

**2011 - 2012 Strategic Plan
Virginia Health Information Management Association
August 25, 2011**

Strategic Priority	2011-2012 Strategy	2011-2012 Plan	Discussion	Responsibility
	<ul style="list-style-type: none"> Scholarships 	<p>Wallace, Diana Jenkins, Karen Phipps, Lisa, Smith, Marion Swaim (someone from Sentara). Three face to face meetings and four to six webex meetings. Assign duties to members of the Committee. Kim Spencer – involve Director at Martinsville.</p> <p>Education Refreshers: training and focusing A & P, Team Talks beneficial, AHIMA reseller program – CSAs offer AHIMA curriculum through arrangement, online portal managed by us, financial agreement between AHIMA and us. Dawn Morrisey contacted for cost. Gloria seriously investigate. Gloria sending link for us to review. Lisa agrees. Working with Elsevier (MC Strategies). Offer members that speak at roundtables \$250.00 to give 2 hours.</p> <p>Offer CCS prep course for a fee. Other States do and extremely well attended.</p> <p>HILL DAY – Increase time frame between Hill Day events, to coincide with new Presidential terms (next one</p>	<p>Scholarship Committee: Kristin Williamson</p>	<p>Teresa Brown</p>

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		<p>2013). Appoint a member to serve as “Legislative Liaison” who would stay up to date on issues being discussed in Richmond and make the Board of Directors aware of any issue requiring our involvement between Hill Day events. Teresa Brown will contact Joan Arruabarrena, RHIA to see if she would be interested in assisting in this role. Once determined, the Legislative Liaison will work with Allison Viola and Dan Rode.</p>		
<p>Grow and Strengthen AHIMA/VHIMA</p>	<ul style="list-style-type: none"> • Letter to HIM Departments at all hospitals in State • Letter to schools in State offering HIM programs 	<p>To encourage new members and/or active participation, send letter to HIM Departments at all hospitals in Virginia and all schools in Virginia offering HIM programs with copy of most recent newsletter. Also mail to physician practices.</p>	<p>April 2011 Environmental Scan:</p> <ul style="list-style-type: none"> ➤ #2 Social Environment ➤ #2 Geographical Environment <p>Committee Chairs: Nominating Committee: Sharon Boggio Membership: Karen Phipps</p>	<p>Teresa Brown</p>
<p>Coding Roundtable</p>	<ul style="list-style-type: none"> • Utilize WebEx for meetings to encourage more attendance, less cost to members 	<p>Get final list of Committee members and put in newsletter. Schedule set for meetings. At least one per quarter – October if possible.</p>	<p>April 2011 Environmental Scan:</p> <ul style="list-style-type: none"> ➤ #1 Political Environment 	<p>Gloria Litton</p>
<p>Communication</p>	<ul style="list-style-type: none"> • Up-to-date newsletters • E-mail blasts • Survey Monkey • WebEx • Letters hospitals/physician 	<p>Print advertisement in Richmond area for VHIMA, State Convention.</p> <p>Invite AAPC to local/State meetings. Gloria will follow up</p>	<p>April 2011 Environmental Scan:</p> <ul style="list-style-type: none"> ➤ #1 Geographical Environment 	<p>Kim Spencer Teresa Brown Terry Santana-Johnson</p> <p>Gloria Litton Allison Viola</p>

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	practices/schools <ul style="list-style-type: none"> • CEC • Info at VHIMA.org 	from AHIMA/AAPC to see about certification for approved CEUs. Michael Neoprom (?), Allison will help with contacting him.	Public Relations/Newsletter Chair: Kim Spencer	
Annual Convention 2012	Hilton Richmond Hotel & Spa/Short Pump Richmond, VA April 17 (Board), April 18-19, 2012	Pay Pal issues (registering for someone else and not having all names). Include directions on how to register. Open up registration now for hotel and vendors. Forward info on our meeting to VHQC for networking, continuing education. Sally Cook, on their webpage.	Committee Chairs: Vendor: Teri Jones Program: Christina Upton Arrangements: Loren Theirren Registration: Teresa Harris Silent Auction: Kim Spencer	Various Convention Committee Chairs/Committees