



# AHDI Strategic Plan 2016-2019

## MISSION

AHDI leads, educates, and advocates for professional excellence and integrity in healthcare documentation policies and practices.

## STRATEGIC THEMES



## VISION

Optimal healthcare delivery and outcomes facilitated by complete, accurate, and timely clinical documentation to convey patient health stories.



**AHDI serves members by fostering a professional and collaborative community to support their careers.**

#### Key Performance Indicators

- Membership statistics (e.g., counts, retention rates, and demographics)
- Student membership retention and conversion rates
- Membership evaluation and needs assessment results
- Member engagement in key initiatives

- a. Grow AHDI's membership and continuously improve benefits to meet the evolving needs of our community.
- b. Diversify AHDI's membership to reflect a changing healthcare documentation industry.
- c. Engage student members and mentor them into the workforce as credentialed professionals.
- d. Advance healthcare documentation specialists' knowledge by partnering with organizations to offer endorsed, specialized content and benefits for AHDI members.



**AHDI harnesses the deep technical knowledge and talent of our members to develop evidence-based, contemporary best practices in clinical content capture and reconciliation.**

#### Key Performance Indicators

- Size and scope of AHDI's library of best practices
- Adoption or endorsement of AHDI best practices by outside organizations and physicians
- Number of AHDI public responses and PR/engagement metrics (e.g., click rates, number of comments)

- a. Publish and promote AHDI best practices to reach internal and external stakeholders.
- b. Identify, connect, and collaborate with individuals and organizations influencing patient care documentation standards, policies, and practices.
- c. Respond to published news with AHDI's expert opinion, best practices, and data.
- d. Inspire people to share their expertise and be recognized as thought leaders in healthcare documentation.



#### Key Performance Indicators

- Mentions or quotes in the news
- AHDI-submitted comments, testimonies, and endorsements
- External organizations' use of AHDI's knowledge base
- Traffic to AHDI's body of knowledge
- External partnerships and engagement
- Demand for credentialed HDSs

### AHDI amplifies the roles and contributions of healthcare documentation professionals.

- Enhance AHDI's marketing and public relations capabilities.
- Disseminate AHDI's position statements and submit expert testimony to influence proposed policy changes impacting healthcare documentation.
- Organize and mobilize members to publicize AHDI's body of knowledge on clinical content capture and reconciliation.
- Improve the market demand for credentialed healthcare documentation specialists.
- Partner with influential associations, accreditation organizations, and regulatory agencies to achieve AHDI's vision and mission.

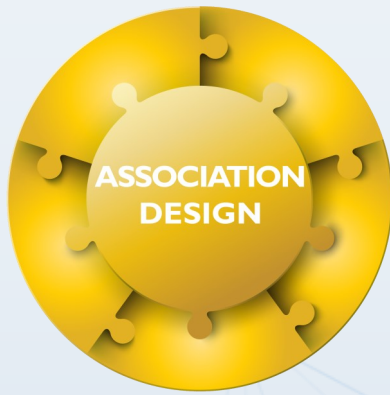


#### Key Performance Indicators

- Attendance numbers and evaluation results from education programs
- Workforce metrics (e.g., compensation, job titles)
- Engaged vs. passive member data
- Nonmember customer data (e.g., credentialing, product purchases, education)
- Traffic to career information

### AHDI educates, elevates, and energizes a flexible, well-trained, and credentialed healthcare documentation workforce.

- Provide best-in-class continuing education programs to support traditional and expanded roles in healthcare documentation.
- Promote our members' unique value proposition, subject matter expertise, and credentials to improve career opportunities.
- Build greater connectivity among members to cultivate professional networking and mentoring.



#### Key Performance Indicators

- AHDI's net promoter score
- AHDI's financial performance
- Vendor engagement and purchases
- Member feedback
- Volunteer engagement

**AHDI strives to be an agile, member-centric organization with a strong financial position.**

- a. Optimize AHDI's business model and governance structure to meet the changing and diverse needs of our members.
- b. Nurture a culture of collaboration, inclusion, and leadership development through growth in volunteerism.
- c. Strengthen our programs to encourage organizations to engage in AHDI through volunteerism, membership, and sponsorship.
- d. Grow revenue to create a secure financial future for AHDI.