



Health Information
Management Association
of Australia Limited
ABN: 54 008 451 910
Ph: +61 2 9887 5001
Fax: +61 2 9887 5895
Locked Bag 2045
North Ryde NSW 1670 Australia
www.himaa.org.au

HIMAA Strategic Plan 2010 – 2013

Dear HIMAA members,

Welcome to a new year that promises to be one of the most interesting and exciting in the recent history of the Health Information Management Association of Australia.

As you will be aware from recent newsletters and other communications, the Board has been working diligently to ensure that the Association continues to support and promote our members in a rapidly changing health environment. The demand for HIMs is perhaps at an all-time high, but at the same time we are at great risk of being overlooked in the changes proposed under the government's planned major health reforms and the move to electronic health records.

To meet these challenges head on, and indeed to be 'ahead of the game', the HIMAA Board with the input of State Branch Presidents have worked to develop a new Strategic Plan 2010-2013 to ensure that we capitalise on all opportunities that the current environment provides, while ensuring we continue to meet the existing and emerging needs of the profession.

Please find enclosed a summary of the new Strategic Plan 2010-2013, which outlines the areas of strategic focus for the Association for the next three years, as well as revised Vision, Mission and Values statements. We will now develop a program of work based on these areas of focus to ensure that this plan leads to real change and action for the Association.

I trust that these statements as well as the areas of strategic focus resonate with you as a member, as the Board and the Association seek to *"promote and support our members as the universally recognised specialists in information management at all levels of the healthcare system."*

Best wishes

Vicki Bennett
President

10th February, 2011

Strategic Plan 2010 – 2013



The Health Information Management Association of Australia

is the national peak body for Health Information Managers in Australia

Vision

Improving the health of Australians through professional information management in healthcare

Mission

HIMAA seeks to promote and support our members as the universally recognised specialists in information management at all levels of the healthcare system

Values

Member Focus

Professionalism

Ethical Practice

Equity

Strategic Areas

| Strategic Area | Strategic Objective |
|-----------------------------------|---|
| Membership | To expand the membership base of HIMAA to include individuals who are engaged in, involved in, or affiliated with the health information management or related field. |
| Positioning & Advocacy | To promote our members as the universally recognised specialists in information management at all levels of the healthcare system. |
| Knowledge Domain | To ensure the Body of Knowledge currency is maintained to meet the evolving needs of the healthcare system, and utilise the HIM Knowledge Domain to differentiate the profession. |
| Professional Development | To provide relevant, current Professional Development opportunities to our members across our Knowledge Domain. |
| Communication | To ensure HIMAA effectively communicates with our members, healthcare policy makers and more broadly with those involved in information management in healthcare. |
| Education Services | To deliver accredited courses across the HIM knowledge domain that are flexible to meet the increasing demand for high quality education and training. |
| Organisational Structure | To ensure the organisation structure and function is set up to implement/attain the strategic objectives. |

Locked Bag 2045
North Ryde NSW 1670

T: +61 2 9887 5001
F: +61 2 9887 5895

W: www.himaa.org.au
E: himaa@himaa.org.au



Strategic Plan 2010 – 2013

Summary of Planned Actions

Strategic Area: Membership

- ◆ Change membership categories/criteria for non – HIMs.
- ◆ Develop a strategy to promote HIMAA and reach potential new members.
- ◆ Reconfigure Organisational Membership.

Strategic Area: Positioning & Advocacy

- ◆ Develop stakeholder engagement and Public Relations plans.
- ◆ Build responsive, collaborative relationships with stakeholders and champions.
- ◆ Refresh the image of HIMs.
- ◆ Respond to submissions, reports and consultations that relate to or impact on health information management.
- ◆ Develop and publish position papers on relevant issues.
- ◆ Establish a peak body to represent all stakeholders in the health information sphere.

Strategic Area: Knowledge Domain

- ◆ Define HIM Knowledge Domain (competencies).
- ◆ Increase the number of resources available: position papers, practice briefs, scientific papers.
- ◆ Develop a scientific review committee for conference papers.
- ◆ Improve ERA ranking of journal through editorial and review process.

Strategic Area: Professional Development

- ◆ Employ a dedicated Professional Development and Policy Officer within the national office.
- ◆ Develop and implement an annual program of Professional Development activities.
- ◆ Support state branches/networks in the provision of Professional Development.
- ◆ Establish a mentoring program to support new graduates in the workforce.
- ◆ Online Resource centre improved and updated, including videocasts of Professional Development events.
- ◆ Online professional credentialling system.
- ◆ Promote HIMAA's Professional Development widely to members and non-members.

Strategic Area: Communication

- ◆ Utilise technology to improve communication.
- ◆ Implement improved communication strategies.
- ◆ Develop Communities of Practice/National SIGs.

Strategic Area: Education Services

- ◆ Utilise new technologies to enhance the delivery of existing education.
- ◆ Develop existing Units of Competency into full AQTF qualifications.
- ◆ Expand the range of courses offered in response to market and member needs.
- ◆ Ensure Education Services are resourced to meet the demand for services.

Strategic Area: Organisational Structure

- ◆ Utilise new technologies to enhance the delivery of Membership Services, Education Services courses and Professional Development.
- ◆ Automate processes to reduce administrative burden on staff and members.
- ◆ Resource states to deliver services to members.
- ◆ Identify what resources are required to support National Office and Board to deal with rapidly changing environment.