

EMPOWERING PEOPLE TO IMPACT HEALTH

3 Brand Principles and Suggested Lexicon



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AHIMA

Brand Principles

AHIMA and its professional's brand principles are portrayed by certain characteristics. The brand principles signify the basic nature of the professional brand.

Recognize and strive to incorporate these characteristics in all that you do.

We are Empathetic

We communicate through conversations, with authenticity and compassion.

We are Optimistic

We speak with energy, focusing on positive outcomes rather than challenges.

We Demonstrate Fortitude

Our communications are active, not passive. We thrive in our space of change, demonstrating confidence, openness, and adaptability.

Brand Lexicon



Suggested Lexicon

The lexicons were developed to provide you aligned and relevant word choices that best describe AHIMA, health information (HI) Professionals, and the work performed.

LEXICON: **EMPATHY**

accessible	complex	nuanced
authentic	diverse	relevant
care	family	responsibility
choice	human	subtleties
community	inclusive	understanding
compassion	identity	complete
	integrity	

LEXICON: **OPTIMISM**

catalyst of change

miracles

discovery

opportunity

empower

progress

extraordinary

tomorrow

forward-thinking

LEXICON: FORTITUDE

agile

forecast

authority

lean-in

commitment

meticulous

confident

safeguard

continue

stability

courage

strength

dedicated

thought-leaders

evolve

transformation

Adjectives to describe AHIMA and its professionals:

Accessible	Dedicated	Insightful
Active	Diligent	Knowledgeable
Agile	Diplomatic	Meticulous
Attentive	Diverse	Mindful
Authentic	Energized	Nimble
Aware	Engaged	Purposeful
Bold	Flexible	Relevant
Committed	Forward-Thinking	Responsible
Confident	Inclusive	Strategic
Critical	Informed	Unique
Crucial	Innovative	Wise

Synonyms for an AHIMA Professional:

Advisor

Advocate

Authority

Catalyst of Change

Leader

Expert

Specialist

Thought-Leader

Actions taken by AHIMA and our professionals:

Advise

Care

Continue

Discover

Empower

Evolve

Forecast

Govern

Guide

Lead

Lean-In

Navigate

Predict

Protect

Safeguard

Strengthen

Transform

Translate

Uncover

Understand

Adjectives to describe health information:

Active

Nuanced

Complete

Miraculous

Complex

Sophisticated

Dynamic

Exciting

Extraordinary

Human

Inspiring

Invaluable