AHIMA: Leading Information Governance for Healthcare
AHIMA Panelists

• **Moderator:** Margarita L. Valdez, Director, Congressional Relations, AHIMA

• Angela Kennedy, EdD, MBA, RHIA, President AHIMA

• Meryl Bloomrosen, MBA, MBI, RHIA, FAHIMA, Vice President for Public Policy, AHIMA

• Deborah K. Green, MBA, RHIA, EVP, Operations and Chief Operating Officer AHIMA
AHIMA: Leading Information Governance for Healthcare

- Why Information Governance and Why IG for Healthcare
- IG Defined
- AHIMA’s IG Work Plan
- IG Benchmarking Survey
Why Information Governance (IG)?

- Business and consumer life create 2.5 quintillion bytes of data every day.
- Over 50 million Tweets per day.
- Over 2.9 million emails are sent every second.
- Over 20 hours of YouTube videos uploaded every minute.
- Billion YouTube videos were watched yesterday.
Why IG in Healthcare?

- Payment changes
- Delivery system changes –
  Move from acute to post-acute settings, Increased coordination of care needs
- Data/info imperatives
- Rules and regulations
- Data capture, documentation practices and interoperability - Adherence to standards
Why IG? - Federal Activities: RIM, Data, Standards

- Federal Records Act (FRA)
- OMB and NARA Managing Government Records Directive
- Standards and Interoperability (S&I) Framework
- Mobile Medical Applications Guidance
- Meaningful Use (MU)
- Physician Quality Reporting System (PQRS)
- Comparative Effectiveness Research (CER)
- Federal Rules of Civil Procedure (FRCP)
- ICD10 CM PCS
- HIPAA

http://www.whitehouse.gov/administration/president-obama
http://www.hhs.gov/secretary/about/biography/index.html
http://www.aoc.gov/us-capitol-building
Records Management is the Backbone

“When records are well-managed, agencies can use them to assess the impact of programs, to reduce redundant efforts, to save money, and to share knowledge within and across their organizations. In these ways, proper records management is the backbone of open Government.”

The White House Memorandum re: Managing Government Records, November 28, 2011

“Greater reliance on electronic communication and systems has radically increased the volume and diversity of information that agencies must manage.... But if records management policies and practices are not updated for a digital age, the surge in information could overwhelm agency systems, leading to higher costs and lost records.”
Organizations across industries are recognizing the need to value and control their information. In healthcare we must **value**, **control** and **assure trust** in our information. This requires governance. *Governance requires the adoption and ingraining of principles, a framework, rules and managed processes.*
What is Information Governance?
Gartner Definition for IG

Information Governance:

The specification of **decision rights** and an **accountability framework** to ensure appropriate behavior in the **valuation, creation, storage, use, archiving and deletion of information**. It includes the processes, roles and policies, standards and metrics that ensure the effective and efficient use of information in **enabling an organization to achieve its goals**.
Others’ Definitions for IG

• Having control over all the information that flows through, into, out of, and stays in, an organization. MetLife

• It’s about the policies and the practices that enable you to make decisions about how you’re going to manage your information. NextPage
Others’ Definitions for IG

- *It helps companies enforce the desirable behavior in creating, using, managing and probably most importantly deleting of corporate information.* RSD

- *Application of policy to all information within the organization from the inception and creation of that information in whatever forms that happens to be to its final disposition.* President ARMA International

- *What you want your people and your systems to do with your company records throughout its entire lifecycle.* Proctor and Gamble
IG in Healthcare Includes:

<table>
<thead>
<tr>
<th>Data Quality and Data Governance</th>
<th>IT Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal, e-Discovery, e-Disclosure</td>
<td>Standards, Best Practices, Guidelines, Principles</td>
</tr>
<tr>
<td>Privacy, Security &amp; Confidentiality</td>
<td>Compliance, Risk Management, Patient Safety</td>
</tr>
<tr>
<td>Lifecycle Mgmt: Creation &amp; Capture, Retention, Archiving, Preservation, and Disposal</td>
<td>Clinical Data Capture, Coding, CDI</td>
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</tbody>
</table>
IG for Healthcare

• Governance must be based on accepted industry principles, and should employ an accepted framework

• IG is not JUST needed in hospitals....but in all types of delivery settings, and across the healthcare ecosystem..... Wherever information is exchanged, used, administered, analyzed, released, stored, archived or deleted/destroyed, it must be governed.

• Data and information regardless of medium must be included

• All information must be governed....IG in healthcare cannot be limited to health information
IG for Healthcare

• While All data and information must be governed....

IG for healthcare must emphasize the impact of data integrity on patient safety, quality of care and impact on cost. Data and information integrity will not be achieved without data standards.

Adherence to standards must be core to IG in healthcare. Clinical data capture, clinical documentation, clinical content management AND interoperability require the application of principles, guidelines and standards unique to healthcare.
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- Conducting surveys on IG in healthcare
- Publishing white papers on IG
- Establishing an expert advisory panel
- Develop principles for IG in healthcare
- Developing a maturity model and self-assessment tools
- Developing, refining and providing resources to operationalize IG
- Providing references, webinars and forums to raise awareness of IG
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Healthcare

IG Surveys
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Thought leadership and white papers

Ahima.org/igsurvey

IG@ahima.org
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Expert Advisory Group
Convening healthcare stakeholder groups to develop principles for IG in healthcare
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Example Principles – ARMA International:

Accountability
Transparency
Integrity
Protection
Compliance
Availability
Retention
Disposition

www.arma.org
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• Developing a maturity model and self-assessment tools
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- Developing, refining and providing resources and tools to operationalize IG
- Providing references, webinars and forums to raise awareness of IG
First Benchmarking Survey on IG in Healthcare

AHIMA
American Health Information Management Association®

Cohasset Associates

AHIMA.ORG
AHIMA First Benchmarking Survey on IG in Healthcare

- Survey open during March and April
- Over 1,000 respondents
- Provider and non-provider settings
- Manager, Director, Officer and C-Suite targeted
- Analysis just completed
- White paper released by 5/31/14
### Respondents by Primary Work Setting

<table>
<thead>
<tr>
<th>Primary Work Setting</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Acute Care Hospital</td>
<td>37%</td>
</tr>
<tr>
<td>Long-term Care</td>
<td>13%</td>
</tr>
<tr>
<td>Clinic / Physician Practice</td>
<td>10%</td>
</tr>
<tr>
<td>Integrated Healthcare Delivery System Corporate Offices</td>
<td>7%</td>
</tr>
<tr>
<td>Ambulatory Surgery Center</td>
<td>5%</td>
</tr>
<tr>
<td>Behavioral / Mental Health</td>
<td>4%</td>
</tr>
<tr>
<td>Consulting &amp; Outsourced Svcs</td>
<td>4%</td>
</tr>
<tr>
<td>Educational Institution</td>
<td>2%</td>
</tr>
<tr>
<td>Health Information Exchange (HIE) / Health Information Organization (HIO)</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Provider Setting (e.g. government, vendor)</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>
**Respondents by Position**

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>46%</td>
</tr>
<tr>
<td>Executive or C-Level</td>
<td>20%</td>
</tr>
<tr>
<td>Manager</td>
<td>15%</td>
</tr>
<tr>
<td>Staff</td>
<td>13%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>3%</td>
</tr>
<tr>
<td>Consultant</td>
<td>3%</td>
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## Respondents by Job Responsibilities

<table>
<thead>
<tr>
<th>Job Responsibility</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Business continuity/disaster recovery</td>
<td>22%</td>
</tr>
<tr>
<td>Business intelligence and analytics</td>
<td>25%</td>
</tr>
<tr>
<td>Implementation of information management technologies and tools</td>
<td>43%</td>
</tr>
<tr>
<td>Information and data quality</td>
<td>58%</td>
</tr>
<tr>
<td>Legal holds and/or discovery for legal matters</td>
<td>22%</td>
</tr>
<tr>
<td>Management of electronic health information system or other electronic repository</td>
<td>43%</td>
</tr>
<tr>
<td>Management of physical health information records or other file room</td>
<td>39%</td>
</tr>
<tr>
<td>Privacy, data protection and/or information security</td>
<td>46%</td>
</tr>
<tr>
<td>Records and information management</td>
<td>54%</td>
</tr>
<tr>
<td>Strategy development</td>
<td>32%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>
Overall, IG programs are less prevalent and less mature in healthcare organizations than is warranted, given the importance of information.

Most organizations have not yet established a comprehensive strategy for information governance.

The information governance framework and its foundational components call for strengthening and expansion.

Information lifecycle management practices related to core functions require improvement.

The time has come for healthcare to govern its information.
Trust in health information depends on it.

Ahima.org
IG@ahima.org

#IGNow
Questions
AHIMA - Contact Us!

• For Information Governance inquiries: IG@ahima.org

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• Meryl Bloomrosen, MBA, MBI, RHIA, FAHIMA, Vice President for Public Policy, AHIMA – meryl.bloomrosen@ahima.org

• Deborah K. Green, MBA, RHIA, EVP, Operations and Chief Operating Officer AHIMA – deborah.green@ahima.org

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AHIMA, 1730 M. Street, NW Suite 502, Washington, DC 20036 (202) 659-9440
The American Health Information Management Association (AHIMA) is the premier association of health information management (HIM) professionals worldwide. Serving 52 affiliated component state associations and more than 71,000 members, it is recognized as the leading source of "HIM knowledge," a respected authority for rigorous professional education and training. Founded in 1928 to improve health record quality, AHIMA has played a leadership role in the effective management of health data and medical records needed to deliver quality healthcare to the public.
AHIMA Strategic Initiatives

- Information Governance
- Informatics
- Public Good
- Innovation
- Leadership
AHIMA Domains and Initiatives

- Coding, Classification & Reimbursement
- Confidentiality, Privacy & Security
- Information Governance & Standards
- Health Information Management, Technologies & Processes
- Health Informatics
- Healthcare Leadership & Innovation
- Consumer Engagement & Personal Health Information

Established in 1928
Over 71,000 Members
50 State Component Associations
National offices in Chicago and D.C.
AHIMA

Certification and Credentials

- Registered Health Information Administrator (RHIA®)
- Registered Health Information Technician (RHIT®)
- Certified Healthcare Technology Specialist (CHTS)
- Certified in Healthcare Privacy and Security (CHPS®)
- Certified Health Data Analyst (CHDA®)
- Certified Documentation Improvement Practitioner (CDIP®)
- Certified Coding Associate (CCA®)
- Certified Coding Specialist (CCS®)
- Certified Coding Specialist-Physician-based (CCS-P®)
AHIMA Standards Activities

- **Secretariat** of the International Organization for Standardization (ISO) Technical Committee (TC) 215 on Health Informatics
  - standardization for health, and Health Information and Communications Technology (ICT)
  - promotes interoperability between independent systems, to enable compatibility and consistency for health information and data
  - to reduce duplication of effort and redundancies.

http://journal.ahima.org/2013/02/22/ahima-why-standards-matter/
http://journal.ahima.org/2013/04/01/standards-required-for-health-information-management/
http://www.iso.org/iso/iso_technical_committee?commid=54960
AHIMA Standards Activities cont’d

Administrator of the ANSI Accredited U.S. Technical Advisory Group (TAG) to ISO 215

• Develops and transmits, via ANSI, U.S. positions on activities and ballots of the ISO Technical Committees

• Membership in the TAG provides
  – input into the development of the U.S. position on issues under consideration by the TC,
  – opportunity to influence the work program and strategic initiatives within the TC,
  – ability to affect international standards,
  – notification of and attendance at U.S. TAG meetings,
  – access to all TAG and TC documents