

CELEBRATE

HIP Week

HEALTH INFORMATION
PROFESSIONALS
Our Future is Bright



MARCH 18-24

2018

PLANNING TOOLKIT

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American Health Information
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HEALTH INFORMATION PROFESSIONALS WEEK

March 18-24, 2018

The American Health Information Management Association (AHIMA) invites all health information professionals to join the celebration and be recognized during the 29th annual Health Information Professionals (HIP) Week, March 18–24, 2018.

Health information management (HIM), an allied health profession, leads efforts to ensure the availability, accuracy, integrity, and security of all data related to patient healthcare encounters. This results in better clinical and business decisions that enhance healthcare quality.

HIP Week coincides with AHIMA's Hill Day, where AHIMA members come together on Capitol Hill to advance the health information profession. HIP Week is a great opportunity for professionals to showcase the benefits of their profession, and collectively work to lead the way in health information. Help spread our message of awareness and pride by participating in HIP Week!

For more information, visit
www.ahima.org/hipweek.

HIP

Week

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How to Use This Kit

Materials in the HIP Week Planning Kit are designed to be photocopied, reprinted, and distributed to patients, community members, and healthcare and HIM professionals. Educational materials in this kit include:

- Suggested activities
- An article for healthcare professionals
- An article for the general public
- A selection of official HIP Week products

Other resources available at
www.ahima.org/hipweek.

Other Resources Available

- HIP Week press release template
- PowerPoint presentation
- Downloadable HIP Week logo

Suggested Activities for Healthcare and HIM Professionals

Start Planning Today! Start your week by getting your superiors involved! Solicit them for ideas. Set up brainstorming meetings. Organize a planning committee with representatives from all areas of the department. Divide your committee into teams to handle separate duties (such as Activity Committee, Poster Committee, and Public Relations Committee). Below are some ideas to get you started, but use your imagination and enthusiasm to create your own special week!

Promote the Week Ahead of Time

Lunch and Learn

Conduct Department Tours

Display Posters and Fliers

Celebrate Your Team's Accomplishments

- Recognize staff contributions with commemorative items offered by AHIMA.
- Have a party for the HIM Department with gifts for everybody.
- Plan a potluck lunch, pizza party, or ice cream social.
- Recognize physicians and other staff who make vital contributions to managing health information.

Encourage Team Members to Earn Credentials

HIM professionals serve in a variety of healthcare settings and roles and responsibilities, and are expertly trained in management of health information. AHIMA credentials are valuable in the workforce, differentiating professionals from their peers and making a difference in your organization. Encourage team members to work toward earning a credential if they don't already have one, or additional credentials if they do. For more information on AHIMA credentials, visit www.ahima.org/certification.

Suggested Activities to Reach Out to the Public and Community

Community Seminars—Hold an educational seminar for members of your community using the PowerPoint presentation found on our website.

Educational Displays at Local Organizations

HIP Week Lobby Display

Local Media Coverage—To get the word out to local media, use the sample press release template available on www.ahima.org/hipweek.

- Provide the materials in this kit as a starting point for reporters.
- Provide a tour of your facility to the media and community officials.

Contact Guidance Counselors at your local high schools and colleges and offer to give a presentation and provide recruitment materials. Information on the HIM profession can be found at www.ahima.org/careers.

Social Media—Create a chat on Twitter or post messages on social media sites to raise awareness of the role of health information professionals in healthcare. Post photos from HIP Week activities to both your organization's and AHIMA's Facebook page. "Go Live" on Facebook to showcase how your organization celebrates HIP Week. Use #HIPWeek18 to follow those around the country who are participating in the celebration!

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Serving Consumers: Delivering Trusted Information through HIM Practice Standards

By Anna Orlova, PhD

The first thing that comes to mind when hearing the phrase “consumer in healthcare” is patients who receive healthcare services. Health information management (HIM) professionals are key participants in providing and supporting health information delivery. Who else receives this service besides patients? In this context, who are the HIM consumers? How can HIM professionals serve them efficiently and effectively and what is the role of AHIMA in empowering members for serving their consumers?

HIM consumers include:

- Patients and/or their legal representatives
- Medical professionals (physicians, nurses, technicians and other clinical specialists) delivering care services
- Leadership and administration operating healthcare organizations
- Payers enabling timely reimbursement for healthcare services
- Health information technology (HIT) vendors developing electronic health record (EHR) systems and other HIT products to support information management in healthcare
- Governmental agencies
- Researchers

The objective is to obtain the right information, in the right format, at the right time. With the continued adoption of HIT products, HIM professionals enable (a) quality data capture in electronic health records through clinical documentation improvement (CDI), (b) secure release of information, (c) reporting of quality measures and public health information to governmental entities, (d) research efforts, and (e) information governance activities to ensure trusted information and data. ALL these efforts in various organizations focus on the production and delivery of quality information to the HIM consumers.

Healthcare organizations continue to have challenges with how information can be shared across various HIT products within a healthcare organization and across organizations, causing frustration between various health information consumers. These difficulties, however, create an opportunity for HIM professionals to shine.

HIT systems interoperability to support trusted information sharing within an organization and across organizations can be achieved if the HIM practices (listed above) are implemented consistently within and across healthcare organizations. This can be accomplished if best HIM practices identified by AHIMA become national and international standards. HIM and HIT standards development and deployment are becoming essential areas in which the expertise of HIM professionals is in great demand.

HIM professionals can serve as subject matter experts (SMEs) to guide the development of standards supporting trusted information sharing for healthcare consumers. Standards that HIM professionals can help develop include the following:

- Functional interoperability
 - functional standards (HIM use cases with workflow and data flow requirements)
 - business standards (HIM practice checklists, best practices)
- Semantic interoperability
 - data standards (vocabularies, terminologies, classifications)
 - information content standards (document and record templates; data and information models, formats and structure)
 - identifier standards (record components identifiers, patient and provider identifiers, devices and drugs identifiers)
- Technical interoperability
 - information exchange standards (message-based and document-based “send-receive,” “publish-subscribe,” and mobile application transactions)
 - privacy and security standards (secure information access and consent directives).

There are many opportunities for HIM professionals to deliver trusted information through HIM practice standards. Our Future is Bright!



Prepare for the Future of HIM by Growing and Expanding Your Skills

By Melanie Endicott, MBA/HCM, RHIA, CDIP, CHDA, CPHI, CCS, CCS-P, FAHIMA

The health information management (HIM) profession is always changing. As an HIM professional, you must expand your skills to keep up. Nobody can do this for you; it is up to you to do it for yourself. The major areas HIM is expanding into include informatics, data analytics, information governance, clinical documentation improvement, and clinical coding auditing. Do you have the skills to move into one of these expanding areas? If not, consider taking one or more of the pathways outlined below by earning a new credential or degree and participating in continuing education opportunities.

Attain a New Credential

AHIMA offers two academic HIM credentials, the Registered Health Information Technician (RHIT®), and the Registered Health Information Administrator (RHIA®). To be eligible for these credentials, you must successfully complete either an associate or baccalaureate degree at a Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM) accredited HIM program. Both of these credentials demonstrate a well-rounded HIM skill set with knowledge of all of the various areas of HIM. Currently there is an RHIT to RHIA proviso in place that allows individuals with the RHIT credential to be eligible for the RHIA exam if they have received a baccalaureate degree or higher from a regionally accredited institution or nationally recognized accreditor. You can read more about that program at ahima.org/certification/RHIA.

Seeking a specialty credential to showcase your mastery-level knowledge? Consider the Certified Coding Specialist (CCS®), Certified Coding Specialist—Physician-based (CCS-P®), Certified Documentation Improvement Practitioner (CDIP®), Certified in Healthcare Privacy and Security (CHPS®), Certified Health Data Analyst (CHDA®), or the Certified Professional in Health Informatics (CPHI™) credentials. Each of these specialty credentials has different eligibility requirements that can be reviewed at the above links. Attaining these credentials opens up many career and job advancement opportunities for you. Employers seek individuals who demonstrate a passion for their profession and a willingness to learn new skills. Earning a credential is one way to do that.

Advance Your Education

Now is the time to consider advancing your education. If your highest level of education is a certificate or diploma, consider getting an associate's degree. If you have an associate's, consider a baccalaureate degree. If you have a baccalaureate degree, consider a master's degree. And if you already have a master's degree, think about getting another master's or even a doctorate! Going back to college is not feasible for everyone, but if you are currently employed, check to see if your employer has a tuition reimbursement program available to help ease the financial burden. Many colleges and universities offer online degree programs now, so the opportunities are endless!

The Bureau of Labor Statistics publishes a report showing the average weekly earnings by educational degree level. As expected, the weekly earnings rise exponentially with the higher degrees. See the latest report showing the 2016 data here. You've got to learn more to earn more!

Attend Continuing Education Opportunities

Every one of us has the ability to attend continuing education opportunities. Learning opportunities come in all modalities and price ranges. From listening in on free webinars, to reading the *Journal of AHIMA*, to attending the AHIMA Convention, and everything in between, your options are plentiful. Most states have local/regional associations and offer low-cost HIM workshops throughout the year that provide continuing education units (CEUs). If you are unsure whether or not your state offers these, please visit your component state association (CSA) website and reach out to the board of directors for assistance.

It's up to all of us to keep up with the changes in HIM, or risk being left behind. Just as we've updated our vehicles and wardrobe over the past decades, so too must we update our HIM skills to avoid becoming obsolete. Get out there and earn a new credential or degree, and continue expanding your knowledge in preparation for the future of HIM. Grow and expand your skills because the Future of HIM is Bright!

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Customer Personalization:

We can personalize almost any product with your facility name or logo. There is \$50 one-time setup charge and minimum quantity requirements. Call 847-963-8100 for details.

More Choices — Minimum Quantity/Bulk Savings:

Do you have a large group to purchase for? See page 11 for examples of available items. Please go to our website at www.jimcolemanstore.com/ahima to get the full product details including pricing, quantity and color choices.

(HIP01) Poster Specifically designed for the 2018 Health Information Professionals (HIP) Week celebration, this 18" x 24" poster will help promote the hard work of Health Information professionals to the entire facility.
\$3.99

(HIP02) New! Retractable Banner This pull-up economy retractable banner with stand packs great value into an easy to use durable and attractive display. Vinyl banner pulls up and retracts down into the base. The stand is aluminum alloy and the banner is made of 13 oz. smooth matte vinyl. 78.7" x 33.4"
\$149.99

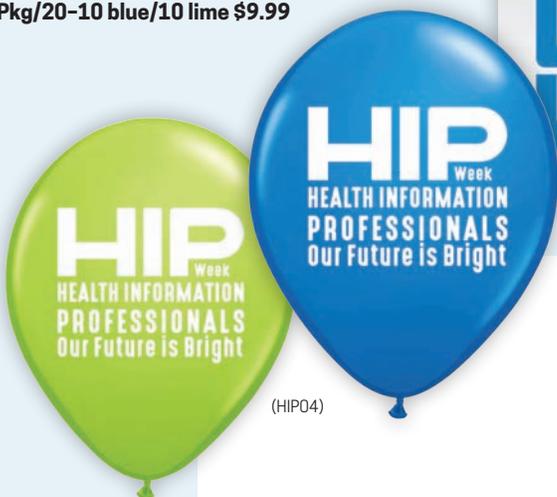
(HIP03) Button Great for parties and celebrations, this token of appreciation will bring a smile to all and help promote event.
Pkg/10 \$5.99

(HIP04) Latex Balloons Add a festive touch to your celebration with these colorful 11" latex balloons.
Pkg/20-10 blue/10 lime \$9.99

(HIP01)



(HIP02)



(HIP04)



(HIP03)



(HIP05)



(HIP06)

(HIP05) Ladies Tee Heavy 5.3 oz., lime green, preshrunk 100% cotton T-shirt comes with seamless double needle feminine ½" rib mid-scoop neck, cap sleeves and side seams in a slightly tapered missy fit. S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)
1-24 \$9.99, 25+ \$9.49

(HIP06) Unisex Tee 4.5 oz., preshrunk 100% Softstyle cotton unisex T-shirt is perfect for layering. The sapphire color is perfect to highlight the 2018 HIP Week logo. S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)
1-24 \$9.99, 25+ \$9.49



(HIP07)



(HIP08)

(HIP07) Unisex Long Sleeve T-shirt Soft, comfortable, and styled with long sleeves for warmth throughout the year. The charcoal grey color is perfect alone or for layering. S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)
1-24 \$14.99, 25+ \$14.49

(HIP08) Top Seller! TEAM Unisex Baseball Tee This sporty baseball style tee is made of 90/10 preshrunk cotton/polyester with contrast three-quarter length raglan sleeves and neck trim. Grey with navy blue sleeves. S, M, L, XL, XXL (add \$3 for each XXL), XXXL (add \$5 for each XXXL)
1-24 \$14.99, 25+ \$14.49

(HIP09) New! Ladies Half Zip This sporty half zip for ladies is a versatile pullover design for wash-and-wear convenience. It is made with a breathable, moisture wicking fabric that offers UV protection and resists snagging.
1-11 \$39.99, 12-24 \$38.99, 25+ \$37.99

(HIP10) New! Men's Quarter Zip This sporty quarter zip for men is a versatile pullover design for wash-and-wear convenience. It is made with a breathable, moisture wicking fabric that offers UV protection and resists snagging.
1-11 \$39.99, 12-24 \$38.99, 25+ \$37.99



(HIP09)



(HIP10)

(HIP11) New! Deluxe Shopper Tote This lightweight, 80 gram non-woven grocery tote features a large, open main compartment, open-front pocket with Velcro® closure and double 22" handles. 13" x 20" x 8"
1-24 \$2.99, 25-49 \$2.79, 50+ \$2.59



(HIP12) New! Accessory Travel Bag This versatile bag is made of 210D polyester ripstop and features three front zippered pockets, one large back zippered pocket and a convenient loop for easy hanging. It is perfect for tech or personal accessories. Spot clean/air dry. 9" x 7"
1-24 \$5.99, 25-49 \$5.49, 50+ \$4.99

(HIP13) New! Striped Cooler Tote This versatile tote can be used as a tote bag or as a cooler for packing a healthy lunch. It features a top zippered closure, a large front pocket and reinforced 21" handles. It is perfect for work or outings. 13" x 13.75" x 7.75"
1-24 \$6.99, 25-49 \$6.75, 50-99 \$6.49, 100+ \$5.99

(HIP14) New! Non-Woven Lunch Cooler This budget friendly cooler is perfect to pack a healthy lunch. It is made of lightweight, non-woven, coated water-resistant polypropylene with foil laminated PE foam insulation. It features a zippered main compartment, large front pocket, ID holder and 21" handles. Spot clean/air dry. 8" x 9" x 6"
1-24 \$4.99, 25-49 \$4.79, 50+ \$4.49



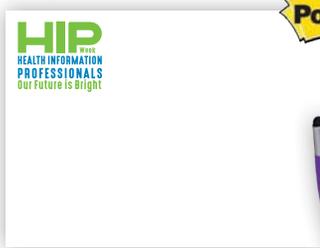
(HIP15) New! Heathered Lunch Cooler This trendy, heather grey lunch cooler is made of 300D polyester with foil laminated PE foam insulation. It features a double zippered main compartment, large front pocket and a 22" web carrying handle. It is large enough to hold up to eight cans and measures 11" x 8" x 6.5".
1-24 \$9.99, 25-49 \$9.49, 50-99 \$8.99, 100+ \$7.99

(HIP16) Top Seller! Zippered Tote This trendy tote is perfect for work or play. It is made of 600D polycanvas and features a large zippered main compartment, a Velcro® closure, front slash pocket, phone and organizational pockets along the base of the tote including a pen slot, D-ring and added corner detail to hang keys or water bottle. It measures 16" x 5.5" x 16.5" with 14.5" handles.
1-24 \$9.99, 25-49 \$9.49, 50+ \$8.99

(HIP17) New! Urban Messenger Bag This great-looking messenger bag is made of strong, 600D polycanvas and features a large main compartment, a flap with Vecro® closure, an organization panel under the flap that includes a media pocket with earbud port, a side mesh pocket and an adjustable shoulder strap plus a carry handle. 12.25" x 13.5" x 3.25"
1-24 \$12.49, 25-49 \$11.49, 50+ \$10.49



(HIP18)



(HIP19)



(HIP20)



(HIP21)



(HIP23)



(HIP22)



(HIP24)



(HIP25)



(HIP18) Top Seller! Sticky Notes Write reminders and to-do lists whenever and wherever you need. 3" x 4" pad includes 25 sheets and adhesive back.
1-24 \$0.59, 25+ \$0.55
No Personalization

(HIP19) New! Scripto® Score Ballpoint Stylus/ Phone Holder This multi-functional ballpoint stylus combines technology and function. Simply twist to write or to use the stylus tip and extend the top barrel to reveal the phone holder. Black ink.
1-24 \$1.99, 25-49 \$1.95, 50-99 \$1.90, 100-249 \$1.85, 250+ \$1.79

(HIP20) Top Seller! Papermate® Inkjoy Pen Inkjoy revolutionizes the writing experience by combining the best qualities of PaperMate® ballpoint and gel pen technologies. Inkjoy offers incredible smoothness and a fast dry-time to help avoid messy smearing. Black ink.
1-49 \$0.99, 50-99 \$0.95, 100-299 \$0.90, 300+ \$0.85

(HIP21) Top Seller! Mop Top™ Stylus Pen/ Screen Cleaner This smiley pen provides excellent writing characteristics and when the pen is retracted, the rubber stylus can be used on any touch-screen device. It also has microfiber "hair" that can be used as a screen cleaner. Black ink. 6.25"
1-24 \$2.69, 25-49 \$2.59, 50+ \$2.39

(HIP22) New! MopTop™ Pen and Notebook Set This set includes the Mop Top Stylus Pen/Screen Cleaner and a 6" x 7" spiral-bound notebook. The notebook has 180 lined sheets, a snap-closure flap and a die-cut pen slot that allows the stylus pen to snugly fit in the notebook. The click-action ballpoint pen, made of ABS plastic, features a smiley face, tie-shaped clip, mop-top hair (screen cleaner) and soft silicone stylus tip.
1-24 \$11.99, 25-49 \$10.99, 50+ \$9.99

(HIP23) Top Seller! Portfolio Jr. This handy portfolio includes a refillable, 30 page ruled notepad and five assorted color sticky flags. The inside cover panel contains two business card pockets and an elastic pen loop (pen not included). Portfolio measures 7.125" x 9.5" and has a laminated polypropylene cover.
1-24 \$7.99, 25-49 \$7.49, 50+ \$6.49

(HIP24) New! Notebook with Sticky Notes This wood grain look notebook features a 70 page lined note pad, sticky flags in five neon colors and sticky notes. It also includes a matching paper barrel pen and a unique hooked closure. 4" x 6" x .5"
1-24 \$5.49, 25-49 \$5.25, 50+ \$4.99

(HIP25) Top Seller! Microfiber Mouse Pad This versatile microfiber pad can be used as a mouse pad and to clean your screen. The 2018 Health Information Professionals (HIP) Week logo is proudly displayed in full color. 10.25" x 6.3"
1-24 \$3.99, 25-49 \$3.79, 50+ \$3.49

(HIP26) Stadium Cup 16 oz. plastic cup will hold your favorite cold beverage. Perfect for your HIP Week celebration!
1-24 \$0.99, 25+ \$0.95

(HIP27) New! Fruit Infuser Sport Bottle This 25 oz. bottle features a twist-on lid with a flip-top drinking spout. It includes a twist-on infuser to add flavor to your favorite drink. It is USA made, BPA and Phthalate free, and meets FDA requirements. Hand wash only.
1-24 \$8.49, 25-49 \$7.99, 50+ \$6.99

(HIP28) New! Gripper Tumbler This 18 oz. travel tumbler features double-wall construction using a stainless steel exterior with a plastic liner for insulation of hot or cold liquids. The thumb-slide lid and silicone grip make this the perfect travel companion.
1-24 \$8.99, 25-49 \$8.49, 50+ \$7.99

(HIP29) Top Seller! Color-Changing Biggie Tumbler Enhance your morning commute with this 24 oz. tumbler. The circles change color when ice-cold beverages are added. It is double-wall constructed for insulation of hot or cold liquids and features a convenient thumb-slide lid. It is BPA-free and meets FDA requirements. Hand wash recommended.
1-24 \$12.99, 25-49 \$11.99, 50+ \$10.99

(HIP26)



(HIP27)



(HIP28)



(HIP29)





(HIP30)



(HIP31)



(HIP33)



(HIP32)



(HIP30) Deluxe Badge Reel This year's theme will draw everyone's attention to your profession, while also keeping your ID in a safe place. This badge reel features a 40" auto-retract cord, quality swivel alligator clip attachment, and sealed weather-resistant case. 2 1/8" x 3 1/4" x .35"
1-24 \$3.99, 25-49 \$3.89, 50+ \$3.69

(HIP31) New! Lanyard Phone Holder and Wallet This silicone holder wraps around the corners of most phones even with cases on. Perfect to put your ID cards, room keys, cash or credit cards inside. The additional RFID protector function will protect valuable information stored on RFID chips of credit cards from unauthorized scans or unwanted readers. The holder easily clips on and off the lanyard.
1-24 \$3.19, 25-49 \$2.99, 50+ \$2.79

(HIP32) New! Magnetic Auto Phone Mount The magnetic mount allows you to securely and safely mount your phone in your car. Simply attach the metal plate to the back of phone or place inside phone case and clip the mount into the car air vent.
1-24 \$4.99, 25-49 \$4.75, 50+ \$4.49

(HIP33) New! 4 Port USB Hub with Phone Stand A must have desk accessory to improve organization, this four-port USB hub with phone stand is bound to make a lasting impression. This handy tool allows you to connect to multiple USB devices at once with four high-speed ports; an input USB cord is attached and stored underneath. It also features a slide-out phone stand. 4" x 1.125"
1-24 \$5.99, 25-49 \$5.49, 50+ \$4.99

GIFTS & SETS

(HIP34) Gift Set Get a perfect ready-made gift for the special people around you! This gift set includes the Gripper Tumbler, Notebook with Sticky Notes, Scripto® Score Ballpoint Stylus/Phone Holder and the Lanyard Phone Holder and Wallet. All the items arrive in a FREE non-woven gift bag.
\$19.49

(HIP35) Value Kit A great sampling of products at a reduced price! Includes one of each of the following items: Deluxe Shopper Tote, Striped Cooler Tote, Non-Woven Lunch Cooler, Zippered Tote, Urban Messenger Bag, Mop Top™ Stylus Pen/Screen Cleaner, Portfolio Jr., Fruit Infuser Sport Bottle, Color-Changing Biggie Tumbler, Deluxe Badge Reel, Lanyard Phone Holder and Wallet, Magnetic Auto Phone Mount and the 4-Port USB Hub with Phone Stand.
Total Value is more than \$87; as a kit you pay only \$78.99

(HIP36) Promo Kit Everything you need for a memorable Health Information Professionals (HIP) Week celebration. Each promotional kit includes the following: 1 Poster, Pkg/20 Latex Balloons, Pkg/10 Buttons, 20 Sticky Notes, and 20 Inkjoy Pens.
Total Value is more than \$51; as a kit you pay only \$46.99!



(HIP34)

(HIP36)

(HIP35)

Learn more about HIP Week and AHIMA's involvement by visiting www.ahima.org/hipweek.

MORE CHOICES — MINIMUM QUANTITY/BULK SAVINGS

Do you have a large group to purchase for? Here are examples of additional items that require minimum quantities. Please go to our website at www.jimcolemansstore.com/ahima to get the full product details including pricing, quantity and color choices.

