

AMERICAN HEALTH INFORMATION MANAGEMENT ASSOCIATION

# 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)?

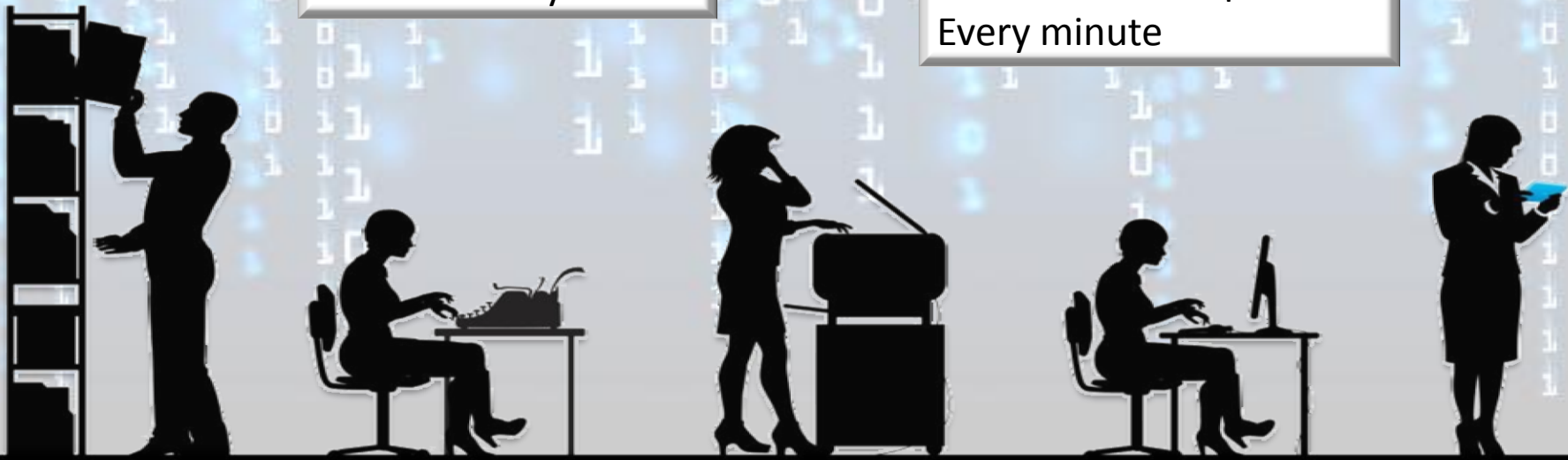
Business and consumer life  
Create 2.5 quintillion bytes  
Of data every day

Over 50 million Tweets  
Per day

billion YouTube  
Videos were watched  
yesterday

2.9 million emails  
Are sent every second

Over 20 hrs of  
YouTube Video uploaded  
Every minute



# 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.”

# AHIMA: Leading Information Governance for Healthcare

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:



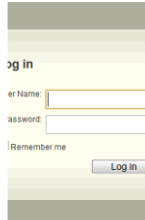
Data Quality and Data Governance



IT Governance



Legal, e-Discovery, e-Disclosure



Standards, Best Practices, Guidelines, Principles



Privacy, Security & Confidentiality



Compliance, Risk Management, Patient Safety



Lifecycle Mgmt: Creation & Capture, Retention, Archiving, Preservation, and Disposal



Clinical Data Capture, Coding, CDI

# 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.

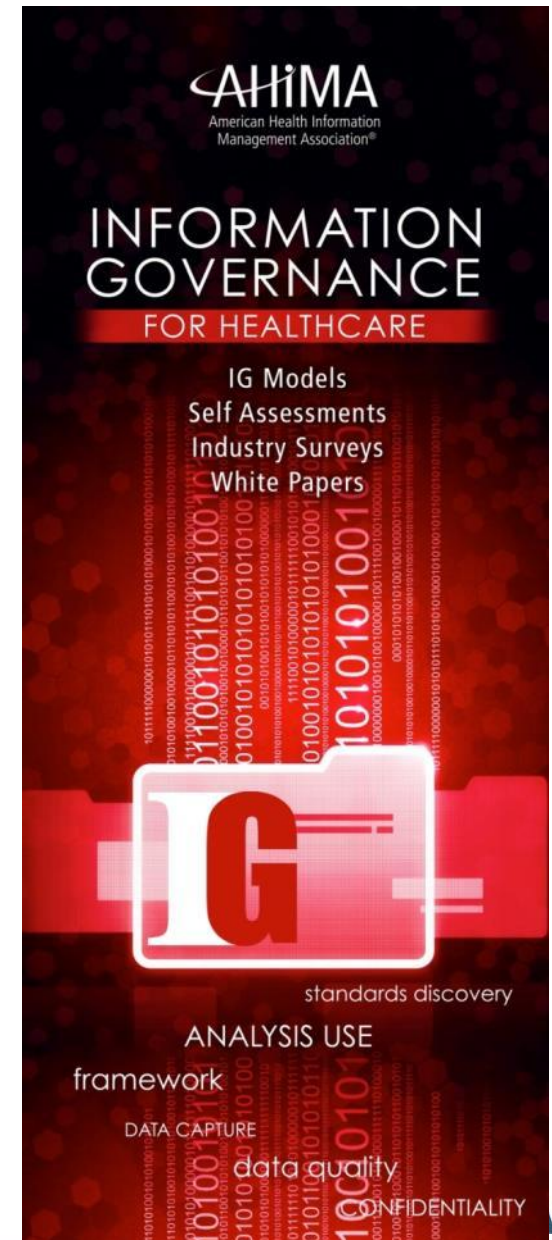
# AHIMA: Leading Information Governance for Healthcare





# AHIMA: Leading Information Governance for Healthcare

- 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



# AHIMA: Leading Information Governance for Healthcare

Healthcare  
IG Surveys



# AHIMA: Leading Information Governance for Healthcare

Thought leadership and white papers

[Ahima.org/igsurvey](http://Ahima.org/igsurvey)

[IG@ahima.org](mailto:IG@ahima.org)



# AHIMA: Leading Information Governance for Healthcare

Expert Advisory  
Group



# AHIMA: Leading Information Governance for Healthcare



Convening healthcare stakeholder groups to develop principles for IG in healthcare

# AHIMA: Leading Information Governance for Healthcare



## Example Principles – ARMA International:

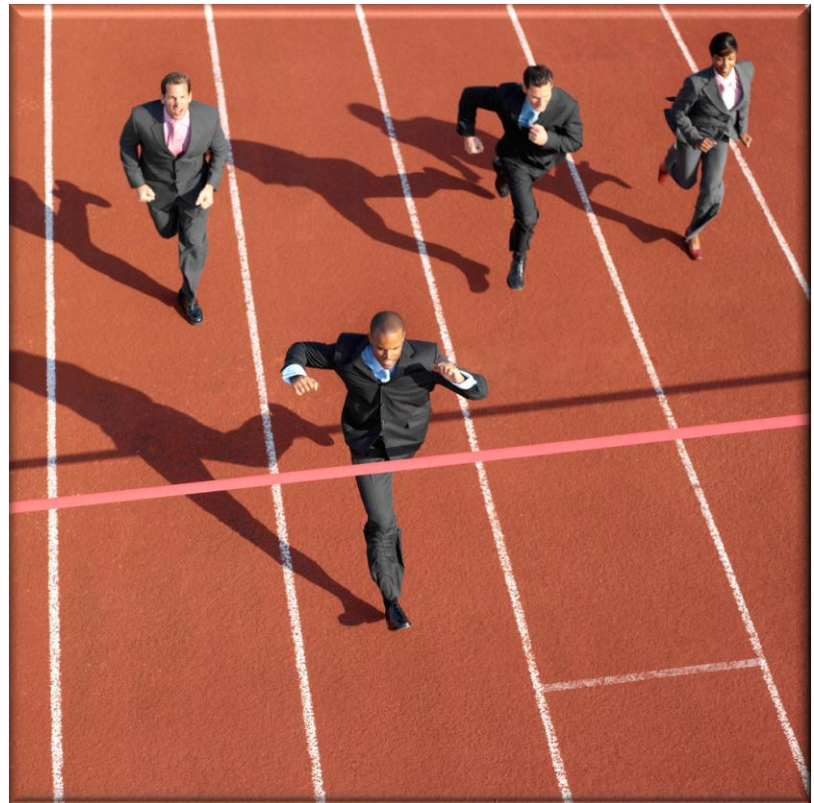
*Accountability*  
*Transparency*  
*Integrity*  
*Protection*  
*Compliance*  
*Availability*  
*Retention*  
*Disposition*

[www.arma.org](http://www.arma.org)



# AHIMA: Leading Information Governance for Healthcare

- Developing a maturity model and self-assessment tools



# AHIMA: Leading Information Governance for Healthcare



- 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 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

Acute Care Hospital	<b>37%</b>	Behavioral / Mental Health	<b>4%</b>
Long-term Care	<b>13%</b>	Consulting & Outsourced Svcs	<b>4%</b>
Clinic / Physician Practice	<b>10%</b>	Educational Institution	<b>2%</b>
Integrated Healthcare Delivery System Corporate Offices	<b>7%</b>	Health Information Exchange (HIE) / Health Information Organization (HIO)	<b>2%</b>
Ambulatory Surgery Center	<b>5%</b>	Non-Provider Setting (e.g. government, vendor)	<b>2%</b>
		Other	<b>14%</b>

Cohasset Associates | AHIMA 2014 Information Governance in Healthcare – A Call to Adopt Information Governance Practices. [www.cohasset.com](http://www.cohasset.com)

# Respondents by Position

Director	46%
Executive or C-Level	20%
Manager	15%
Staff	13%
Supervisor	3%
Consultant	3%

Cohasset Associates | AHIMA 2014 Information Governance in Healthcare – A Call to Adopt Information Governance Practices. [www.cohasset.com](http://www.cohasset.com)

# Respondents by Job Responsibilities

Business continuity/disaster recovery	22%
Business intelligence and analytics	25%
Implementation of information management technologies and tools	43%
Information and data quality	58%
Legal holds and/or discovery for legal matters	22%
Management of electronic health information system or other electronic repository	43%
Management of physical health information records or other file room	39%
Privacy, data protection and/or information security	46%
Records and information management	54%
Strategy development	32%
Other	13%

Cohasset Associates | AHIMA 2014 Information Governance in Healthcare – A Call to Adopt Information Governance Practices. [www.cohasset.com](http://www.cohasset.com)



# AHIMA First Benchmarking Survey on IG in Healthcare

- 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.

*Cohasset Associates | AHIMA 2014 Information Governance in Healthcare – A Call to Adopt Information Governance Practices. [www.cohasset.com](http://www.cohasset.com)*

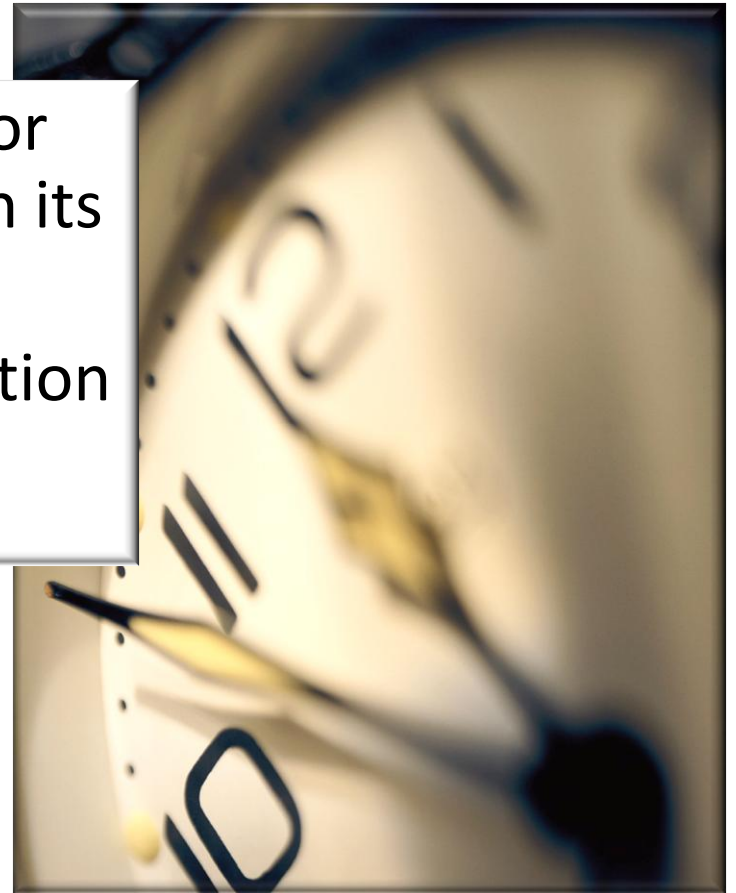


# AHIMA: Leading Information Governance for Healthcare

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

**Ahima.org**  
**[IG@ahima.org](mailto:IG@ahima.org)**

**#IGNow**



# Questions



# AHIMA - Contact Us!

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- Deborah K. Green, MBA, RHIA, EVP, Operations and Chief Operating Officer AHIMA – [deborah.green@ahima.org](mailto:deborah.green@ahima.org)
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659-9440



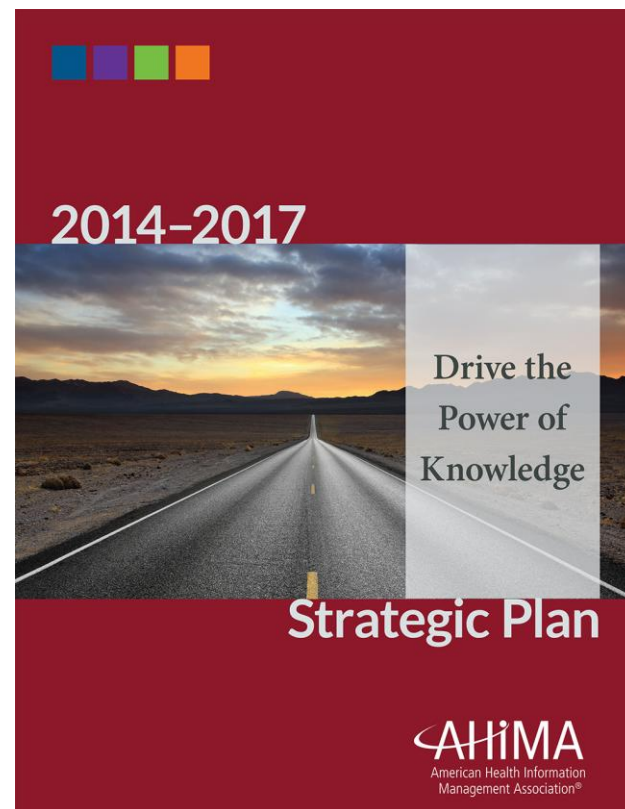


The American Health Information Management Association (AHIMA) is the premier association of health information management (HIM) professionals worldwide. Serving 52 affiliated component state associations and more than 71,000 members, it is recognized as the leading source of "HIM knowledge," a respected 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

Established  
in 1928

Over 71,000  
Members

50 State  
Component  
Associations

National  
offices in  
Chicago and  
D.C.



**Coding, Classification & Reimbursement**



**Confidentiality, Privacy & Security**



**Information Governance & Standards**



**Health Information Management, Technologies  
& Processes**



**Health Informatics**



**Healthcare Leadership & Innovation**



**Consumer Engagement & Personal Health  
Information**

# 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://www.ansi.org/standards\\_activities/iso\\_programs/tag\\_iso.aspx?menuid=3](http://www.ansi.org/standards_activities/iso_programs/tag_iso.aspx?menuid=3)

<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](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