


cchim + chima 

# 2019-2020 Accountability Report





Health  
information  
professionals  
turn data into  
valuable health  
information.

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# Message from our board chair



The Canadian Health Information Management Association (Association) and the Canadian College of Health Information Management (College) are pleased to present the 2019–2020 Accountability Report.

We are excited to be extending the strategic plan through to 2023. This decision was made at the annual board meeting in Halifax, Nova Scotia in September 2019. There is room in the current plan for continued action, and extending it will ensure we are able to maintain our momentum and the positive impact that the efforts and initiatives are having on the health information profession.

Through our HIM Innovation Project, we are in the process of innovating education across Canada. Since introducing the new chapter model in 2016, we have been working to strengthen engagement and provide a framework that will unite all eight chapters across the country. As we build upon the steps we have already taken, there is still great work that can be accomplished within our current plan.

Board nominations opened in November 2019 as a way to bring more geographical and experiential diversity to the Association and College's governing body. In an effort to ensure that the board represents different perspectives and member views from across Canada, we decided to launch a rolling interview and application process to provide candidates enough time to show their interest.

We hope membership finds value in reading through this accountability report; our national team has been working hard to fulfill the current strategic plan and many outcomes have derived from their efforts.

Sincerely,

**Leah Anscombe**, MA, CHIM  
Chair

# Message from our CEO & registrar



"I greatly appreciate Jeff Nesbitt's commitment and guidance in delivering our vision & helping us enhance our professional value."

- Daniel Go, HIM Coder

The 2019–2020 fiscal year saw significant progress towards the goals set out in our current strategic plan.

Our national team focused on engagement with membership and stakeholders across the country to discover areas in the health information industry that need attention. From these engagements, we were able to simplify the accreditation process, introduce new education pathways for those interested in becoming certified, and better articulate the identity of health information professionals.

Operationally, our team has integrated an outcome-focused project development process which will be made apparent in this accountability report. Much of this fiscal year was spent behind the scenes discovering, designing, and building the new online platform. This platform is equipped with automated CPE tracking, e-commerce, and sophisticated learning management capabilities.

Upon becoming CEO & registrar, an onboarding audit was conducted. From this audit, we made insurance updates and advanced our trademark portfolio to include new marks that secure, legitimize, and protect the Association and College.

It has been a year filled with growth and rejuvenation. I would like to thank the chapter committees, and you, our members, for showing up for your Association.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Nesbitt". The signature is written in a cursive, flowing style.

**Jeff Nesbitt, MBA**  
CEO & Registrar



Vision

Healthy Canadians  
enabled by quality health  
information.

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Mission

A national organization  
advancing the health information  
management profession.

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Values

Collaboration

Stewardship

Leadership

Systems  
thinking

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Goals

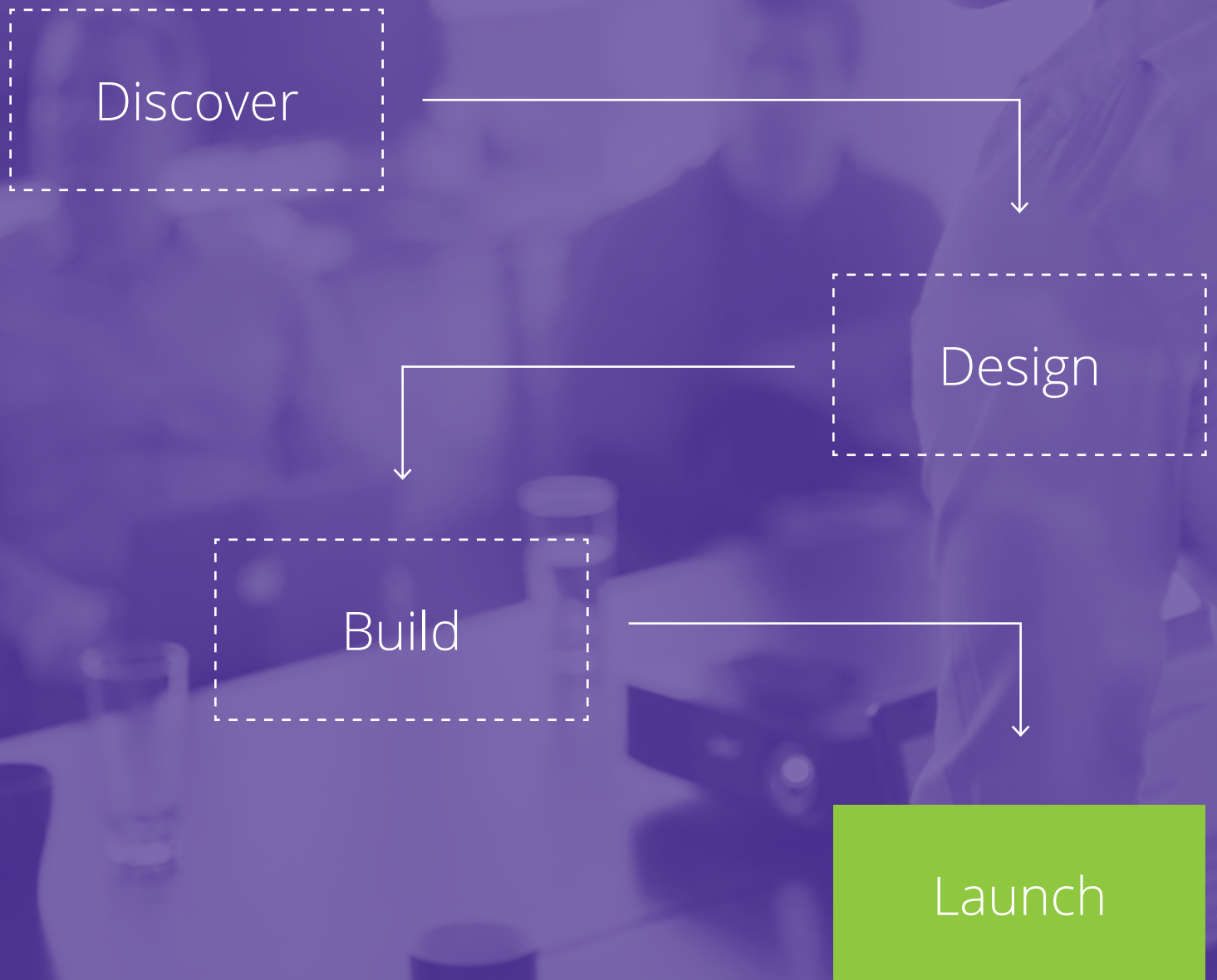
Increase  
membership  
value

Innovate  
education &  
certification

Strengthen  
chapter  
engagement

Establish  
strategic  
partnerships

# Brand & culture



# Our evolved culture has fostered a new process for transparency and progress

Through consultations with CHIMA members and stakeholders, we heard that transparency on the developments within the Association and College would be appreciated.

At the beginning of February 2019 the national team implemented a four-step project development process that is integrated within individual work plans, and organization-wide in a weekly marketing work In progress report. Below is an explanation of the four stages.

## 1. Discover

Market research is conducted to better understand the problems and symptoms being experienced by an audience. This research allows for an unbiased approach when determining the appropriate goals and outcomes that should result from the project.

## 2. Design

Design is focused on how we can achieve our goals or outcomes. During design it's important to ask questions from all angles in order to mitigate risk once the build phase begins.

## 3. Build

During the build phase, a product or service gets developed. This could include wireframes, designs, testing, workflows, and more. As you begin to build, you may need to revisit the design; or as you launch, you may need to go back and make revisions to what you have built.

## 4. Launch

During the launch phase, the product or service is put into production and is made available for its audience. How, when, and where to launch is important for the success of the product or service.



“We must move from a  
place of vulnerability



to a place of opportunity.”

– Brand project participant

Responsible brands understand who they are by understanding who makes up their community. This understanding is demonstrated by identifying and articulating brand principles that guide every decision made within an organization.

The following brand principles were crafted after a series of workshops and conversations with health information professionals (CHIMA members and non-members) and health care professionals outside of the traditional health information space.

# Brand principles of health information

## Knowledge

The knowledge and deep understanding that health information professionals have makes them valuable and more relevant than ever before. This adds to the rich legacy of CHIMA and the HIM® profession.

## Structure

Research showed that CHIMA members value structure; the brands must ensure integrity and clarity in communications and actions with their communities.

## Connection

CHIMA builds community within the health information industry by connecting members, industry and education partners, workforce, and the public. CHIMA's success is in facilitating these strong connections.

## Progress

The health information industry is always evolving—and CHIMA must reflect this progressive state by ensuring its actions and communications provide leadership and forward momentum.

# People shaping the profession



# Our members

The Association and College had 5,439 active members as of February 29, 2020.

CERTIFIED PROFESSIONALS (voting members)

4,481

RETIRED PROFESSIONALS (voting members)

145

STUDENTS (non-voting members)

783

AFFILIATES (non-voting members)

30

# 2019–2020 saw a 3x increase in chapter engagement

# 951

in-person event registrants  
in FY 2019-2020

up from 298 event registrants  
in FY 2018-2019

## Speakers

NSPE chapter guest

**Dr. Thomas J. Marrie**

Deputy Minister of Health and Wellness,  
Nova Scotia

NL chapter guest

**Dave Diamond**

CEO, Eastern Health

SK chapter guest

**Ron Kruzeniski**

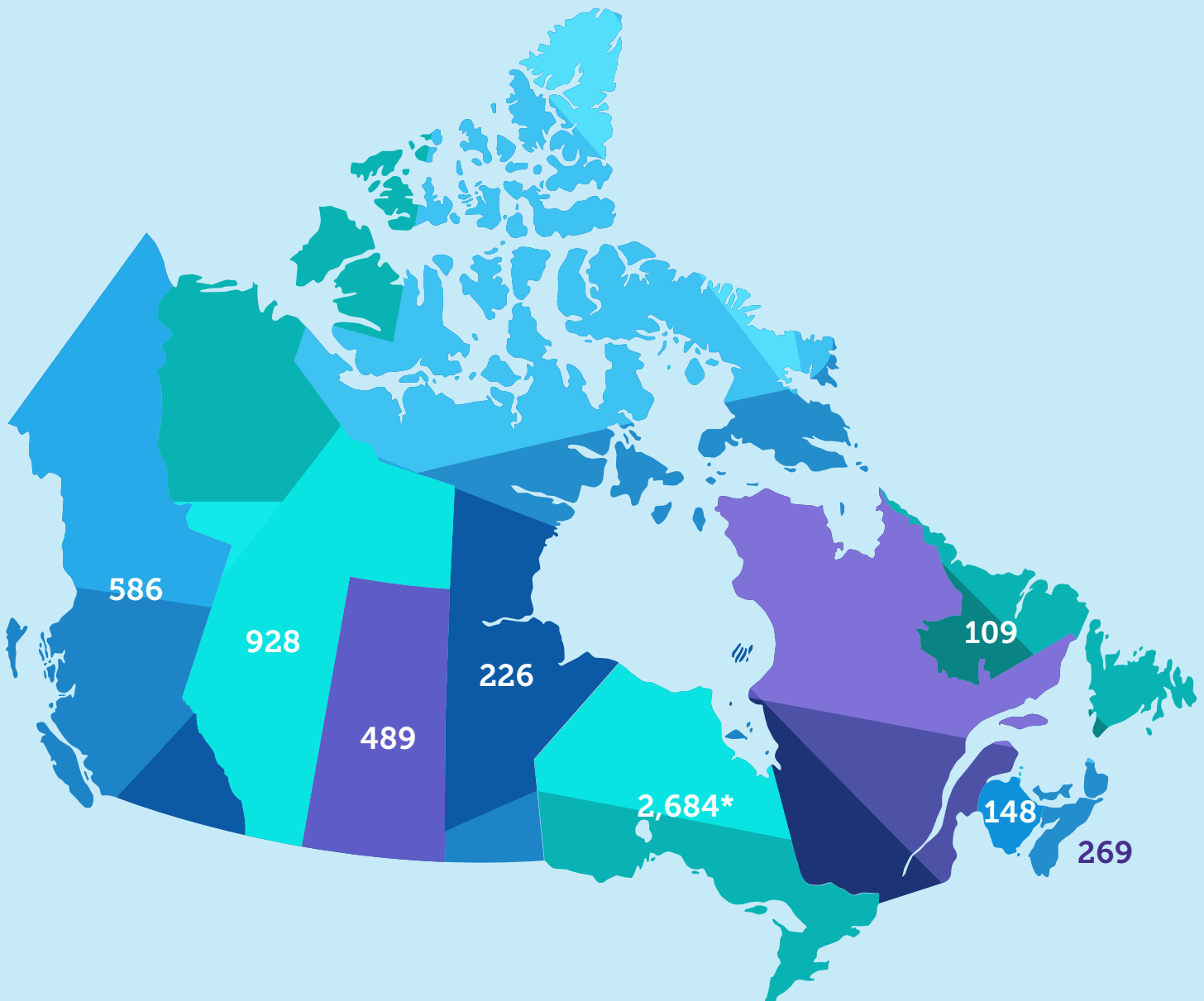
Q.C., Information and Privacy Commissioner  
Office of the Saskatchewan Information and  
Privacy Commissioner (IPC)

More than **700** registrants  
attended the ON chapter webinar

The ON chapter hosted an online education session on June 26, 2019 in relation to data quality with the topic of renal disorders. It was also broadcast over the Ontario Telemedicine Network (OTN).



# 5,439 members from coast to coast to coast



\*For the purposes of the 2019-2020 Accountability Report, active CHIMA members who live in Quebec are included in the Ontario chapter.

# Our profession continues to show excellence



The Pinnacle Awards are annual accolades that celebrate the excellence, dedication, and commitment of members who have made significant contributions to enriching CHIMA membership and the practice of health information.

## Tribute to Excellence

**Kathleen Addison, CHIM**

**Sue Schneider, CHIM**

This award recognizes the contributions of an individual who has enriched and made significant and sustained contributions to the HIM profession and the Association.

## Volunteer of the Year

**Sue Schneider, CHIM (ON)**

**Vanessa Pozniak, CHIM (SK)**

Volunteer of the Year honours a chapter member who has made meaningful contributions to the delivery of chapter committee mandates through volunteer efforts.

## Graduating Students of the Year

**Amy Linehan, CHIM**

Nova Scotia Community College

**Amalie Varallo**

Westervelt College

**Elisha Snelling, CHIM**

St. Lawrence College

**Hongeun (Elaine) Lee, CHIM**

Southern Alberta Institute of Technology

**Lydia Akiru, CHIM**

Center for Distance Education

**Mohammad Siddiqui, CHIM**

George Brown College

**Nicole Cote**

Conestoga College

**Sarah Mandarano, CHIM**

Fleming College

**Adriana Floca, CHIM**

HealthCareCAN/CHA Learning

# CHIMA supports thought leaders in health information

43

industry leaders engaged in the **National Coding Committee**

51

industry leaders engaged in the  
**Directors of Records of Ontario Teaching Hospitals**

8

industry leaders engaged in the  
**Canadian Certified Terminology Standards Specialists  
community of practice**

150

industry leaders engaged in the  
**Patient Registration Network  
of Ontario**

Our community facilitators have a passion for health information and facilitate portfolios that may include communities of practice, projects, or a combination of provincial, territorial, or national support.

**Cassandra McCrory**, MSc, BSc Nutr

**Charmaine Shaw**, MA, BA, CHIM, CIPP(C)

**Kelly S. Davison**, MN, MSc, GCert-HTS, RN, CTSS  
(he, him, or if you're unsure, they)

**Pat Garcia**, MSCHA, CHIM

Their efforts enable the Canadian Health Information Management Association to advance the profession, increase brand engagement, and advocate for health information professionals.

Community facilitators initiate conversations and guide discussions within their portfolios, establishing important industry connections and identifying emerging areas of interest.

Their efforts combined reach over 250 leaders across Canada—some who are certified with the Canadian College of Health Information Management and are professional members of CHIMA.

# We are empowered by the collective knowledge of our industry

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## Continuing professional education program

The continuing professional education (CPE) program is in place to ensure health information professionals enhance their skills and expand their knowledge for the duration of their career.

National team members consulted a group of volunteer advisors from across the country to assist with revising the CPE program policy.

This decision was made after identifying the need to address the CPE activity categories to submit credits in 2017, and engaging with membership to confirm observations in 2018.

At the beginning of 2019, the revised CPE policy was published. Changes include condensing 9 categories and 31 sub-categories down to 6 broad categories. The broad categories are better organized and allow for more types of CPE activities to be submitted.

The online tracking system was retired, and a simple manual Excel tracking tool was created for members to use until February 29, 2020. This was an interim solution until a new CPE tool could be developed in the online platform launching spring of 2020.

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## HIM Innovation Project

The HIM Innovation Project team continued in-depth discovery to understand industry needs and required skillsets in the health information profession. This discovery included consultations with stakeholders across Canada, in both urban and rural settings. These findings provided a foundation for designing a new academic

partnership model, providing new opportunities for our education partners, as well as both current and future members of the profession.

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## HIM Conference

The HIM Conference planning committee created three advisory groups in the fall of 2019 to help inform programming. These were in the topic areas of enabling the EHR, information governance/privacy, and data quality.

An initial meeting was held on November 4, 2019 with each group. A second touchpoint through email took place on February 21, 2020 with a proposed program asking for their feedback, suggestions for topics/speakers, and whether they'd like to be involved themselves at the conference.

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## Professional development

During the creation of the upcoming *Emerging Privacy Management Practices in Health Care* series, stakeholders from coast to coast to coast were consulted and reviewed the series content for relevance including a total of 17 experts in the privacy field.

Professional practice briefs (PPBs) that were launched or are in the development process also included volunteer engagement to review this content. PPB 0047 Patient Provider IM and Texting launched April 2019 and PPB 0048 The Impact of Registration Errors in Acute Care will be published soon.

People shaping the profession

# Thank you to our more than **150** volunteers.

Andrea Baque

Diane Aldridge

Jennifer Turner

Lisa Margaritis

Ramona Kyabaggu-

Andrea Lorette

Drew Ivan

Joelle Kanyimbo

Lisa White

Sakubita

Andrew Kinross

Elsie Lu

Julie Hubert

Lisa Contras

Raven Wilson

Angie McCashion

Eric Sutherland

Kait Greer

Lisa Newen

Rebecca Phillips

Anna Shule

Faye Harbicht

Karen Toovey

Lynn Katabay

Robert Fyfe

Barb Goertzen

Frankie Dewsbury

Karyn Wicks

Lynn Katabay

Roberta Green

Betty Lowe

Gerald Yu

Kayla Magliaro

Majid Sharafi

Rosemarie

Bindy Bains

Gina Thompson

Kerry Johnson

Marci MacDonald

Lourenco

Brittany Wiseman

Grace Wang

Kim Stephenson

Margaret Connolly

Rushik Patel

Candace Gibson

Hanifa Ladhani

Krista Nelson

Marta Pesin

Sandy Sahdra

Carol Adam

Hannah Domnic

Kristin Dyke

Marvi Memon

Seana Hamilton

Carolynne Powe

Heather Coakwell

Kristin Krahn

Melanie Moore

Shari Wiebe

Cassandra Linton

Helen McDougall

Kristy Boese

Michael McGill

Sharon Baker

Cierra Musich

Holly Clair

Laura Krawec

Nancy Haugen

Sharon Jospy

Corey Clarke

Jake Harmina

Laurie Snedden

Natalia Frelek

Steeve Legault

Courtney Sabo

Jeanne MacDougall

Laura Krawec

Nicole Burford

Stephanie

Crystal Collins

Jeannette

Leona Chisholm

Nicole Neidig

Tambeau

Crystal Kearley

Blanchard

Linda Plummer

Nicole Walton

Sue Schindler

Crystal Kearley

Blanchard

Linda Smith

Pakizah Kozak

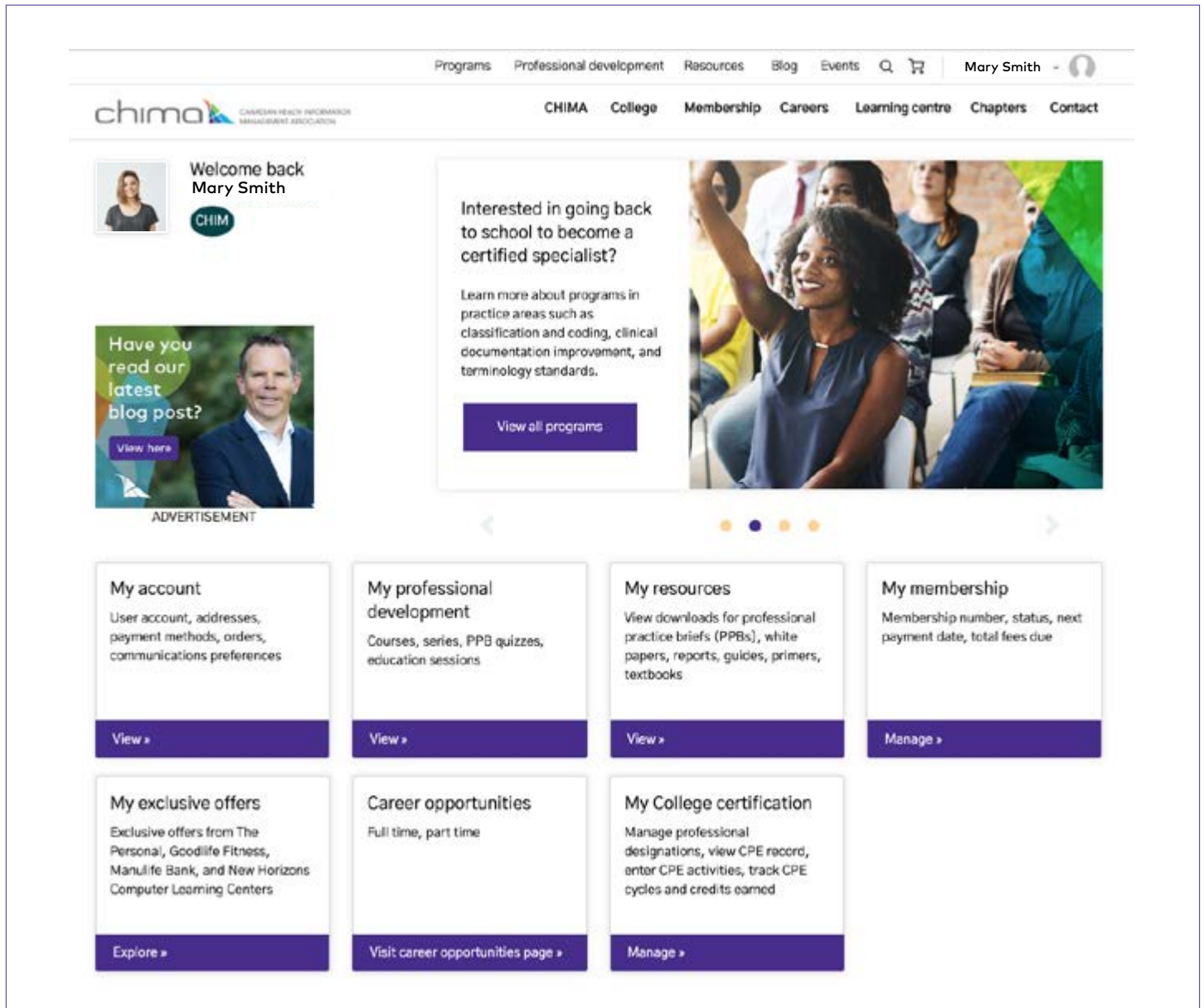
Susan Harding



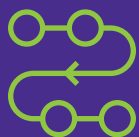
# Building knowledge

A photograph of a man in a white shirt standing and presenting to a group of people seated around a table in a meeting room. The image is overlaid with a semi-transparent purple filter. The man is in the foreground on the right, looking towards the group. The group consists of several people, some of whom are looking towards the presenter. There are glasses and a laptop on the table.

# An online platform built to connect health information professionals



# Online platform highlights



## Education pathways for members

Our online platform will make it easier than ever for those interested in joining or moving up in the health information profession to determine the right education pathway for them.

We will have comprehensive FAQ sections for each pathway and have moved all certification applications and advanced standing pathway assessments online for a more efficient, user-friendly experience.



## Automated CPE activity tracking

With the launch of the new platform, all CPE activities completed through the Association will be automatically tracked and included in a member's CPE record, which is accessible through the dashboard area.

We have eliminated the need for spreadsheets by introducing an online manual tracking form for members to submit CPE activities that are not hosted by the Association.



## Direct engagement with the national team

The new live chat feature allows for direct and immediate engagement with national team members during business hours from 9 am–5 pm EST. At the end of the chat visitors are able to rate their experience and provide feedback.

This feedback will be reviewed so that we can continue improving to meet the needs of our new online platform users.



## Improved dashboard for members

The dashboard area offers an experience specific to CHIMA membership types. When signing in, for example, students will see messaging relevant to their studies or retirees will see messaging re-engaging them with the profession.

Members can easily manage their account, find their exclusive offers from partners, and access their resources and professional development offerings. National certification applications and examination grades will be readily available.

Our organization  
connected with over  
**200+**  
medical colleges,  
associations,  
institutes, and private  
companies, along with  
governments and  
potential partners.

# HIM CONFERENCE

Presented by  chima

## Collected + Curated

The HIM Conference, presented by the Canadian Health Information Management Association (CHIMA), will bring together an intimate group of professionals and industry leaders in health care, business, and technology. It's time to share knowledge on data quality, leadership, the electronic health record, privacy, information governance, health equity, and technology.

Visit [himconference.ca](https://himconference.ca) for the latest.



We will bring innovative health information education and credentialing in health information management to market.

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What we heard from education partners

01

**Accreditation**

- Process needs to be re-envisioned
- Shorter timeline would be appreciated

02

**LOHIM**

- Needs to be more flexible
- Content could be more succinct

03

**Course content**

- Would like freedom to choose
- Opportunity to add regional or specialized content

04

**Program delivery**

- The same quality of education should be provided regardless of delivery format (e.g., online or on campus) and accessible to rural Canadians

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What we heard from industry

01

**Students**

- Should be able to specialize in different areas of health information

02

**Graduates**

- Will need to connect back to the big picture behind the data—a person's story

03

**Awareness**

- Amplify the importance of the holding a professional designation with the College

04

**Differentiate**

- Make clear how the College's certifications differ from others in the market

# Focusing on continuous improvement with our health information educators

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## Accreditation renewal process

In February 2020 the College launched a more efficient process for current education partners looking to renew their programs' accreditation status. The tone of accreditation renewal now is more collaborative and focuses on continuous improvement.

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## Updated accreditation renewal process



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## Outcomes

Improved renewal process including a self-assessment package

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Increased awareness of the credibility of accreditation

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Shortened site visits to respect time

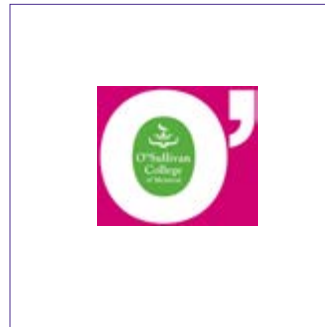
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Continued improvement of content adaptability

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Strengthened relationships with education partners

# Education partners with accredited programs



# Incredible achievements from HIM graduates

293

candidates wrote  
the CHIM NCE

83.6%

pass rate

4 examination  
sittings:

April 2019  
July 2019  
October 2019  
January 2020

Reintegrated a  
French  
version of the  
CHIM NCE

Published a  
CHIM NCE process  
to better assist  
candidates

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Honours list *for candidates who achieved 85% or above*

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Sarah Cannon, CHIM

---

Jennifer Patterson, CHIM

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Christina Glover, CHIM

---

Rutika Shah, CHIM

---

Jonathan Glum, CHIM

---

Kyoto Tiessen, CHIM

---

Sarah Madeley, CHIM

# New certifications diversify and strengthen the health information profession

A certified specialist is recognized in industry for their particular area of expertise. Certifications are currently available for classification and coding, clinical documentation improvement, and terminology standards.

## CCCS

### **Certified Classification and Coding Specialist**

Last fiscal year, the discovery and design of the CCCS certification was completed. This year, the focus was on building the appropriate resources and launching the certification and its professional designation into market.

## CCDIS

### **Certified Clinical Documentation Improvement Specialist**

This fiscal year, the College launched the certification for the CCDIS professional designation into market. This included developing eligibility requirements, curricular competencies, and an examination.

## CTSS

### **Certified Terminology Standards Specialist**

This fiscal year, the College launched the certification for the CTSS professional designation into market. Eligibility requirements were determined and the application process was finalized.

In 2019, examination questions were drafted. On the advice of industry experts, the College moved away from requiring an examination to become a CTSS. This format is not conducive to testing the skillsets of a terminology standards specialist.

# Financials

A man in a white shirt is standing and presenting to a group of people seated around a conference table in a meeting room. The scene is overlaid with a semi-transparent purple filter. The man is in the foreground on the right, looking towards the group. The group consists of several people, some of whom are looking towards the presenter. There are glasses of water and a laptop on the table.



# Financials

March 1, 2019 – February 29, 2020

The following is a report of the Canadian Health Information Management Association and Canadian College of Health Information Management (together, the Organization) consolidated financial results for fiscal year 2019–2020.

Revenue was within expectations given that it was an off-conference year. Combined with cost control efforts, a positive net income was generated for the Organization.

Investment was directed toward the growth areas outlined in the strategic plan.

The Organization retained PricewaterhouseCoopers LLP as auditors. The audit report was based on Generally Accepted Accounting Principles (GAAP) and has a clean opinion.

**The following is an excerpt from PricewaterhouseCoopers LLP:**

*In our opinion, the accompanying combined financial statements present fairly, in all material respects, the financial position of the Canadian Health Information Management Association and the Canadian College of Health Information Management (together, the Organization) as of February 29, 2020 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.*

# Combined statements of financial position

Canadian Health Information Management Association and  
Canadian College of Health Information Management

As at February 29, 2020

	Operating fund	Fixed and intangible assets	Chapter reserve fund	Endowment fund	FY 2019-2020 TOTAL	FY 2018-2019 TOTAL
Assets	\$1,317,517	\$70,145	\$215,790	\$21,612	\$1,625,064	\$1,529,110
<b>LIABILITIES</b>						
Current liabilities	\$1,567,756	-	-	-	\$1,567,756	\$1,553,746
Investment in C.H.I.M.	-	-	-	-	-	\$4,616
Fund balances	\$(250,239)	\$70,145	\$215,790	\$21,612	\$57,308	\$(29,252)
Total liabilities and fund balances	\$1,317,517	\$70,145	\$215,790	\$21,612	\$1,625,064	\$1,529,110

# Financials

# Combined statements of revenues and expenses

Canadian Health Information Management Association and  
Canadian College of Health Information Management

For the year ended February 29, 2020

	FY 2019-2020 TOTAL	FY 2018-2019 TOTAL
<b>REVENUES</b>	\$1,855,055	\$2,037,300
<b>EXPENSES</b>	\$1,759,018	\$1,943,282
Excess of revenues over expenses for the year before other expenses (income)	\$96,037	\$94,018
Other expenses	\$9,477	\$76,072
<b>EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR</b>	\$86,560	\$17,946

# Board of directors

**Leah Anscombe, MA, CHIM**

Chair  
*British Columbia, Canada*

**Monique Rasmussen, CHIM**

Vice-chair  
*Ontario, Canada*

**Yoel Robens-Paradise, BA, MPA**

Secretary treasurer  
*British Columbia, Canada*

**Robert VanOort, MLT, CHIM**

Past chair  
*Ontario, Canada*

**Keith Denny, Ph.D**

Director  
*Ontario, Canada*

**Nona Gatchalian, MBA, CHIM**

Director  
*British Columbia, Canada*

**Karen Pietrangelo, MHS, BA, CHIM**

Director  
*Ontario, Canada*

**Marlene Raasok, BScPharm, MHSA**

Director  
*Alberta, Canada*

**Sonya Stasiuk, CHIM**

Director  
*Alberta, Canada*

# National team

**Andrew Quayle, BA, CHIM**

Chapter & Member Relations  
Coordinator  
*Ontario, Canada*

**Betsy Nejat, BA**

Director of National  
Partnerships  
*Ontario, Canada*

**Tiffany Jones, BA**

Executive Assistant  
*Manitoba, Canada*

**Alisha Peto, CHIM**

Special Projects, CPE  
Program & Recertification  
Coordinator  
*Saskatchewan, Canada*

**Paula Weisflock,**  
MAEd, BHA(HIM), CHIM

Director of Professional  
Development  
*Ontario, Canada*

**Jeff Nesbitt, MBA**

CEO & Registrar  
*Ontario, Canada*

**Janna Ball, CHIM**

Education Pathways  
Coordinator  
*British Columbia, Canada*

**Jessica MacDougall,**  
BSc., BHIM, MHI, CHIM

Director of Accreditation  
& Certification  
*Nova Scotia, Canada*

**Kaitlin McNamara**

Marketing & Operations  
Coordinator  
*Ontario, Canada*

**Wendy Guilfoyle**

Finance & Human Resources  
Coordinator  
*Ontario, Canada*

This fiscal year we welcomed Tiffany Jones, Executive Assistant (June 2019) and Betsy Nejat, Director of National Partnerships (September 2019) to the national team.

