






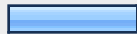




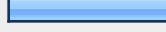
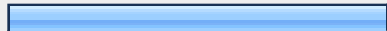









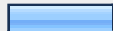




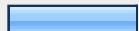

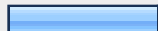






# 2010 AHIMA Environmental Scan

1. YOUR CREDENTIAL			
		Response Percent	Response Count
RHIA		29.8%	136
<b>RHIT</b>		<b>50.8%</b>	<b>232</b>
CCS		3.1%	14
CCS-P		1.5%	7
None		10.9%	50
CCA		3.9%	18
		<b>answered question</b>	<b>457</b>
		<b>skipped question</b>	<b>3</b>

2. Years as a AHIMA/WHIMA Member?			
		Response Percent	Response Count
less than 1		4.8%	22
1-5		19.5%	89
6-10		13.8%	63
11-15		13.1%	60
16-20		10.5%	48
21-25		13.8%	63
<b>over 25 years</b>		<b>24.5%</b>	<b>112</b>
		<b>answered question</b>	<b>457</b>
		<b>skipped question</b>	<b>3</b>

3. Your Primary Work Setting?			Response Percent	Response Count
Acute Care Hospital			58.1%	257
Clinic or Physician Practice			13.3%	59
Consulting Service			4.1%	18
Educational Institution			6.6%	29
Behavioral/Mental Health			2.3%	10
Long-term Care			5.4%	24
Home Health or Hospice			1.1%	5
Ambulatory Surgery Center			0.5%	2
Non-Provider Setting			8.6%	38
		<b><i>answered question</i></b>		<b>442</b>
		<b><i>skipped question</i></b>		<b>18</b>

4. Primary Job Title?			
		Response Percent	Response Count
Administrator		0.7%	2
Analyst		15.9%	48
Assistant Director		1.3%	4
Chief Information Officer		0.7%	2
Compliance Officer		1.7%	5
Consultant		5.6%	17
Director		19.5%	59
HIM Faculty		12.6%	38
<b>Manager</b>		<b>22.8%</b>	<b>69</b>
Registrar		3.6%	11
Supervisor		8.3%	25
Team Leader		5.6%	17
Transcriptionist		1.7%	5
		Other (please specify)	202
		<b><i>answered question</i></b>	<b>302</b>
		<b><i>skipped question</i></b>	<b>158</b>

**5. Select Only 2 Priorities (select one statement as *Extremely Important* = 1st priority; select one statement as *Important* = 2nd priority)**

	<b>Extremely Important</b>	<b>Important</b>	<b>Rating Average</b>	<b>Response Count</b>
Access to affordable continuing education & skills development	<b>72.4% (233)</b>	27.6% (89)	1.28	322
Emphasis on skill development so that HIM professionals are recognized as experts in e-HIM	44.6% (104)	<b>55.4% (129)</b>	1.55	233
Recruitment of members and students	17.6% (6)	<b>82.4% (28)</b>	1.82	34
Motivate students entering the HIM profession to timely obtain their credentials	26.5% (9)	<b>73.5% (25)</b>	1.74	34
Retention and engagement of the diverse membership	21.4% (12)	<b>78.6% (44)</b>	1.79	56
Proactively identify emerging trends in which AHIMA could become the professional content leader	40.1% (73)	<b>59.9% (109)</b>	1.60	182
Your Other Priority Statement (s) (please specify)				8
<b><i>answered question</i></b>				<b>440</b>
<b><i>skipped question</i></b>				<b>20</b>

**6. Select Only 2 Priorities (select one statement as *Extremely Important* = 1st priority; select one statement as *Important* = 2nd priority)**

	<b>Extremely Important</b>	<b>Important</b>	<b>Rating Average</b>	<b>Response Count</b>
Non-competitiveness of HIM salaries with other healthcare professions	<b>61.1% (99)</b>	38.9% (63)	1.39	162
Promotion and marketing of the profession/credentials to the public at large	44.2% (69)	<b>55.8% (87)</b>	1.56	156
Demonstrating value of professional credentials to employers	<b>57.6% (148)</b>	42.4% (109)	1.42	257
Expand HIM professional awareness to other healthcare professions	40.9% (88)	<b>59.1% (127)</b>	1.59	215
Shortage of workforce in the HIM profession	45.0% (27)	<b>55.0% (33)</b>	1.55	60
Your Other Priority Statement (s) (please specify)				9
<b><i>answered question</i></b>				<b>431</b>
<b><i>skipped question</i></b>				<b>29</b>

**7. Select Only 2 Priorities (select one statement as *Extremely Important* = 1st priority; select one statement as *Important* = 2nd priority)**

	<b>Extremely Important</b>	<b>Important</b>	<b>Rating Average</b>	<b>Response Count</b>
Recognize, embrace & encourage the challenge of different roles for HIM professional preparation & education for new roles in technology, electronic health records (EHR) and informatics	<b>74.0% (251)</b>	26.0% (88)	1.26	339
Establish a baseline of e-HIM knowledge/skill levels in order to implement & utilize e-HIM	22.6% (40)	<b>77.4% (137)</b>	1.77	177
Utilization of technology in member communications such as web sites, communities of practice, e-mail, etc.	36.7% (33)	<b>63.3% (57)</b>	1.63	90
Utilization of technology in consumer education (e.g. Personal Health Record)	23.6% (13)	<b>76.4% (42)</b>	1.76	55
Interoperability of health information across the continuum of care	46.8% (80)	<b>53.2% (91)</b>	1.53	171
Your Other Priority Statement (s) (please specify)				1
<b><i>answered question</i></b>				<b>419</b>
<b><i>skipped question</i></b>				<b>41</b>

**8. Select Only 2 Priorities (select one statement as *Extremely Important* = 1st priority; select one statement as *Important* = 2nd priority)**

	<b>Extremely Important</b>	<b>Important</b>	<b>Rating Average</b>	<b>Response Count</b>
Incorporating other professions to collectively advance the goals and objectives of HIM professionals, e.g. information technology, finance, nursing, etc.	<b>78.2% (280)</b>	21.8% (78)	1.22	358
Encouraging members to become involved at local, state and national levels	31.7% (69)	<b>68.3% (149)</b>	1.68	218
Education of the public and other healthcare professionals about the Personal Health Record (PHR)	26.4% (63)	<b>73.6% (176)</b>	1.74	239
		Other (please specify)		1
	<b><i>answered question</i></b>			<b>416</b>
	<b><i>skipped question</i></b>			<b>44</b>

<b>9. Select Only 2 Priorities (select one statement as Extremely Important = 1st priority; select one statement as Important = 2nd priority)</b>				
	<b>Extremely Important</b>	<b>Important</b>	<b>Rating Average</b>	<b>Response Count</b>
Implementation of ICD-10-CM & ICD-10-PCS	<b>59.8% (122)</b>	40.2% (82)	1.40	204
Reimbursement changes negatively impacting healthcare operations, e.g. Recovery Audit Contractors (RAC), Pay for Performance, Ambulatory Payment Classification (APC) bundling, etc.	<b>59.8% (110)</b>	40.2% (74)	1.40	184
Standardized federal and/or state regulations that address electronic health records	<b>53.0% (79)</b>	47.0% (70)	1.47	149
Promotion of HIM credentials to external regulating agencies including the Center for Medicare & Medicaid (CMS) and state agencies	39.3% (35)	<b>60.7% (54)</b>	1.61	89
Protection of data integrity	41.2% (35)	<b>58.8% (50)</b>	1.59	85
Definition of e-discovery and the legal record	35.0% (14)	<b>65.0% (26)</b>	1.65	40
Building alliance activities on the national, state and local levels	36.4% (8)	<b>63.6% (14)</b>	1.64	22
Increased need for legislative and regulatory advocacy	20.0% (4)	<b>80.0% (16)</b>	1.80	20
Impact of American Recovery & Reinvestment Act (ARRA)	21.6% (8)	<b>78.4% (29)</b>	1.78	37
Your Other Priority Statement (s) (please specify)				1
<b>answered question</b>				<b>416</b>
<b>skipped question</b>				<b>44</b>

10. Select Only 2 Priorities (select one statement as <i>Extremely Important</i> = 1st priority; select one statement as <i>Important</i> = 2nd priority)				
	Extremely Important	Important	Rating Average	Response Count
Recruitment & retention of volunteer leadership	38.1% (67)	<b>61.9% (109)</b>	1.62	176
Enhanced communication to & from members through informative & timely media	<b>69.7% (209)</b>	30.3% (91)	1.30	300
Mentoring program	40.5% (66)	<b>59.5% (97)</b>	1.60	163
Involvement in Health Information Exchange (HIE)	39.9% (63)	<b>60.1% (95)</b>	1.60	158
Your Other Priority Statement (s) (please specify)				5
				<b>answered question</b>
				<b>410</b>
				<b>skipped question</b>
				<b>50</b>

11. Comments: Use this space for further explanation of your priorities for AHIMA.	
	Response Count
	25
	<b>answered question</b>
	<b>25</b>
	<b>skipped question</b>
	<b>435</b>

12. Your comments on this process.	
	Response Count
	20
	<b>answered question</b>
	<b>20</b>
	<b>skipped question</b>
	<b>440</b>