, and thus, we conducted a comprehensive member needs analysis to gain insights into members' perceptions, needs, and valued offerings.

In response to the insights garnered, we tailored our services and benefits, prioritizing the preferences of our members. This newfound understanding led to a revival in membership, reversing the declines experienced since 2020. Also, AHIMA Access users increased by an impressive 65 percent, reflecting the rising value offered to members.

Empowering the Next Generation: Initiatives for Graduates and Students

AHIMA remains dedicated to fostering and equipping students and graduates for careers in the health information industry. In pursuit of this goal, we held Student Open Houses, not only boosting student membership but also showcasing our commitment to education.

We introduced a new graduate bridge program in recognition of the journey students take from graduation to becoming full-fledged professionals. This program grants students the opportunity to become professional members at a reduced rate after graduation. We aim to illustrate our commitment to emerging leaders and to partner with them at each stage of their career journey, ensuring a lifetime of engagement. Additionally, we established a dedicated Student Resource web page, which provides students with a centralized source of information, guidance, and support.

At the AHIMA22 annual conference, there was a dynamic Career Center experience, featuring a Career Fair, resume reviews, LinkedIn profile consultations, and mock interviews, preparing students and recent graduates for the competitive healthcare landscape.



Strengthening Partnerships: Component Associations

Component Associations (CAs) are pivotal in the AHIMA ecosystem. Therefore, AHIMA established a CA Task Force, serving as both a vetting structure and a feedback pipeline.

Furthermore, AHIMA expanded CA governance resources through the CA Essential series and the development of “Guiding Principles for Effective Governance,” with the aim of enhancing the capabilities and resources available to CAs.

Volunteers, the Heart of the Organization

Volunteers are essential to AHIMA, and their satisfaction is of paramount importance to the organization’s success. **The results of a survey were nothing short of exceptional, with a resounding 92.5% of volunteers expressing a high level of satisfaction with their volunteer experience.** These dedicated individuals made a profound impact, as evidenced by this statistic.

In a concerted effort to recognize the outstanding contributions and leadership exhibited by our volunteers, we reinvigorated our Fellowship Program in 2022. This initiative welcomed nine new fellows into our esteemed community. These individuals are exemplary leaders who have made significant and enduring contributions to the dynamic field of health information management, further underscoring the pivotal role that volunteers play in shaping the AHIMA mission and our far-reaching influence.



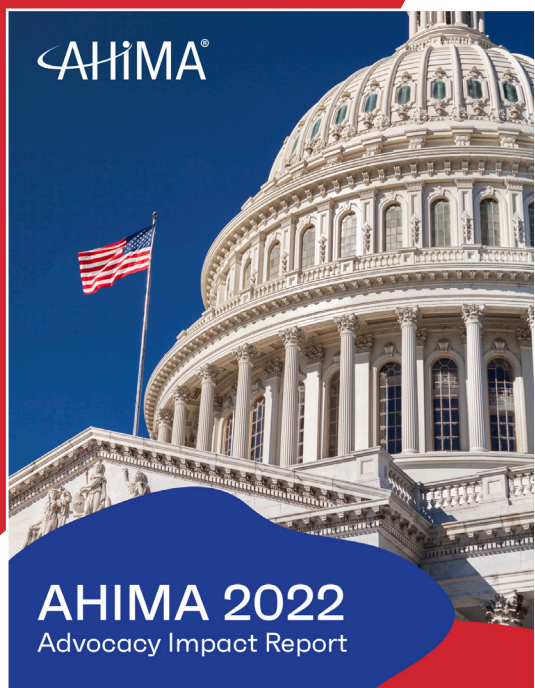
Shaping Policy and Government Affairs

As an authority in health information, AHIMA recognized its pivotal role in shaping health policy. In 2022, we intensified our efforts and investments in policy and government affairs work.

An impressive 30 percent increase in member engagement in advocacy activities showcased the growing influence of AHIMA members. Members from 47 states actively participated in 220 congressional visits during the annual AHIMA Advocacy Summit.

AHIMA was at the forefront of legislative initiatives, leading over 30 organizations in advancing an appropriations request for the Office of the National Coordinator for Health IT. This request included a significant \$5M appropriation in the US House of Representatives' fiscal year 2023 Labor-Health and Human Services-Education and Related Agencies appropriations bill

Notably, AHIMA established the [Health IT End Users Alliance](#), a coalition dedicated to advancing end-user perspectives in healthcare technology, policy and standards development. Joining The Gravity Project, an initiative focused on improving the use and sharing of social determinants of health data, further underlined the influence of AHIMA on healthcare policies.



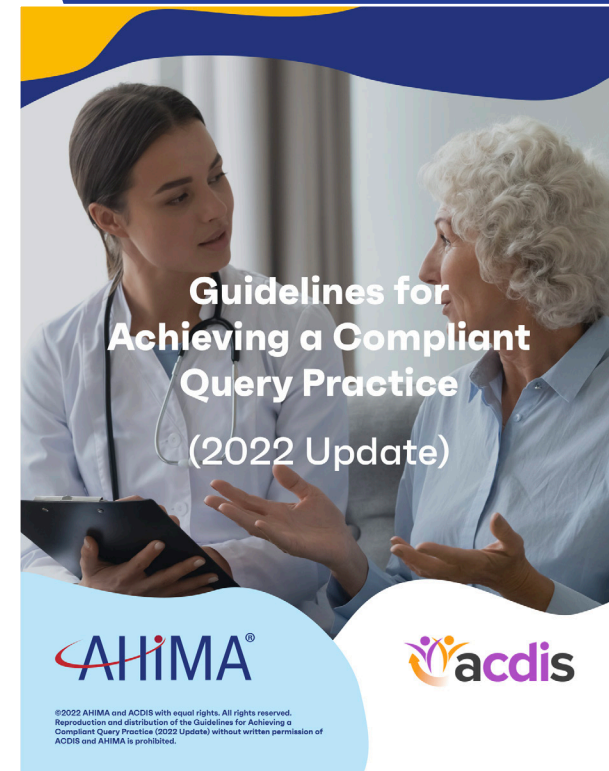
A Commitment to Professional Development and Education

Professional development and education have always been paramount in the AHIMA mission. In collaboration with Johns Hopkins University and the AHIMA Foundation, AHIMA introduced a three-part leadership webinar series titled ‘Leaders in Health Innovation Require Leaders in Health Information,’ which saw a 20 percent increase in attendance compared to the previous year.

AHIMA recognizes the pressing need to equip HI professionals to thrive in the face of evolving healthcare technologies. To address this, a six-part Evolving Healthcare Series of webinars was initiated, providing invaluable knowledge and insight to professionals.

In collaboration with the Association of Clinical Documentation Integrity Specialists (ACDIS), AHIMA created the “Guidelines for Compliant Query” white paper. **This publication garnered significant interest, with nearly 800 downloads and over 1000 views, underlining the demand for accurate and compliant documentation in healthcare.**

AHIMA ventured into partnerships with health systems to improve onboarding processes for new staff in HI departments through the Accelerator Program for New Hires, a testament to its commitment to workforce development.





A Holistic Approach to Workforce Development

Acknowledging the dynamic nature of the healthcare industry, AHIMA realized that a holistic approach to workforce development was needed. This included understanding and influencing economic, policy, and environmental factors.

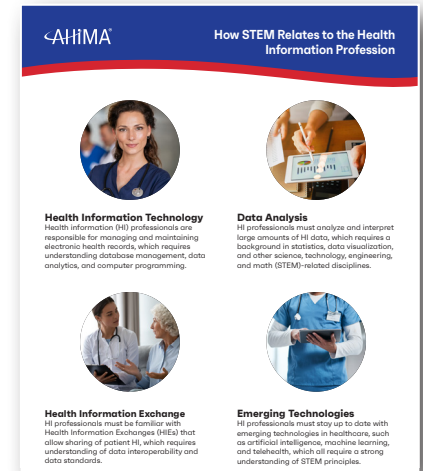
We updated the AHIMA Career Map to identify STEM designations and emerging job roles. AHIMA conducted workshops at key industry conferences, including CareerTech VISION and HOSA - Future Health Professionals International Leadership conferences. These events helped bridge the gap between education and industry, providing a platform for students and professionals to explore and enter the world of health information.

Academic Partnerships: Fostering Health Information Education

Education has always been at the heart of the AHIMA mission, and to enhance this aspect, AHIMA strengthened its academic partnerships.

The AHIMA Assembly on Education (AOE) launched a hybrid model of live and on-demand virtual content, enriching the learning experience. We featured content on Credit for Prior Learning (CPL) during the Educator Luncheon at AHIMA22, promoting the recognition of prior learning experiences.

2022 was a pivotal year as some HIM positions were reclassified as science, technology, engineering, and mathematics (STEM) roles by O*Net Online. This is noteworthy because STEM jobs often come with higher salaries, substantial growth opportunities, and increased job satisfaction. As a result, the AHIMA Council for Excellence in Education™ (CEE) created a STEM Resource Guide for educators. Additionally, the CEE launched the Academic Research Review Program, and produced a Faculty Advisor Toolkit, all providing valuable resources for educators.



Thought Leadership: A Trusted Voice in Health Information

AHIMA recognized its pivotal role as a thought leader in healthcare information. This entailed setting standards, expanding influence through various channels, and actively participating in industry events.

In collaboration with the Office of the National Coordinator for Health Information Technology (ONC), AHIMA released the first definitive standards and specifications guide to address the standardization and management of patient address information. This marked a significant step towards improving patient identification and matching, a critical concern in healthcare.

AHIMA achieved remarkable success in boosting its social media impact. **With a nearly 500% increase in social media engagement and a 280% growth in social media activity, AHIMA reached and resonated with over four million social media users.** Notably, the organization experienced a more than 4,000 percent surge in LinkedIn clicks through to thought-leadership content, a testament to the quality of the insights shared. This accomplishment was complemented by a significant growth in our LinkedIn following, with AHIMA now counting 100,000 followers.

We amplified our reach through the news media, distributing 18 news releases, targeting key publications with proactive media outreach, and ultimately achieving an audience reach of 1.7 million. AHIMA subject matter experts were increasingly sought after by the media, underscoring their position as trusted sources of information and expertise.

AHIMA participated in industry events worldwide, as speakers, panelists, and presenters. From the Modern Healthcare Women Leaders in Healthcare Conference to the GGC eHealth Workforce Development Conference in Dubai, AHIMA was a prominent presence on the national and global stage, sharing insights and shaping the discourse on health and healthcare information management.



Publications: Insightful Content from Healthcare Visionaries

Through an array of publications, AHIMA connects with HI students and professionals, providing the latest content and guidance on standards and best practices. Our commitment to knowledge dissemination is evident in the extensive range of publications and webinars offered.

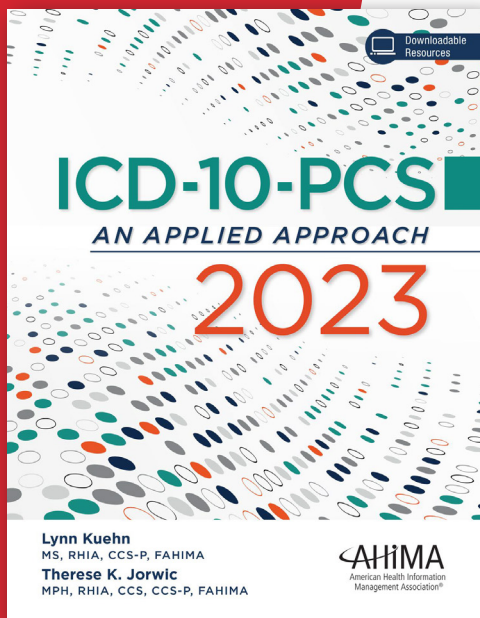
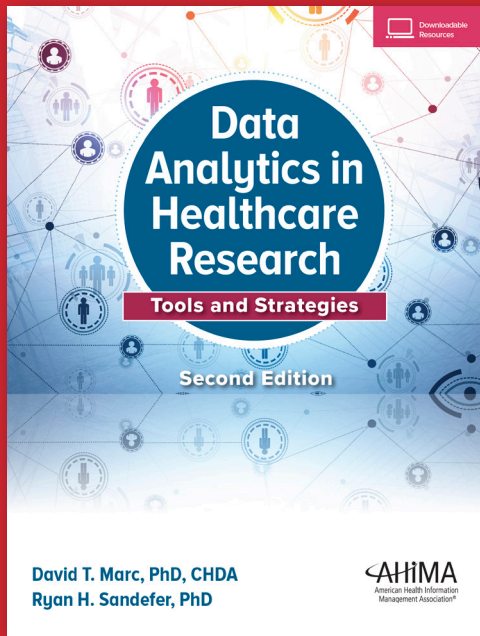
In 2022, AHIMA published 21 books, including new editions of crucial texts like 'Data Analytics in Healthcare Research' and 'ICD-10-PCS: An Applied Approach.' We also updated exam preparation books and annual code books, ensuring that professionals and students have access to the most up-to-date resources.

Moreover, AHIMA delivered over 50 live and on-demand webinars, covering a wide spectrum of topics, and addressing the evolving needs of health information management. These webinars, including offerings for the Assembly on Education Symposium and Student Open House, provided opportunities for continuous learning and professional development.

AHIMA demonstrated its commitment to accessibility by ensuring compliance with the Americans with Disabilities Act (ADA) for all online courses, webinars, and the AHIMA VLab®.

This dedication to accessibility guarantees that everyone has an equal opportunity to benefit from AHIMA resources.

AHIMA recruited a new team in a move to consolidate and enhance its publishing products and services. This team was tasked with streamlining and improving the Journal of AHIMA, developing white papers, and curating strategic content from sponsors and other sources.



Certification: Growth and Innovation

In response to the shifting landscape toward skills-based learning within the healthcare industry, AHIMA has proactively adapted its approach. This adaptation involves the inception of microcredentials, a strategic and skill-focused initiative aimed at advancing careers. The introduction of microcredentials symbolizes our commitment to a forward-looking approach for skill-based recognition and fostering professional development in alignment with the changing dynamics of the healthcare sector.

In 2022, AHIMA administered 8% more exams than the previous year, indicating a growing interest in certification. The number of first-time test takers increased by 4 percent, reflecting a dynamic workforce keen on skill recognition.

In a significant development, AHIMA unveiled information about the new Registered Health Information Administrator (RHIA®) capstone exam for Commission for Health Informatics and Information Management-accredited baccalaureate program graduates. This new exam is tentatively scheduled for deployment as a pilot assessment in March 2024, marking a crucial step in recognizing and nurturing future professionals.

To develop and maintain these certifications, AHIMA recruited, vetted, and trained approximately 285 individuals, including volunteers and subject matter experts. Their expertise and contributions were instrumental in ensuring the credibility and relevance of AHIMA certifications.



Certified Coding Associate (CCA®)



Certified Coding Specialist (CCS®)



Certified Coding Specialist-Physician (CCS-P®)



Registered Health Information Technician (RHIT®)



Registered Health Information (RHIA®)



Certified Documentation (CDIP®)



Certified Health Data Analyst (CHDA®)



Certified in Healthcare Privacy and Security (CHPS®)



International Engagement: Global Reach

The AHIMA mission extends beyond national borders, and in 2022, the organization continued to harness the power of health information to improve healthcare across the globe. **International sales and engagement demonstrated remarkable growth, underscoring the increasing global recognition of AHIMA expertise.**

In an effort to extend its international reach, AHIMA began the development of a standard health information management assessment service. This service, slated for launch in 2023, is designed to cater to the needs of healthcare organizations around the world. An initial class of international specialists was recruited to deliver this service, setting the stage for global healthcare improvement.

To further cater to the diverse needs of different regions, AHIMA transformed the International Advisory Council into smaller Regional Advisory Councils. This approach allowed for a more targeted focus on the specific requirements of European, Middle Eastern, and Asian markets, ensuring the effective application of AHIMA expertise.

The impact of our international engagement is exemplified by securing contracts with the World Bank Group to offer coding education to Southeast Asian hospitals and providing a customized coding microcredential for a business process outsourcer in India. These endeavors underscore our dedication to enhancing healthcare information management on a global scale.

Foundation Initiatives: Breaking Down Barriers for Vulnerable Populations

The AHIMA Foundation recognized that healthcare access and health literacy is a critical issue, particularly for vulnerable populations. In 2022, the Foundation focused on innovative solutions to break down these barriers.

One of the key initiatives was the development of a new Digital Readiness Screener. This screener is intended to be an assessment tool that hospitals and health systems could use to identify and assist patients in their communities in accessing, understanding, and using their health information. The Foundation partnered with Jefferson Health in Philadelphia for a pilot project to test and refine this innovative tool.

In addition, **the Foundation awarded \$81,000 in scholarships to 15 students pursuing degrees in health information, representing a 31 percent increase in completed scholarship applications compared to the previous year.** These scholarships aimed to support and encourage the next generation of healthcare information professionals.





In summary, 2022 was a year of significant achievements for AHIMA, where the organization not only reaffirmed its commitment to its members but also strengthened its influence in shaping health policy, education, and global healthcare information management. **By nurturing the next generation, fostering partnerships, and breaking down barriers, AHIMA continues to be a leading force in health information and policy advocacy**, making a profound impact on the industry and the lives of patients.

FINANCIALS

REVENUE (IN THOUSANDS)

Dues	\$6,438
Assessments/Exams	\$9,072
Meeting/Online Registration	\$2,556
Publications	\$12,488
Advertising	\$429
Donations/Contributions	\$117
Grants/Contracts	\$615
Other Revenue	\$2,302
Total Revenue	\$34,017

EXPENSES (IN THOUSANDS)

Personnel	\$17,596
Professional Fees/Consultants	\$4,470
Outside Services	\$2,116
Travel	\$509
Meetings	\$1,757
Cost of Sales	\$2,244
Marketing	\$1,547
General and Administrative	\$2,872
Scholarships	\$88
Total Expenses	\$33,199
Net Ops	\$818
Non-Operating Income	(\$8,608)
Net Income	(\$7,790)

ASSETS (IN THOUSANDS)

Cash, Cash Equivalents, Investments, & Accrued	
Investment Income	\$58,382
Accounts Receivable	\$3,364
Due from Related Party	\$4
Inventory, Prepaid Expenses	\$4,808
Property and Equipment, Net	\$1,758
Total Assets	\$68,316

LIABILITIES (IN THOUSANDS)

Accounts Payable	\$2,529
Deferred Revenue and Rent	\$9,364
Other Liabilities	\$5,236
Total Liabilities	\$17,129

NET ASSETS (IN THOUSANDS)

Total Net Assets	\$51,187
Total Liabilities & Net Assets	\$68,316