

Success Through Collaboration

2025 AHIMA Report to MTHIMA

Presented by: Dr. Sandra Brightwell, RHIA, FAHIMA and Dana Perrinon
Wednesday, May 7, 2025



Success Through Collaboration

Opening Remarks



Success Through Collaboration

AHIMA's North Star: We are a membership organization that exists for the benefit of our members, providing high quality professional development opportunities and resources to advance your careers and support those working in Health Information.

Key Topics and Updates



MyAHIMA Hub Update



AHIMA Financial Update



Member Value Enhancements



Elevating Our Credentials with Employers



Advocacy & Public Policy
(shared separately in video format)

MyAHIMA Hub Update

Situation: Pre - Altai/Dynamics

Why was a change needed?

Problem: Outdated Association Management System

- Struggled with revenue recognition, inventory management, and member data quality
- Lacked integration capabilities and created a poor member experience

Solution: New AMS - Altai

- RFP process, including reference checks (certification-specific)
- Altai selected: Strong association portfolio, PearsonVue experience, and certification management expertise

Project Timeline & Challenges

- Implementation began in 2021, targeted for early 2023 completion
- April 2024: Ultimatum issued to Altai for delivery
- July 2024: Go-live date set

Key Implementation Challenges

What issues were encountered?

- **Data Migration:** Inconsistencies found in the data migrated by Altai between our old system and Dynamics
- **Process Integration (Certification):** 70% of customer service calls due to certification/recertification issues (incorrect resets, missing/applying CEUs)
- **E-commerce:** Major pain point with search, coupons, and shopping cart processing
- **Performance:** System undersized, resulting in slow load times and poor performance
- **Financials:** Taxation of memberships and coupon rewards; requires 3rd-party tax consultant.
 - Reporting issues affecting reconciling membership numbers, CA rebates, additional financial reports

Achieving Stability

What's being done?

Actions Taken:

- Increased staffing in call center, customer service, IT, and order fulfillment
- Engaged Alta's parent company, Harris Computer to facilitate faster outcomes
- We will remain on the Dynamics platform but will partner with a different developer
- We will use HCPro's membership footprint to test the new system
- A new store experience will be available to members in August

Next Steps

A long-term resolution plan has been shared with the Board of Directors. As we continue to make progress, we will keep you informed.

Customer Support

AHIMA is committed to improving customer support by:

- Empowering agents with increased knowledge and training
- Reducing support resolution time
- Improving first contact resolution
- Provide guidance and more personalized support



Questions?

AHIMA Financial Update

Executive Summary

AHIMA is financially solvent and on stronger footing today than one year ago.

- In the first 4 months of 2024, we spent \$770 K more than we brought in
- We reprojected the budget and obtained Board approval in May 2024
- We **saved \$5.2M** in compensation primarily due to a reduction of 42 positions
- We cut unnecessary spending on professional fees and contractor services and **saved \$5.3M**
- Total expense reductions resulted in **\$1.1 million improvement** in operating income against the reprojected budget
- Our 2025 budgeted operating income is expected to **increase to \$2.4M**

AHIMA Summary Q4 – 2024 Income Statement Comparison

	Restated 2024 Budget	2024 Actual	2025 Budget	Q1 2025 Actual
Revenue	\$31,400,000.00	\$31,200,000.00	\$32,250,000.00	\$7,200,000.00
Expenses	\$31,200,000.00	\$29,900,000.00	\$29,850,000.00	\$6,200,000.00
Operating Income	\$200,000.00	\$1,300,000.00	\$2,400,000.00	\$1,000,000.00

*****Numbers shared are unaudited at this time***

Questions?

Member Value Enhancements

Supporting Academic Excellence



New! HI -Powered Podcast:

- First Friday of each month
- Discussions on career advancement and industry trends



Assembly on Education (AOE) Quarterly Connect:

- Educators collaborate on student recruitment, retention, and instruction

Advancing Careers & Professional Growth

AHIMA empowers HI professionals with resources and support to thrive. In 2025 and beyond, we're committed to delivering innovative, high-quality programs, including:

Expanded Learning:

New webinars, boot camps, virtual summits, and *Journal* quizzes

AHIMA 25:

New coding track and pre-conference workshops focused on coding/CDI, health informatics (HI Microcredential Prep), and privacy/security institute is back

Enhanced Professional Development

- **Improved Quality:**

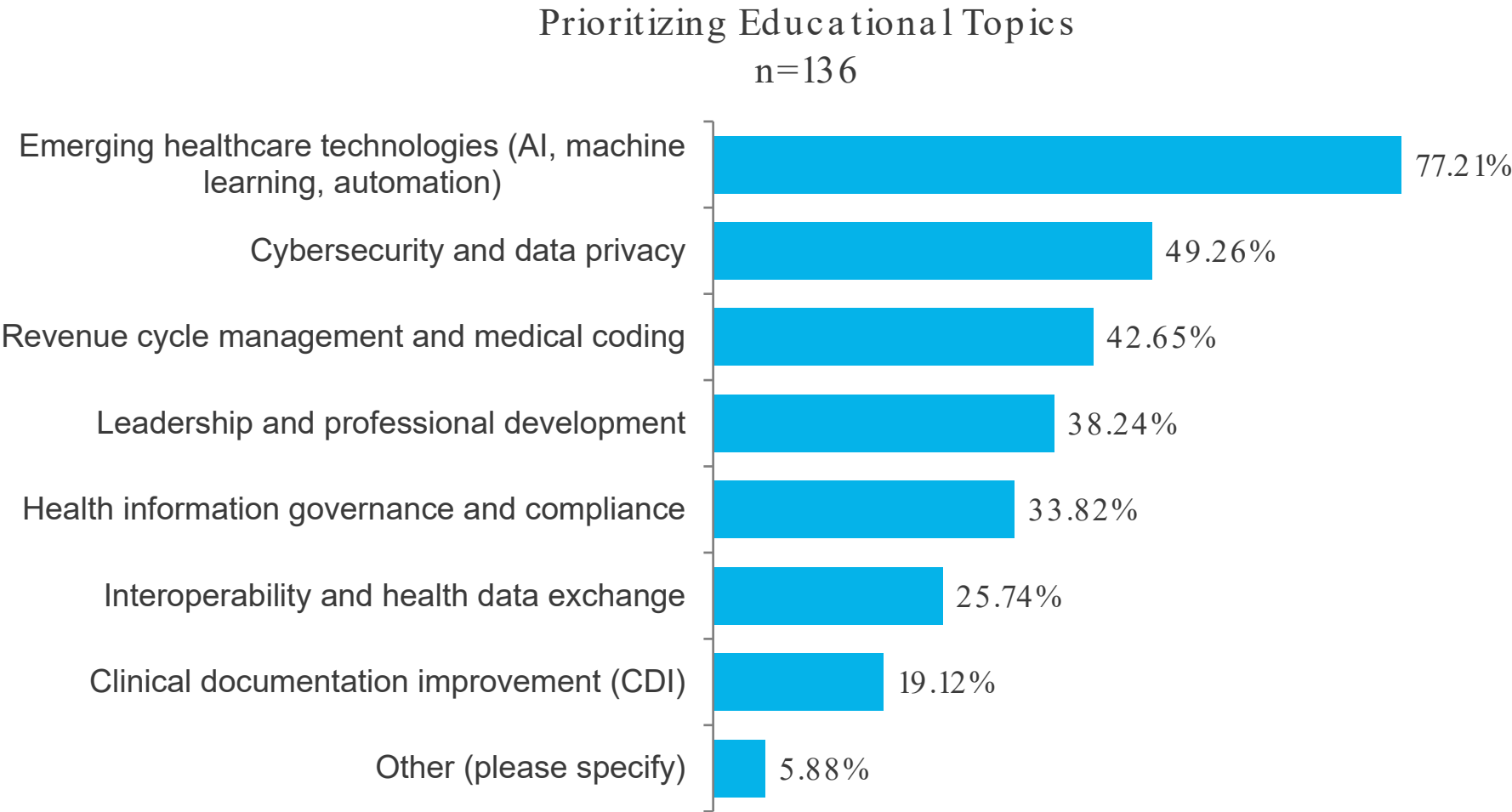
- Gap analyses, outcomes-based evaluations, better learner tracking, bias disclosures, and mid-year audits
- Targeted Communities of Practice (CoPs)

- **Strengthened Train the Trainer Program:**

- Standardized procedures, dedicated staff support, improved communication via the new digital platform, and SME-developed training materials

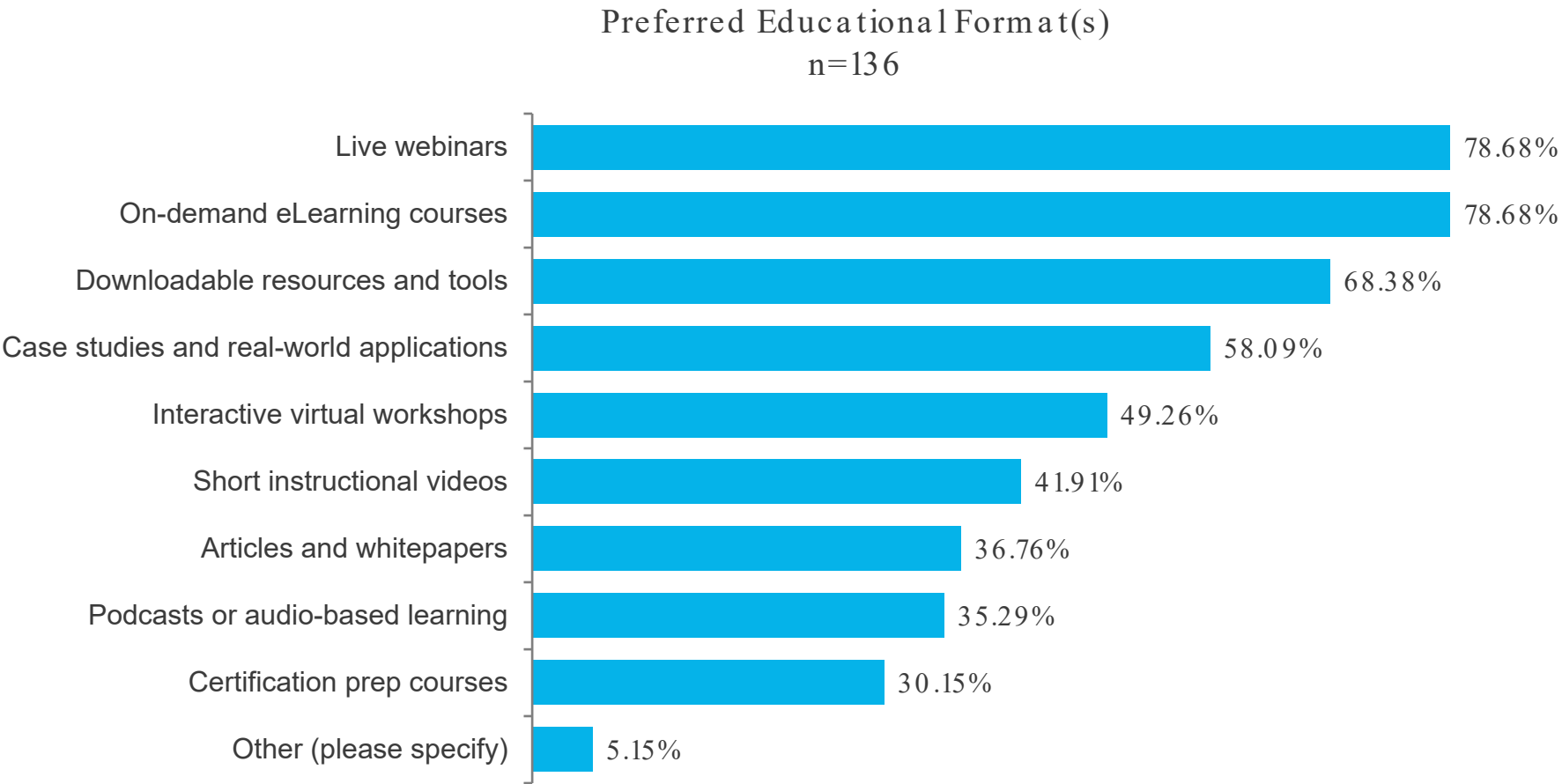
Q1

Which educational topics should AHIMA prioritize in 2025?
(Select up to three)



Q3

Which educational format(s) do you prefer to engage with? (Select all that apply)



Enhanced Credentials & Exam Prep

AHIMA is investing in your professional growth by:

- **Expanding Microcredential Opportunities:** We're reviewing and enhancing existing microcredentials while developing new ones to meet emerging industry needs
 - ROI Microcredential Prep in the works now
- **Improving Exam Preparation:** Structured exam preparation formats are being developed to help you succeed in credentialing
 - Up first is the CHDA (Certified Health Data Analyst)



Webinars and Continuing Education Quizzes

Stay ahead in the ever-evolving health information profession with AHIMA's expert-led webinars and Journal of AHIMA Quizzes. Covering a range of timely and essential topics, these education options provide valuable insights and practical knowledge to support your professional growth. As an AHIMA member, you can apply your coupon rewards toward any **1 CEU** webinar or Journal of AHIMA Quiz, making it easier than ever to invest in your education while maximizing your membership benefits. Use the "[Member Coupon Rewards](#)" filter to quickly find these valuable, members-only learning opportunities and take the next step in advancing your career!

Sort by:

Category 

Filter 

Publish Date

Search by Title Keyword



AHIMA

Publish Date: Nov, 2024

FREE

0 CEU

A Conversation with AHIMA Fellows

Did you miss the Conversation with AHIMA Fellows event? Don't worry—you can still catch all the HI career development content on-demand! Whe...

Watch On Demand



AI

Publish Date: Sept, 2024

FREE

0 CEU

Public Policy & AI

Missed our AI webinar? Dive into the future of HI with insights from top policymakers and AHIMA experts. Learn how AI is transforming the in...

Watch On Demand



AI

Publish Date: Apr, 2024

FREE

0 CEU

Upskilling the Health Information Workforce in the Age of AI

Catch up on the latest AI insights in healthcare with our on-demand webinar, "Upskilling the Health Information Workforce in the Age of AI."...

Watch On Demand

Membership Has Its Rewards

AHIMA members now receive complimentary CEUs through our **Membership Coupon Rewards** program.

Use your coupons to shop for single CEU products of your choice.

Professionals: 5 coupons annually

Professional Premiers: 8 coupons annually

Coupons expire on your annual renewal date and cannot be combined with other offers or used for non-single CEU products. Find your coupons in your MyAHIMA Hub profile under the membership information tab.

Membership Coupon Rewards

The screenshot displays the 'My Profile' page on the MyAHIMA website. The browser address bar shows the URL: <https://my.ahima.org/ams/navigation/my-profile/#/webform/membership-information>. The page features a top navigation bar with links to 'AHIMA International', 'Body of Knowledge', 'Access', and a user profile 'Dana Perrino'. Below this is a secondary navigation bar with tabs: 'MyAHIMA Hub', 'Profile' (active), 'Membership', 'Education & Certification', 'Invoices', and 'AHIMA Store'. On the left side, a sidebar contains two main sections: 'Area of Expertise' and 'Membership Information', both highlighted with blue circles. The main content area displays several membership details, each with a red circle icon for editing: 'Member Type' (Professional Member), 'Component Association' (Florida CA), 'Join Date' (1/4/2022), and 'Dues Paid Thru' (1/3/2026). At the bottom, the 'Member Coupon Rewards' section is highlighted with a red circle, showing a value of '5'. Below this, a text box explains: 'Member Coupon Rewards (replaces Token Rewards). View eligible products in the store under the section Coupon Rewards. Use code MEMBER45 during checkout (only one coupon item per order).' The Windows taskbar at the bottom shows the time as 12:56 PM on 2/13/2025.

Area of Expertise

Membership Information

Member Type

Professional Member

Contact customer service to update.

Component Association

Florida CA

Contact customer service to update.

Join Date

1/4/2022

Contact customer service to update.

Dues Paid Thru

1/3/2026

Contact customer service to update.

Member Coupon Rewards

5

Member Coupon Rewards (replaces Token Rewards). View eligible products in the store under the section Coupon Rewards. Use code MEMBER45 during checkout (only one coupon item per order).

My CEU Table – Professional Membership

Credential	Overall # of CEUs Needed to Recertify	# of CEUs Needed to Meet the 40% Requirement	# of CEUs Included In Membership per Recertification Cycle
CCS	20	8	18
CCA	20	8	18
CCS-P	20	8	18
RHIT	20	8	18
RHIA	30	12	18
CHDA	30	12	18
CHPS	30	12	18
CDIP	30	12	18
CCS + CCS-P	30 (20+10)	12	18
CHPS + RHIT	40 (30+10)	16	18
RHIA + CHDA	40 (30+10)	16	18
RHIA + CDIP	40 (30+10)	16	18
CHDA, CCS, CHPS + CDIP	50 (30+10+10)	20	18

My CEU Table – Premier Membership

Credential	Overall # of CEUs Needed to Recertify	# of CEUs Needed to Meet the 40% Requirement	# of CEUs Included In Membership per Recertification Cycle
CCS	20	8	24
CCA	20	8	24
CCS-P	20	8	24
RHIT	20	8	24
RHIA	30	12	24
CHDA	30	12	24
CHPS	30	12	24
CDIP	30	12	24

When Recertifying at the Premier Level of Membership Your Second + Credentials Are Free

Connect and Grow

AHIMA is adding more opportunities to connect to the HI community:

- Member Town Halls
- New Online Community (Mobile App)
- Career Insights
- Convenient Membership Management



Questions?

Elevating our Credentials with Employers

Communicating the Value, You Bring to Employers

- Elevating visibility
- Research focused
- Communicating impact through data
- Partnership & collaboration



Success Through Collaboration: Summary

- Greater awareness of our system transition & AHIMA finances
- Our commitment to improvement & focus on our members
- How we are working to better meet your professional development & career advancement needs
- Our focus on enhancing our relationship with educators
- The work underway to elevate our credentials with employers
- Using your feedback to inform progress



More Ways to Collaborate

- 5/12–16 Patient ID Week
- 5/30 Award Nominations Close
- 6/6 AI Virtual Bootcamp
- 6/6 Conversation with AHIMA Fellows
- 7/29 Member Town Hall



Questions & Discussion

