



DATA
FOR **BETTER**
HEALTH®

2024 IMPACT REPORT

2024 DATA FOR BETTER HEALTH® IMPACT REPORT



Better health and improved health outcomes are impacted by factors beyond the care a person receives from their clinician. Those factors, such as food insecurity, housing status, and transportation needs, are referred to as social determinants of health (SDOH), which affect quality of life, health, and healthcare outcomes.

When SDOH data is appropriately collected, used, and securely shared, the entire healthcare team can gain insight into various elements that make up a person's medical and non-medical story, allowing them to collaborate on improving an individual's overall health and wellbeing.

Data for Better Health® was launched in 2023 to increase awareness of how collecting, using, and sharing SDOH data can improve individual and community health and healthcare outcomes. As part of this work, AHIMA has four key goals:

- Engage healthcare professionals working with SDOH to understand the business case for the collection of SDOH data and share strategies for success.
- Educate and engage with consumers to build trust and a greater understanding of SDOH data and the benefits of sharing SDOH information with healthcare professionals.
- Advance policy and advocacy among policymakers by developing and promoting an SDOH data advocacy agenda.
- Support innovation within the healthcare ecosystem to accelerate adoption of best practices and new models.

**AHIMA made great strides to advance this work in 2024.
Learn more about the accomplishments on the next page.**



ENGAGING HEALTHCARE PROFESSIONALS WORKING WITH SDOH DATA



AHIMA participated in a variety of speaking engagements in 2024 focused on sharing strategies for success related to the collection, sharing, and use of SDOH data. This included:

- [Solventum's Inside Angle Podcast](#), where AHIMA staff spoke with Solventum's Chief Population Health Officer, Dr. Melissa Clark, about how we can harness social determinants of health data to impact health outcomes.
- The 10th Annual SDOH and Health Equity Innovations to Transform Population Health Summit and the Institute for Healthcare Improvement Forum where AHIMA Board members discussed the business case for collecting, using, and sharing SDOH data and offered strategies for success.
- Hosting a human-centered design workshop at the RISE Summit on Social Determinants of Health in April 2024 in collaboration with [Do Tank](#). The workshop focused on building solutions around key challenges related to the collection, sharing, and use of SDOH data.
- The RISE Bedrock of Healthcare virtual event where AHIMA staff shared information and guidance on how to code for social determinants of health.
- Presentation to members of [The Root Cause Coalition](#). The webinar highlighted best practices related to the collection, use, and sharing of SDOH data. It also featured lessons learned from Data for Better Health, including the need to work together with both internal and external stakeholders to maximize the value of SDOH data and improve outcomes.
- AHIMA staff had an opportunity at the RISE Population Health Summit in December 2024 to discuss how AI tools may be deployed for population health, including how AI could be used to improve the collection, sharing, and use of SDOH data.

By the numbers...

- **10 speaking engagements** at conferences, podcasts, and webinars.
- **One** Data for Better Health Executive Leadership Summit.
- **104 percent increase** in social media engagement related to Data for Better Health.
- **21 collaborations** with other healthcare organizations.
- **17 percent increase** in participation in quarterly Data for Better Health Data Break webinars.
- **39 employees** volunteered for the Data for Better Health Impact Season, resulting in a total of 156 volunteer hours.

To further engage healthcare professionals working with SDOH data, AHIMA hosted four quarterly Data for Better Health Data Break webinars last year. These webinars provided a deep dive into how organizations are successfully capturing, using, and sharing SDOH data. Speakers included leaders from UCLA Health, Cedars Sinai, Cameron Memorial Community Hospital, and Inova. Webinar attendance grew steadily throughout 2024.

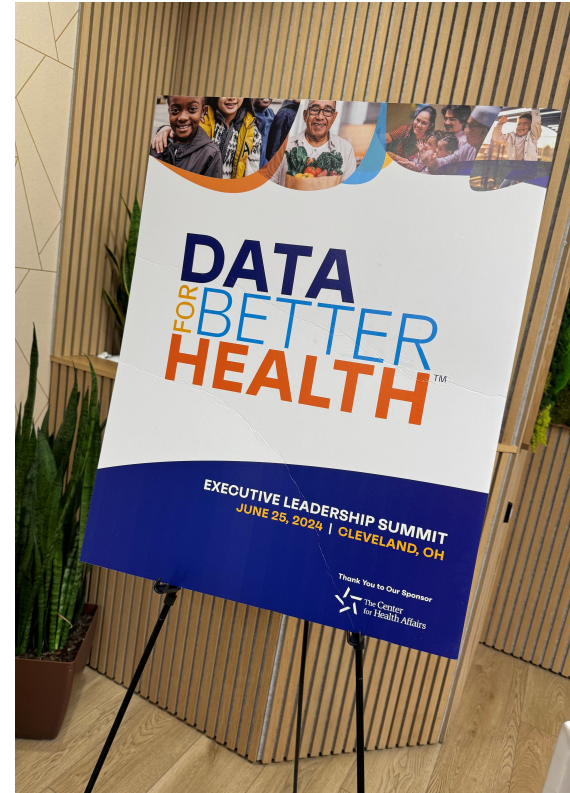
AHIMA also hosted a series of events for health information professionals last year. AHIMA's 2024 President and Board Chair, Mona Calhoun moderated a panel discussion with Children's National Hospital, IMPACT DC, and the Children's Hospital Association at the AHIMA Advocacy Summit. The panel discussed best practices for collecting, using, and sharing SDOH data and how they are using data to impact public policy.

DATA FOR BETTER HEALTH LEADERSHIP SUMMIT



In June 2024, AHIMA hosted an Executive Leadership Summit in Cleveland, Ohio in partnership with the [Center for Health Affairs](#). The Summit was an opportunity for healthcare leaders to connect, network, and learn from each other. At the Summit, speakers discussed the importance of setting priorities and ensuring consistency with the organization's mission and values, bringing the right team to the table including clinicians, population and community health leaders, social workers, community health workers and HI professionals. Speakers and attendees also shared and discussed crucial questions such as:

- How do we build trust with patients, providers, community-based organizations, and others needed to improve health outcomes and health equity?
- How do you adjust clinical workflows to manage screening and referrals?
- What resources do teams need, including technology, to do this work?
- How do you use, evaluate, and secure SDOH data once it is collected?



AHIMA24 CONFERENCE

AHIMA also hosted several activities related to Data for Better Health at the AHIMA24 Conference in October 2024 including:

- A pre-conference workshop entitled: "How Collecting, Using, and Sharing SDOH Data Can Improve Health and Healthcare Outcomes."
- A general session panel moderated by AHIMA's 2024 President-elect, Maria Caban Alizondo, entitled, "Improving the Collection, Sharing, and Use of SDOH Data: Lessons Learned from Data for Better Health®." Fellow panelists included Thea Campbell, AHIMA Board member and Roy Jedeikin, Chief Medical Officer, Phoenix Children's Care Network, and Lauren Riplinger, AHIMA Chief Public Policy & Impact Officer. The panel discussed lessons learned from Data for Better Health and shared their own experiences as well as opportunities and challenges related to this work.



AHIMA also issued a [2-page issue brief](#) summarizing the learning from the first year of the Data for Better Health initiative.

ADVANCING POLICY AND ADVOCACY AMONG POLICYMAKERS BY DEVELOPING AND PROMOTING A SDOH DATA ADVOCACY AGENDA



Leveraging its Data for Better Health Advocacy Agenda, AHIMA engaged in several activities in 2024 to drive public policy changes at the federal level that improve the collection, sharing, and use of SDOH data. This included providing substantive input on policy requests such as:

- Engaging in work with [The Gravity Project](#) to inform proposals to the ICD-10 Coordination and Maintenance Committee to improve the collection and accuracy of SDOH-related codes.
- Joining the [Whole Child Health Alliance](#) led by Nemour Children's Health. The coalition advances whole child health models that promote children's optimal health, development, and well-being across the life course while improving health equity through delivery and payment reforms. Whole child health models engage child health providers, payers, community-based organizations, and other multisector partners in improving population health and addressing social needs and broader social determinants of health affecting children, youth, and their families.
- Providing [comments](#) to the Centers for Medicare and Medicaid Services (CMS) regarding proposed changes to the severity designation of the seven ICD-10-CM diagnosis codes that describe inadequate housing and housing instability from a non-complication or comorbidity (NonCC) to complication or comorbidity (CC).
- Providing [comments](#) to CMS regarding a Request for Information included in the CY25 Physician Fee Schedule Proposed Rule.
- Endorsing and promoting an email campaign for S 1769/HR 3805, the Kickstarting Innovative Demonstrations Support (KIDS) Health Act of 2023 which resulted in more than 430 letters to Congress in support of the issue. This bill would enable states to improve health information technology systems to better facilitate data sharing, early intervention, and care coordination across child-serving sectors.
- With the Health IT End Users Alliance, commented on the Assistant Secretary for Technology & Policy's (ASTP) Health Equity by Design proposed approach.

In addition, AHIMA staff participated in the RISE/Aligning for Health SDOH Policy Forum in Washington, DC in December 2024 where they discussed the public policy environment related to SDOH data following the November election.

SUPPORTING INNOVATION WITHIN THE HEALTHCARE ECOSYSTEM TO ACCELERATE ADOPTION OF BEST PRACTICES AND NEW MODELS



AHIMA is uniquely positioned to lead work that accelerates the collection, use, and sharing of SDOH data. This requires us to drive change among healthcare professionals, engage consumers, shape policy, and accelerate use of SDOH data to truly improve health outcomes. However, this transformational change starts at the staff and organizational level.

In 2024, AHIMA launched its first Data for Better Health Impact Season. The goal was to engage and empower AHIMA and HCPro staff to impact health through volunteer opportunities related to social determinants of health. As part of this initiative, staff had an opportunity to spend four hours in the summer/fall of 2024 volunteering in support of the Data for Better Health initiative.



The theme for the 2024 Data for Better Health Impact Season was food insecurity.

Thirty-nine employees volunteered as part of the Impact Season for a total of **156 hours**. Volunteers covered twelve states including Arizona, Illinois, Indiana, Massachusetts, Maryland, North Carolina, New Hampshire, New York, Tennessee, Virginia, Wisconsin, and West Virginia. Large group activities took place in Boston, Chicago, Washington, DC, and Nashville. We look forward to expanding these activities to include AHIMA members in 2025.

GOING FORWARD: OPPORTUNITIES FOR 2025



2025 presents new opportunities to drive our Data for Better Health work even further. This includes a focus on developing additional resources and white papers for the health information profession and beyond that supports a better understanding of the importance of SDOH data and how it can be used to improve peoples' health and quality of life. This includes how we can build better trust with consumers to develop a better understanding of SDOH data and the benefits of sharing this information with healthcare professionals. We look forward to engaging AHIMA members, AHIMA certified professionals, and the broader healthcare community on activities related to Data for Better Health in 2025.

