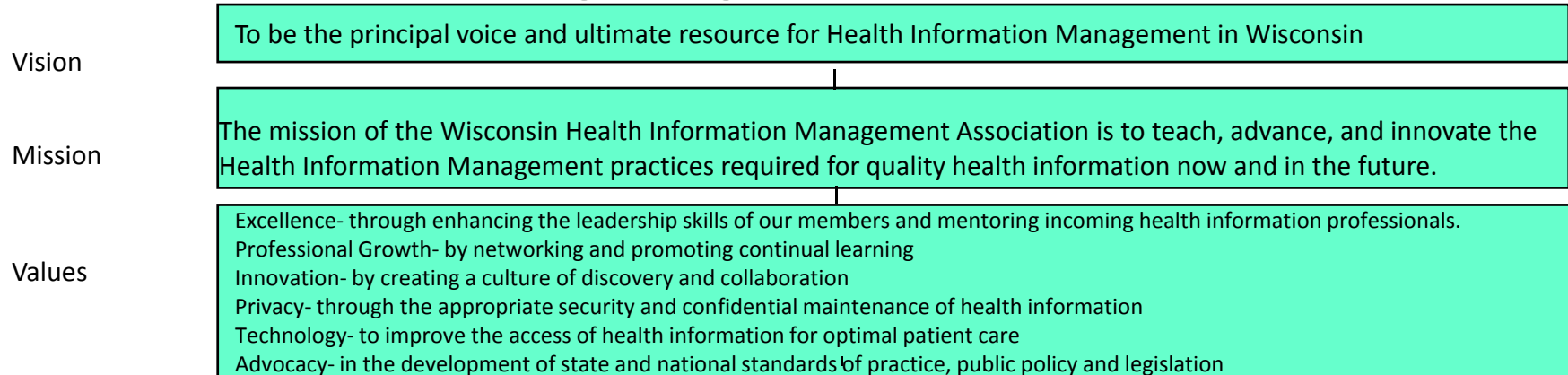
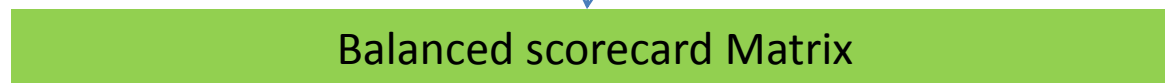
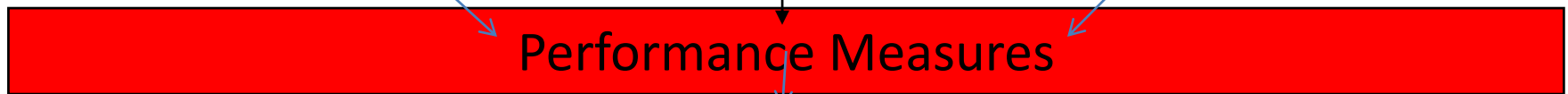
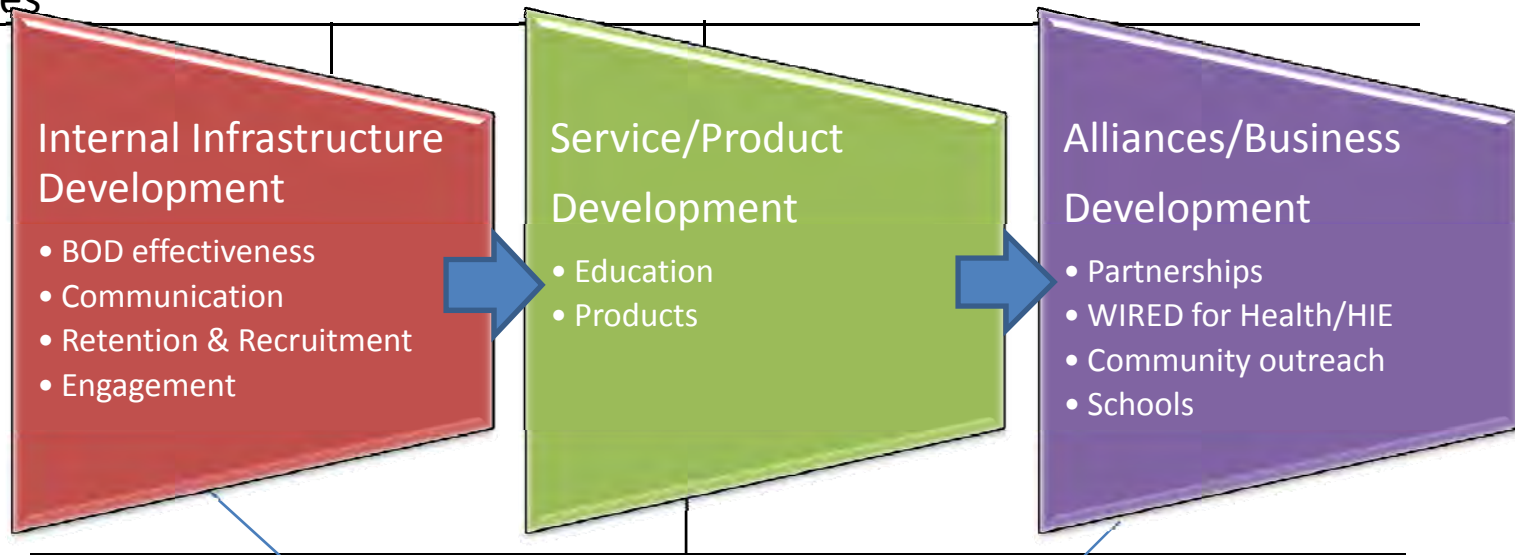


The Strategic Big Picture: WHIMA 2010



Key Strategies



Key Strategies

Internal Infrastructure Development

- BOD effectiveness
- Communication
- Retention & Recruitment
- Engagement of members

Service/Product Development

- Education
- Products

Alliances/Business Development

- Partnerships
- WIRED for Health/HIE
- Community outreach
- Schools

Internal Infrastructure Development

BOD Effectiveness

- Alignment of Work Teams } BOD
- Adequate number of volunteers to complete tasks } BOD
- Monitor team effectiveness } BOD & BOD Liaison
- Participate in HOD } Delegates

Communication

- Board Activities to members } BOD & E-communications Team
- Website } E-communications Team
- CoP } E-communications Team
 - Legislative updates } P & L Team
- Social Media } E-communications Team

Retention & Recruitment

- Retain & Increase number of members } Ambassador Team
- Retain & Increase number of volunteers } Ambassador Team
- Promote students to enter profession } Ambassador Team
- Market Profession } Ambassador Team

Engagement

- Increase member participation in voting, surveys, etc } All
- Advocacy – legislation & regulatory } P & L Team
- Mentor students } All
 - Scholarships } Scholarship Team
- Succession planning & recognition } All/Nominating/VIP Team

Service/Product Development

Education

- Topics (ICD-10, EHR, Privacy & Security, new legislation)
- Conferences
 - Annual/Fall/Leadership
 - Spirit Team assists annual conference team
- Workshops } Workshop Team
- Webinars } Workshop Team

Products

- Legal Resource Manual } LRM Team/P & L Team
- Professional Practice Manual } PPM Team
- The Link Newsletter } Link Team

Alliances/Business Development

Partnerships

- With other organizations (HIMSS, SMS, AAPC) } Ambassador Team
- With other health care associations (WCHQ) } Ambassador Team
- With other CSA's } BOD/ED & Ambassador Team

WIRED for Health/HIE

- Participate in committees } Select member participation
- Support initiatives } BOD

Community Outreach

- Educate public and other HC professionals
 - myPHR – Consumer Education Team
 - EHR/HIE – Consumer Education Team

Schools

- Promote profession } Ambassador Team
 - High schools/tech schools
 - Bachelor online programs/UW Milwaukee Masters Informatics

