

# Strategic Objectives



2025-2026 IHIMA Strategic Plan

Mission: IHIMA leads the advancement of quality health information by empowering people to impact health in Indiana.

Vision: IHIMA will be the recognized leader advancing trusted health information in Indiana by connecting people, systems, and ideas.

| 1. Build brand and increase influence while elevating and broadening the profession  |  |            |
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| 2025 - 2026 Goals  | Responsibility   | Time Frame |
| 1. Increase engagement at the high school and college/university levels<br>2. Refine IHIMA podcast series<br>3. Increase social media presence (LinkedIn, Facebook, etc.)<br>4. Explore at least two affiliation opportunities   | Communications, Education/Professional Development, Member Relations, Legislative, Technology Committees, and Student Liaison(s) | Ongoing    |
| 2. To be the go to resource and champion of education  |  |            |
| 2025 - 2026 Goals  | Responsibility   | Time Frame |
| Provide education in the following areas: <ul style="list-style-type: none"><li>AI</li><li>Coding</li><li>Current Events/Emerging Hot Topics</li><li>Data Analytics</li><li>Data Integrity</li><li>HIM Operations</li><li>Leadership</li><li>Non-traditional roles (e.g. Consulting, Project Management, Manufacturing)</li><li>Privacy, Compliance, Security</li><li>Public Health</li><li>Revenue Cycle Management</li><li>SDOH</li><li>Workforce Development &amp; Evolving Skillsets</li></ul> | Communications, Education/Professional Development, Member Relations, and Technology Committees                                  | Ongoing    |
| 3. Pursue recognition as the state leader in the health information domain   |  |            |
| 2025 - 2026 Goals  | Responsibility   | Time Frame |
| 1. Collaborate with members, leaders, government officials and organizations to develop and advance critical dialogues on the ethical use of data, privacy, and security across the health and wellness ecosystem.<br>2. Continuation of advocacy presence by informing and encouraging member participation.  | Communications, Education/Professional Development, Legislative, Member Relations, Technology Committees, and Delegate(s)        | Ongoing    |