



Promoting HIM at your Workplace


Jonathan Eastabrooks, MBA, RHIA




Before you walk you have to...



- How can you promote something without a solid understanding of it?
- What do you do? How does this impact your organization? How does this fit into the profession?
- Can you answer these questions?



Healthcare Evolution

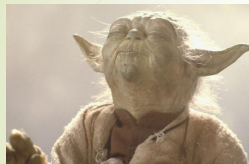


- EHRs have forced HIM professionals to adapt and migrate throughout the organization.
 - 76% hospitals have a basic EHR system (2014)
 - 50.5% of office-based physicians have a basic EHR system (2014)
- The rise of Information Governance (IG) – Information explosion!
 - IG is concerned with all organizational information—not just patient-related records, data and information

<http://dashboard.healthit.gov/quickstats/pages/FIG-Hospital-EHR-Adoption.php>

<http://dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php>

What the heck is a "yottabyte"?



Utah Data Center
– NSA Facility

One thousand trillion
gigabytes!
(or 250 trillion DVDs)



Information Explosion Video

<https://www.youtube.com/watch?v=KXzYdg0IE4>



HIM Evolution



- The field of HIM isn't confined to ONLY medical records in healthcare facilities anymore.
- RECOMMENDED READING:
 - 2015 AHIMA Report – Emerging Industry Trends/Challenges
 - <http://library.ahima.org/doc?oid=107636#VxAEo0lrjQI>
- QUIZ! How many members do we have in AHIMA?
 - ANSWER: More than 103,000 as of March 2016!

Breakout Activity #1

- What do you think HIM looks like today?
 - Split into 8-10 people per small group.
 - Be aware – Your group will be asked to report out!



Prepare Your Elevator Speech!

- The dreaded “What do you do?” question...
- Great Resource!
 - <http://www.ala.org/everyday-advocacy/speak-out/elevator-speech>




Critical Elements


- Memorable, interesting, and succinct
 - Clear message
 - Quick (30-seconds)
 - Who are you?
 - What do you do?
 - How does it impact other areas?
- Consider audience
- REMEMBER! Designed to spark interest

Let's Practice!

- In a small group of 2-4 people, share your elevator speeches.
 - Give each other feedback.
 - Remember...practice makes perfect!
- No report out is necessary



Tip - try not to let it get awkward...




Strategies & Recommendations

- V alue
- I dentity
- N etworking
- E thics



WSHIMA Value

- Networking
- Quality CEUs
- Advocacy
- Public resource
- Scholarships
- Professional development



Breakout Activity #2



- What strategies have you employed to advance HIM?
 - Checkout your collective answers at <https://goo.gl/DJgrX2>



Tips for Advocacy

- Corinne Meyer, MBA, RHIA, CCS – Corporate Compliance Manager, Seattle Children’s Hospital (Acute Care)
 - Changes depending on your setting
 - For example, IG/EHR group is more clinical and needs targeted messaging (this is different from coding groups which is more financial-based)
 - Focus on what you are advocating for and tailor the material to the audience.
 - Remember that there are multiple competing initiatives and make sure any changes/additions are clear cut.
 - Make sure to backup your reasons with accurate facts and that it makes sense to the audience.

Tips for Advocacy

- Sunni Borghi, MS, MBA/IT, RHIA, ACC, CPC – NW Regional HIM Director, Kaiser Permanente. (Acute Care)
 - Share information about HIM at every opportunity
 - Promote exciting opportunities for learning and being engaged to employees.
 - Participate in organization-wide newsletters and notifications to share about HIM
 - Maintain open door policy to allow conversations to take place
 - Celebrate HIT Week
 - Attend and encourage staff to participate in local/state association meetings

Tips for Advocacy

- Sherry Marrs, RHIT – Coding Supervisor, MultiCare Health System (Acute Care)
 - Staff meetings for remote employees - share new technology, software, etc to help maintain passion.
 - Keep aware of new initiatives.
 - Perception that coding is not clinical (e.g. rapid response).
 - Coding is pretty obscure at times but management has an awareness of HIM and their role.

Tips for Advocacy

- Anita Tolbert, RHIT – Software Project Lead, GE Healthcare (Vendor)
 - Get involved in your organization and in your community!
 - Learn something new
 - Share what you learn with your team and colleagues

Tips for Advocacy

- Lorraina Clayton, RHIT – HIM & QA Director, Greater Lakes Mental Health Care (Behavioral Health)
 - HIM is unknown so we go by Medical Records to the public.
 - Very little awareness of HIM by management but efforts but valued.
 - Yes, there is a school for HIM!
 - Weekly meetings with staff to keep aware, administer surveys to employees.
 - General Tip - Try to raise awareness for entire profession and that they are valuable to the organization.

Tips for Advocacy

- Joelle Ray, RHIT – Forms and Records Analyst 3, Washington State Penitentiary
 - Very difficult due to department of corrections culture.
 - Explains and pushes fundamentals of documentation and privacy based on RCWs.
 - Need for Forms and Records Committee to ensure quality records (otherwise everything goes in!)
 - Perception that we only put papers in charts.
 - Difficult to drive change.

Tips for Advocacy

- Kim Lee, RHIA, CCS – HIM/HIT Faculty Member, Tacoma Community College (Academia)
 - Integrate activities with multiple programs to teach greater picture.
 - Push for credentialed HIM educators
 - Celebrate HIT week to raise awareness
 - Very difficult to get areas to understand how important HIM is to other divisions (e.g. humanities)
 - We do not just “shuffle papers”
 - Open campus to local association and CSA/AHIMA events
