

EMPOWERING PEOPLE TO IMPACT HEALTH

# Talking Points



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## Talking Points

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Both long and short talking points have been developed to better describe:

- Healthcare
- Health Information
- AHIMA
- AHIMA Certified Professionals
- Leadership in Health Innovation

Talking points provide clarity and position for the positive impact that AHIMA's health information professionals have on patient care, innovation, and leadership—working to ensure that professionals are top of mind and are always considered for relevant roles, conversations, and insights.

# On Healthcare

Healthcare is a sandbox for research, exploration, and progress. It is a space filled with remarkable discoveries and extraordinary outcomes, where yesterday's miracles are transformed into today's standards of care.

Today, healthcare has grown beyond its traditional and established silos, ever-changing and constantly evolving. Healthcare is now everywhere; we wear it on our wrists, collect it on our phones, and engage with it in our homes and workplaces. Advancements in the healthcare space continue to surpass our expectations because they are driven by a properly-managed foundation of health information.

AHIMA and the professionals we serve work to ensure that tomorrow's healthcare will be even more connected, more accurate, more innovative, and more extraordinary than ever before.

# Healthcare Talking Points

Talking Points identify critical messages to include when communicating about a specific topic.

Healthcare—and health information—is everywhere.

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Health information is critical to healthcare evolution.



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# On Health Information

Health information is complex, nuanced, and ever-changing. An electronic signifier of identity, its integrity is as essential as a fingerprint, or social security number.

The data that comes with every healthcare experience—every conversation, knee tap, and blood draw—generates essential information that can significantly impact our personal and collective wellbeing.

The responsible collection, protection, and analysis of health information allows practitioners to provide effective care, innovative economic engines to run, researchers to make life-saving discoveries, and individuals to maintain good health.

Because of its uniquely-human characteristics, the proper management of health information requires a diverse range of expertise and a deep understanding of a space that is in constant evolution. AHIMA-certified professionals keep health information human. Our credentials are proof of our commitment to staying informed and up to date in the subtleties of this critical resource.

# Health Information Talking Points

Health information is human information.

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Health information drives innovation.

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Health information impacts wellbeing.



# On AHIMA

AHIMA is the leading voice of health information. Using our deep understanding of health information, we lean into the future and forecast where healthcare will move next.

As advocates and educators in an ever-evolving space, we are dedicated to providing our professionals and their partners with the support and insights they need to continue leading the evolution of healthcare.

We embrace the new opportunities for growth that emerge within our profession, every day. AHIMA-Certified professionals ensure that the sensitive health stories of the patients in our care remain accurate, accessible, protected and complete, at all times.

# AHIMA Talking Points

AHIMA is the voice of health information within healthcare.

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AHIMA is an advocate and an educator for the health information community.

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AHIMA professionals embrace new opportunities and technology.



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# On AHIMA-Certified Health Information Professionals

AHIMA-Certified Health Information Professionals keep health information human. As leaders at the intersection of healthcare, technology, and business, we possess a uniquely comprehensive view of a resource that is critical to meaningful health innovation. The accuracy, protection, and accessibility of health information remains our priority as the definition of healthcare continues to evolve.

By ensuring that the person in front of the data is always considered, and remains connected to their information at every touchpoint, we empower our partners in both traditional and emerging health spaces to make effective—and often life-saving—decisions.

Our AHIMA credentials serve as a mark of confidence for the organizations we steer and the patients we serve, proving our expertise in an ever-transforming space.

# AHIMA-Certified Professional Talking Points

AHIMA-certified professionals  
keep health information human.

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AHIMA-certified professionals are  
leaders at the intersection of  
healthcare, technology, and business.

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AHIMA-certified professionals  
empower our partners.



# On leadership in Health Innovation

Leadership in health innovation requires leadership in health information. For organizations in healthcare, technology and business, having a complete understanding of health information and its associated opportunities and risks, is critical to continued success.

A person's health information is their most valuable information. When your team handles it in any capacity, you become a stakeholder in that person's wellbeing. To ensure the health information your organization collects is used safely and to its full potential, a critical perspective is required.

AHIMA-certified professionals see the people behind the data. We translate the output of information into strategic insights that evolve into meaningful outcomes, and safeguard your organization from legal, financial, and ethical risk. AHIMA credentials are proof of a robust education and an ongoing commitment to staying relevant in a complex and evolving space. Effective leadership teams in traditional and emerging health spaces require the critical perspective of a trusted, AHIMA-certified professional.

# Leadership Talking Points

Leadership in health innovation requires leadership in health information.

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AHIMA-certified professionals protect organizations from risk.

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When your team handles a person's health information, you become a stakeholder in their wellbeing.

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Leadership teams in healthcare, technology and business require an AHIMA-certified professional.



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