

Health Information
Profession



Workforce Study 2022





2022 CHIMA Health Information Profession Workforce Study Report

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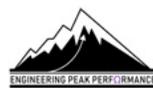
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Engineering Peak
Performance



Eve-Marie Blouin-Hudon, PhD

About the Canadian Health Information Management Association

The Canadian Health Information Management Association (CHIMA) is the national professional association for the health information profession in Canada. CHIMA represents more than 5,800 health information members from coast to coast to coast. It advocates for the health information profession, monitors industry trends, creates networking opportunities, and facilitates continuing education for our members. CHIMA also connects members with employment opportunities at organizations within health care and beyond.

About Engineering Peak Performance

Engineering Peak Performance is a professional services firm focused on helping companies and individuals achieve their unique version of peak performance. Principal and Corporate Performance Coach Omer Aziz, PENG, CHRL, has a background in engineering and HR, both in education and experience. He specializes in research and consulting related to activating the state of peak performance commonly referred to as 'Flow'.

About Aubs & Mugg

Aubs & Mugg Inc. is a Toronto-based brand strategy studio with a focus on information-led problem solving. Aubs & Mugg uses research and community engagement to build brands and help organizations tell their story.

Eve-Marie Blouin-Hudon, PhD

Eve-Marie Blouin-Hudon, PhD, leads organizational design and development initiatives through psychological research/data/statistics, talent management principles, and inter-disciplinary collaboration. In turn, her work aims to inform evidence-based solutions that are innovative, actionable, relevant, and can support both psychological well-being and business goals.

Disclaimer

Although the information in this report has been obtained from sources believed to be reliable, it is based on a survey and linked to data from May to July 2022. Accordingly, its accuracy and completeness cannot be guaranteed. This report is for information purposes only. All opinions and estimates included in this report constitute the view of the survey respondents combined with our judgement at the time of publication and are subject to revision.

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Introduction

We recognize the value of quality data. As health information professionals, the data we work with has significant and tangible impacts on individuals and communities.

This workforce study demonstrates that power—real data leads to clearer decision-making and better outcomes.

Discovering pathways to professional growth

The data collected through the workforce study helps CHIMA understand better the composition of our membership and the profession. The health information profession has a tremendous reach within health care—and beyond.

By determining where professionals are working today, we can identify new pathways and opportunities for professional growth. These discoveries will create more opportunities for CHIMA members and bring new perspectives to the health information profession.

The workforce study was facilitated by CHIMA and led by Peak Performance. The methodology and process were conducted with input from a broad range of stakeholders.

If you would like an official digital copy of the workforce study or have questions, please contact us at general@echima.ca.

Report structure

Current workforce

Over two months, a snapshot of the current health information workforce was collected via a digital survey. The results of the survey are aggregated, and sections presented in this report are as follow:

Methodology & Study Limitations

Demographics: Who is our certified community

Categories: Certified member's positions/levels

Cash Compensation: How does your paycheque measure up

Future opportunities

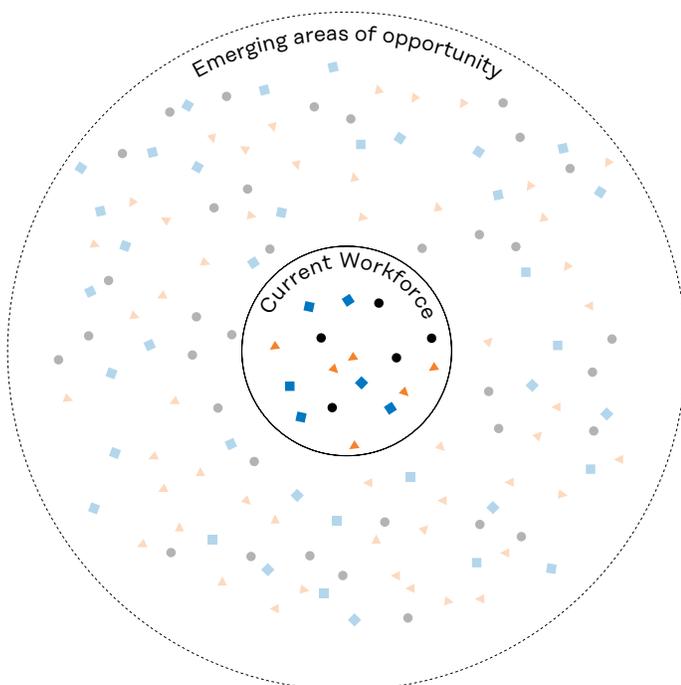
A methodology has been developed to examine future roles where health information professions can play a part. We provide the methodology in this document and an example pathway sheet for your reference based on a job family statistic.

Methodology & Study Limitations

Pathway Sheets

Pathway Sheet Example

The workforce study helps us understand better the true scale of the profession, what career opportunities exist within the established health information space, and where there are emerging areas of interest for certified professionals.



Section 1

The current workforce



Introduction

This is the result of community engagement to advance the profession. By participating in the survey, members have contributed to the growth of their profession, creating transparency through real data.

This snapshot represents only a moment in time for a profession that is rapidly expanding and deepening in the value it adds to the people of Canada. The data collection represented will be ongoing in nature and provide CHIMA members with the opportunity to contribute to their profession's growth.

Methodology

For the 2022 current workforce study, email invitations were sent to CHIMA email subscribers from May to July 2022. 1066 responses were received from the survey.

The survey allowed respondents to provide information on demographics, job characteristics, compensation, view of the profession and brand elements. The survey covered full-time, part-time and contract positions/levels. Key response statistics are as follows:

- The number of organizations represented: 388
- The number of job titles represented: 350
- The number of certified members represented: 986, representing 21% of the professional membership base of CHIMA as represented against the FY22 Accountability Report. The remainder of other membership types is as follows:
 - Retired: 6
 - Student: 61
 - Affiliate: 12
 - None: 1

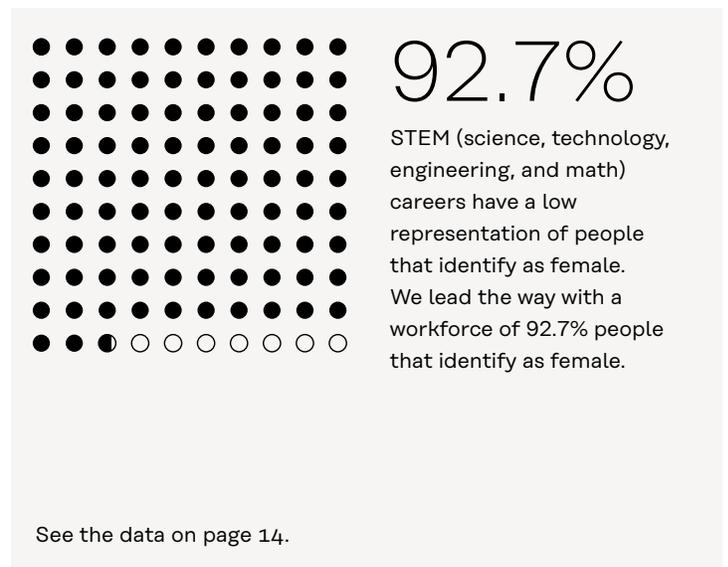
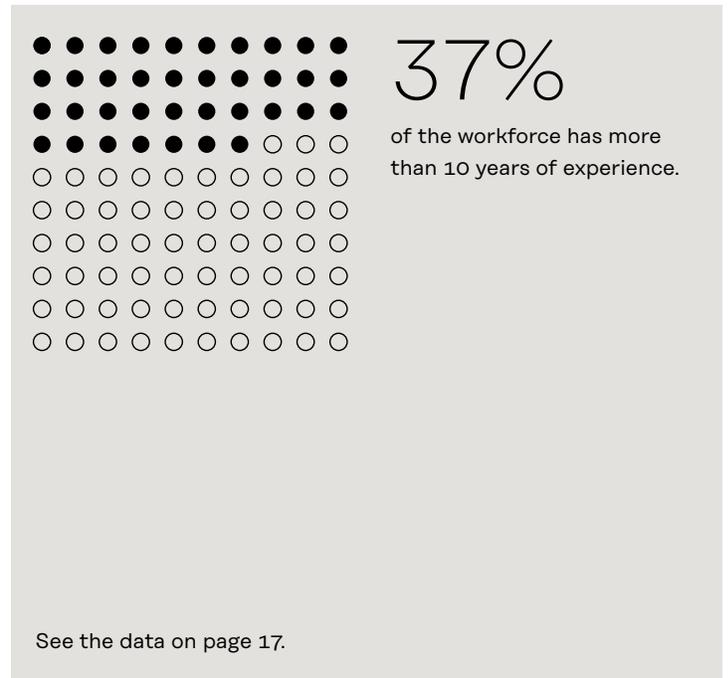
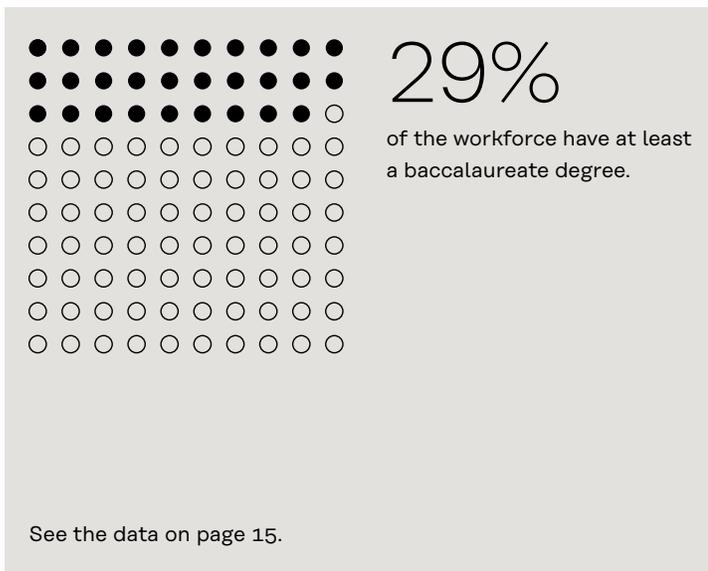
Study limitations

When interpreting the results of this study, it is important to keep in mind the following:

- The current workforce section of the study is as of July 2022.
- Results are based on survey responses and are as accurate as the data provided by the survey participants. Survey data that was not complete is excluded from this report.
- This survey was conducted using a list of subscribers from the CHIMA connection newsletter, totalling 8700 people. The results may or may not be an accurate representation of the total membership of CHIMA. Accordingly, the findings in this report reflect the views of the people that participated
- While overall results are robust, many subgroups have small sample sizes.
- Demographic, Category, Position/level and Compensation and Profession statistics are only provided for certified professionals.
- Sample sizes were based on participation and willingness of participants; specifically, if people selected 'prefer not to specify' they were removed from certain results presented within the analysis.
- Compensation data that is cross referenced within this report is for those participants that have certified full-time roles.

By the numbers

The health information profession workforce study provides a wealth of data to analyze and evaluate. Here are 4 examples of how this data helps to better understand where the profession is today.



Demographics

Meet your certified community

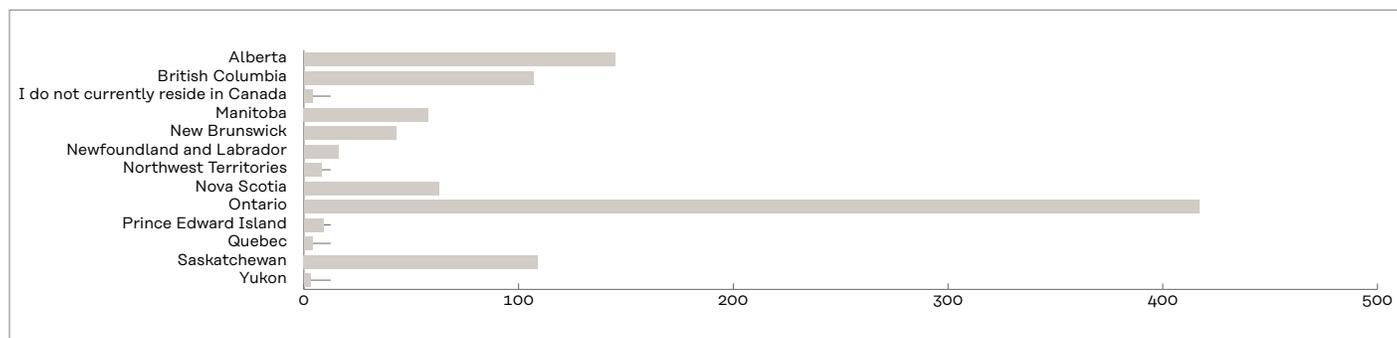
Demographic data gives insights and a better understanding of certain background characteristics of an audience group, whether it's age, race or other key elements. By asking demographic questions in this survey, we can gather information about our membership to help CHIMA ensure services are designed for the right audience.¹



Region

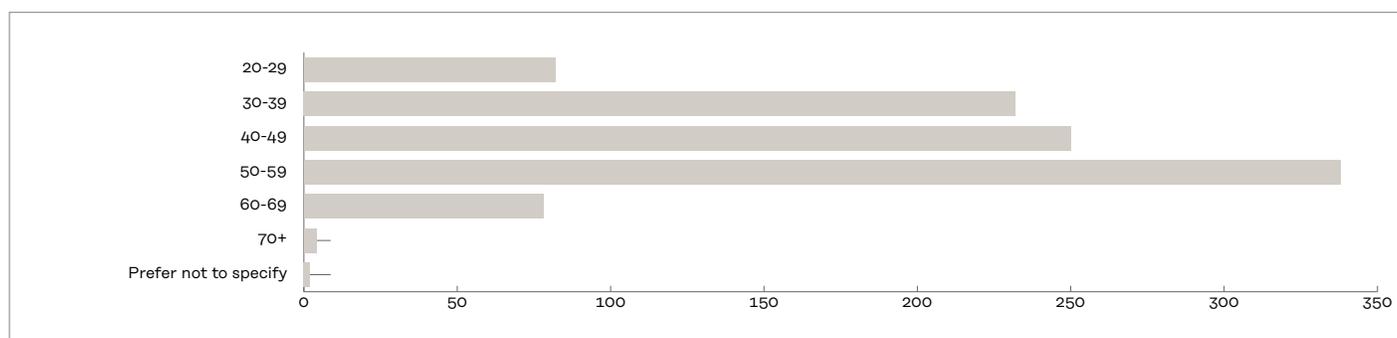
This subgrouping focuses on membership characteristics by geographic region.

Region	Respondents (#)	Respondents (%)
Alberta	145	14.7%
British Columbia	107	10.9%
I do not currently reside in Canada	4	0.4%
Manitoba	58	5.9%
New Brunswick	43	4.4%
Newfoundland and Labrador	16	1.6%
Northwest Territories	8	0.8%
Nova Scotia	63	6.4%
Ontario	417	42.3%
Prince Edward Island	9	0.9%
Quebec	4	0.4%
Saskatchewan	109	11.1%
Yukon	3	0.3%
TOTAL	986	100.0%



Age

Age	Respondents (#)	Respondents (%)
20-29	82	8.3%
30-39	232	23.5%
40-49	250	25.4%
50-59	338	34.3%
60-69	78	7.9%
70+	4	0.4%
Prefer not to specify	2	0.2%

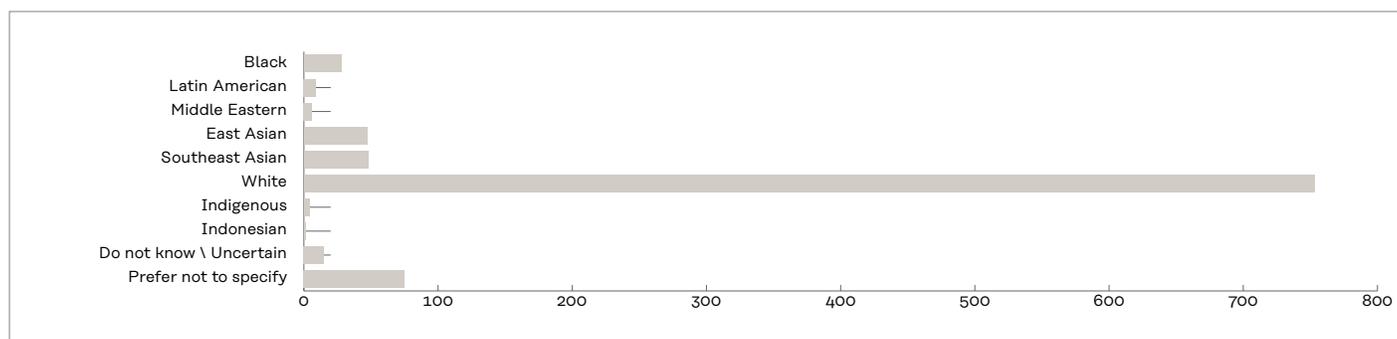


Race

Race is a term used to classify people into groups based principally on physical traits (phenotypes) such as skin colour. Racial categories are not based on science or biology but on differences that society has created (i.e. “socially constructed”), with significant consequences for people’s lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings.

Definition source: <https://www.ontario.ca/document/data-standards-identification-and-monitoring-systemic-racism/glossary>

Race	Respondents (#)	Respondents (%)
Black	28	2.8%
Latin American	9	0.9%
Middle Eastern	6	0.6%
East Asian	47	4.8%
Southeast Asian	48	4.9%
White	753	76.4%
Indigenous	4	0.4%
Indonesian	1	0.1%
Do not know \ Uncertain	15	1.5%
Prefer not to specify	75	7.6%
Total	986	100.0%

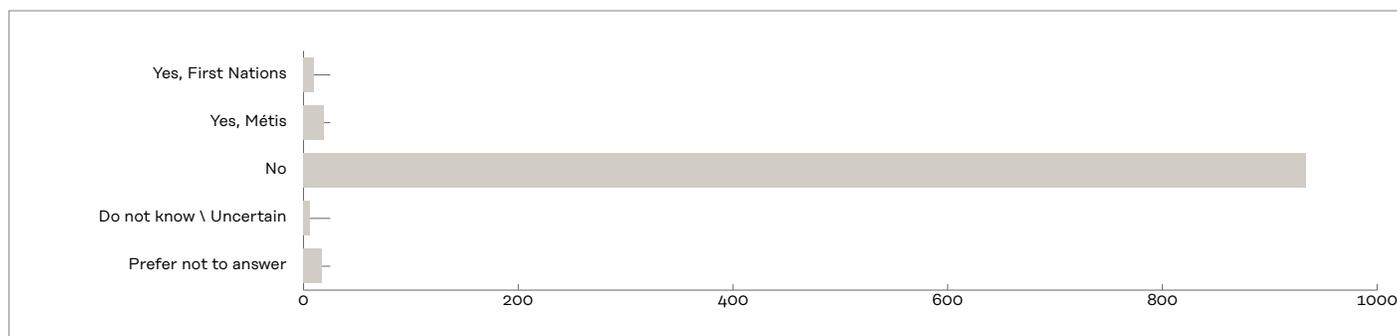


Indigenous identity

Indigenous people identify as being descended from the Original Peoples of what is currently known as Canada. In this context, Indigenous peoples include people who may identify as First Nations (status and non-status), Métis and/or Inuit and any related identities.

Definition source: <https://www.ontario.ca/document/data-standards-identification-and-monitoring-systemic-racism/glossary>

Indigenous identity	Respondents (#)	Respondents (%)
Yes, First Nations	10	1.0%
Yes, Métis	19	1.9%
No	934	94.7%
Do not know \ Uncertain	6	0.6%
Prefer not to answer	17	1.7%
Total	986	100.0%



Gender

Gender refers to an individual's personal and social identity as a man, woman or non-binary person (a person who is not exclusively a man or a woman).

Gender includes the following concepts:

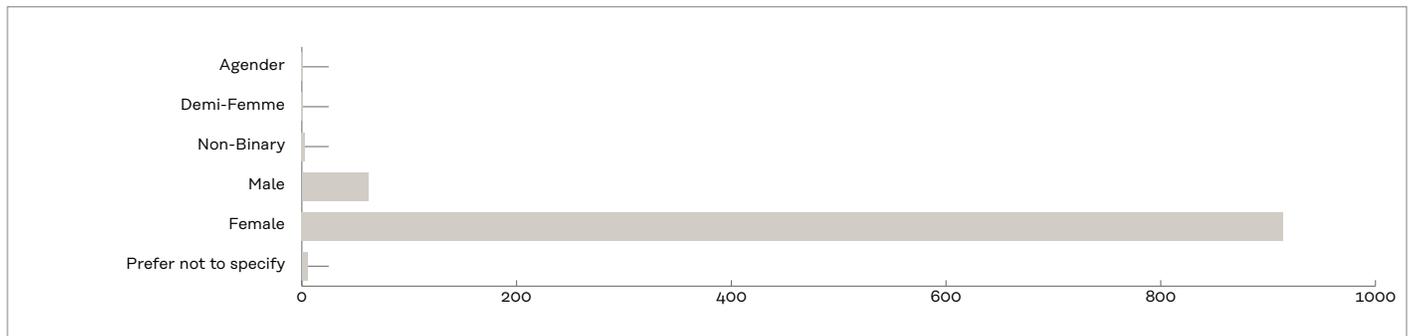
- gender identity, which refers to the gender that a person feels internally and individually;
- gender expression, which refers to the way a person presents their gender, regardless of their gender identity, through body language, aesthetic choices or accessories (e.g., clothes, hairstyle and makeup), which may have traditionally been associated with a specific gender.

A person's gender may differ from their sex at birth, and from what is indicated on their current identification or legal documents such as their birth certificate, passport or driver's licence. A person's gender may change over time.

Some people may not identify with a specific gender.

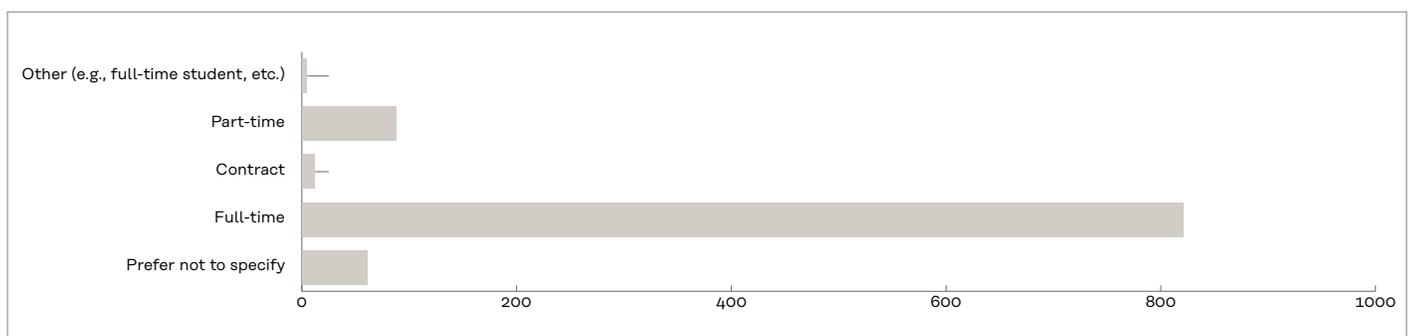
Definition source: <https://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=410445>

Gender	Respondents (#)	Respondents (%)
Agender	1	0.1%
Demi-Femme	1	0.1%
Non-Binary	3	0.3%
Male	62	6.3%
Female	914	92.7%
Prefer not to specify	5	0.5%
TOTAL	986	100.0%



Employment status

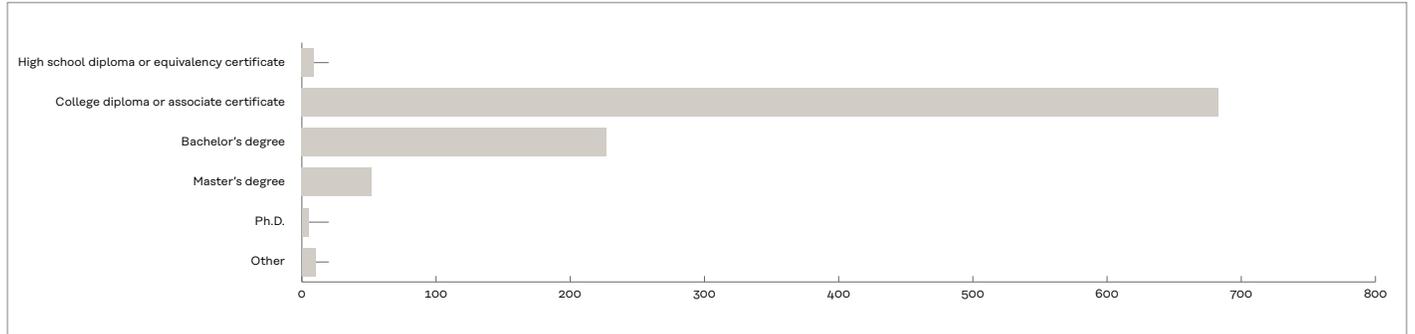
Employment status	Respondents (#)	Respondents (%)
Other (e.g., full-time student, etc.)	4	0.4%
Contract	12	1.2%
Part-time	88	8.9%
Full-time	821	83.3%
Prefer not to specify	61	6.2%
TOTAL	986	100.0%



Educational credentials

The highest level of educational credential earned.

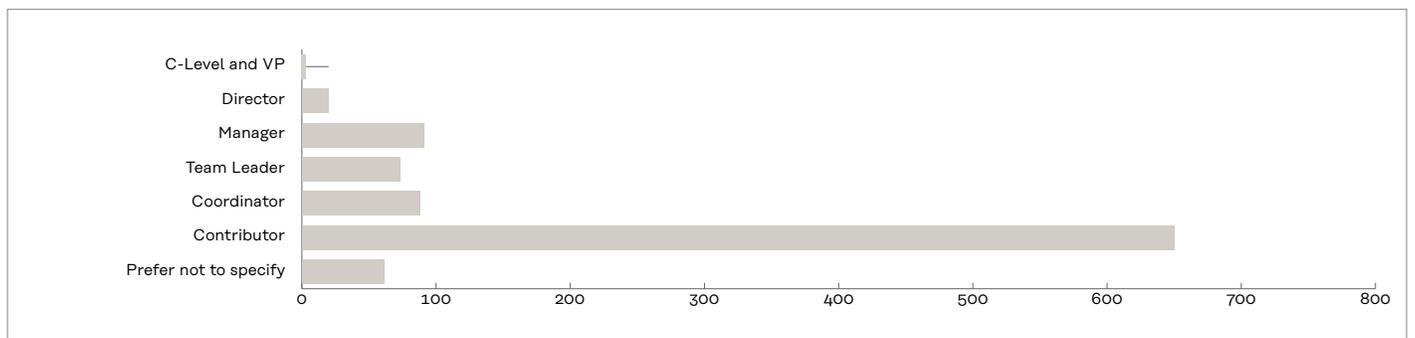
Education credential	Respondents (#)	Respondents (%)
High school diploma or equivalency certificate	9	0.9%
College diploma or associate certificate	683	69.3%
Bachelor's degree	227	23.0%
Master's degree	52	5.3%
Ph.D.	5	0.5%
Other	10	1.0%
TOTAL	986	100.0%



Position/level

Position or level recognizes the role that is played in the workforce exams scope of responsibility and is leveraged for business modelling purposes.

Position/level	Respondents (#)	Respondents (%)
C-Level and VP	3	0.3%
Director	20	2.0%
Manager	91	9.2%
Team Leader	73	7.4%
Coordinator	88	8.9%
Contributor	650	65.9%
Prefer not to specify	61	6.2%
TOTAL	986	100.0%



Categories

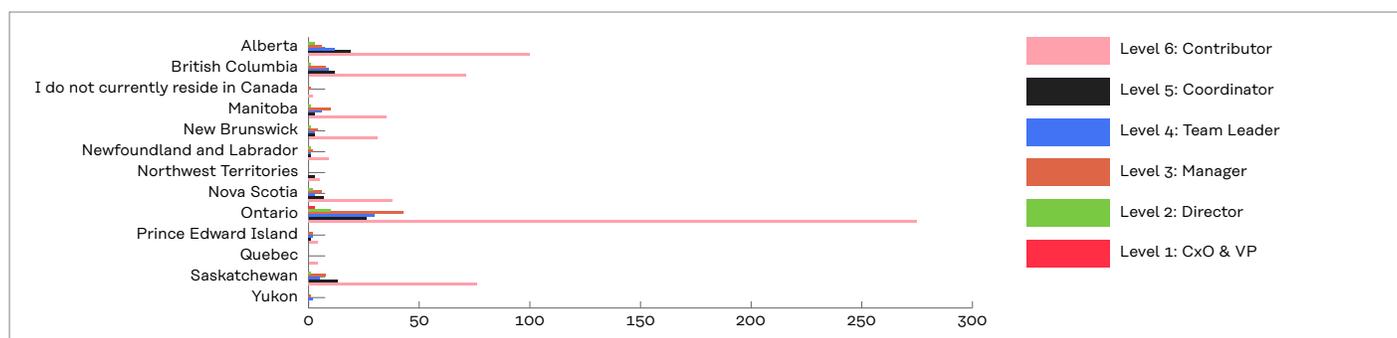
Certified members' positions/levels



Region

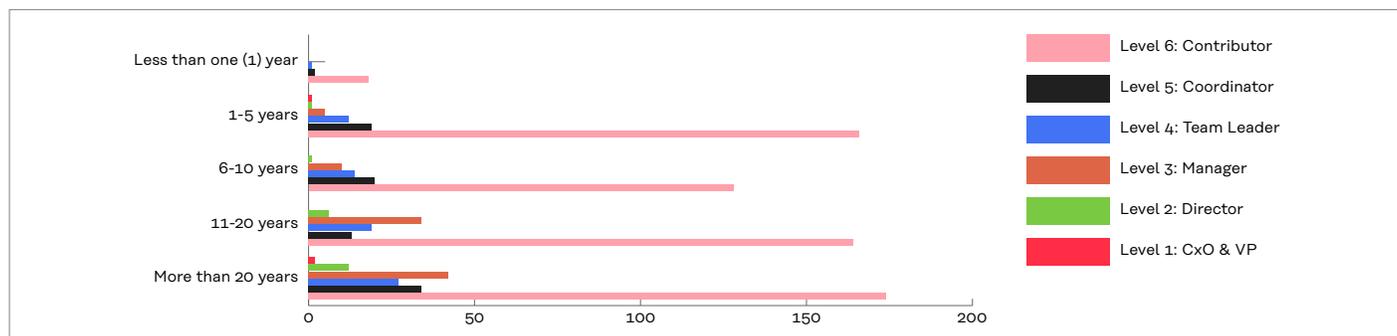
This subgrouping focuses on membership characteristics by geographic region.

Region	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Alberta	140			3	6	12	19
British Columbia	101			1	8	9	12
I do not currently reside in Canada	3				1		2
Manitoba	55			1	10	6	3
New Brunswick	42			1	4	3	3
Newfoundland and Labrador	14			1	2	1	1
Northwest Territories	8						3
Nova Scotia	56			2	6	3	7
Ontario	387	3	10	43	30	26	275
Prince Edward Island	9				2		1
Quebec	4						
Saskatchewan	103			1	8	5	13
Yukon	3				1	2	
TOTAL	925	3	20	91	73	88	650



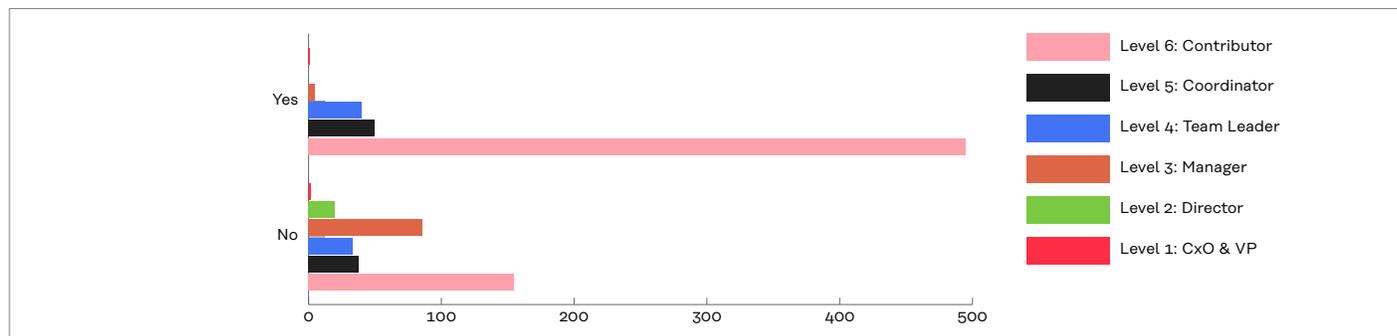
Experience

Number of years of experience	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Less than one (1) year	21					1	2
1-5 years	204	1	1	5	12	19	166
6-10 years	173		1	10	14	20	128
11-20 years	236		6	34	19	13	164
More than 20 years	291	2	12	42	27	34	174
TOTAL	925	3	20	91	73	88	650



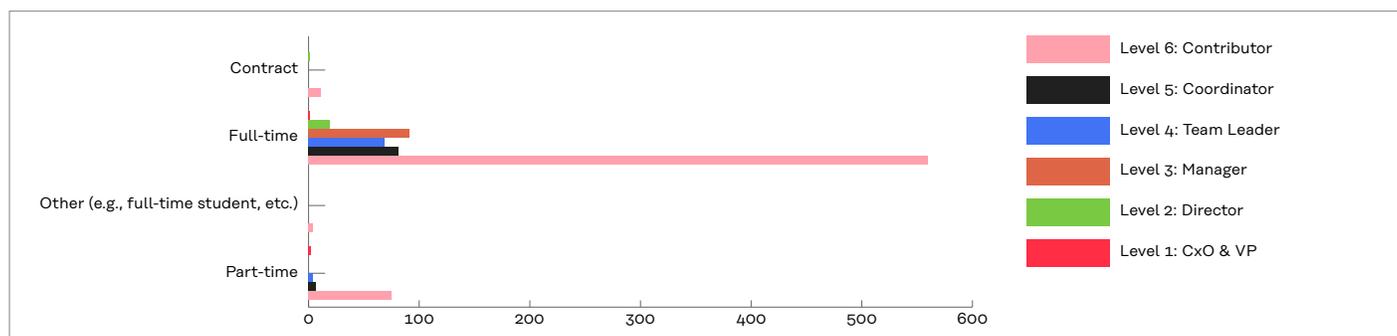
Part of a union

Part of a union	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Yes	591	1		5	40	50	495
No	334	2	20	86	33	38	155
TOTAL	925	3	20	91	73	88	650



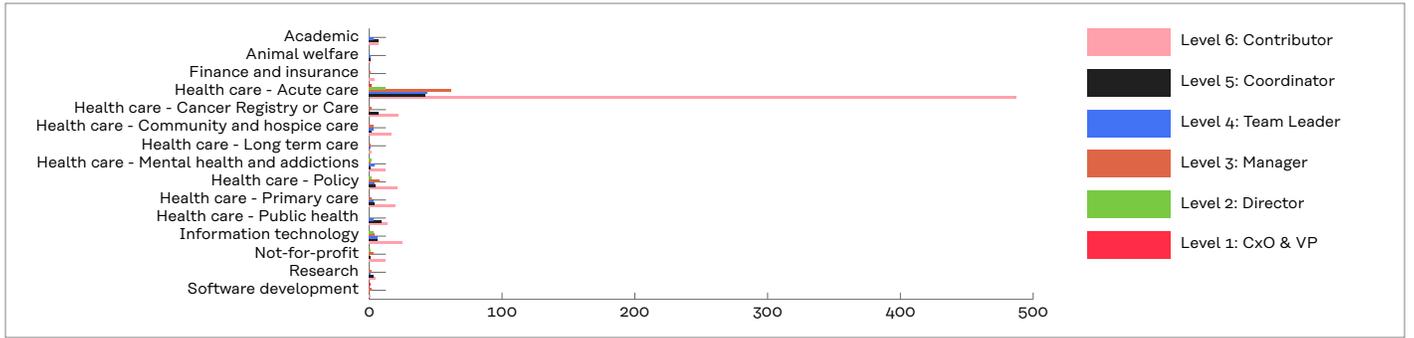
Employment status

Employment status	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Contract	12			1			11
Full-time	821	1	19	91	69	81	560
Other (e.g., full-time student, etc.)	4						4
Part-time	88	2			4	7	75
TOTAL	925	3	20	91	73	88	650



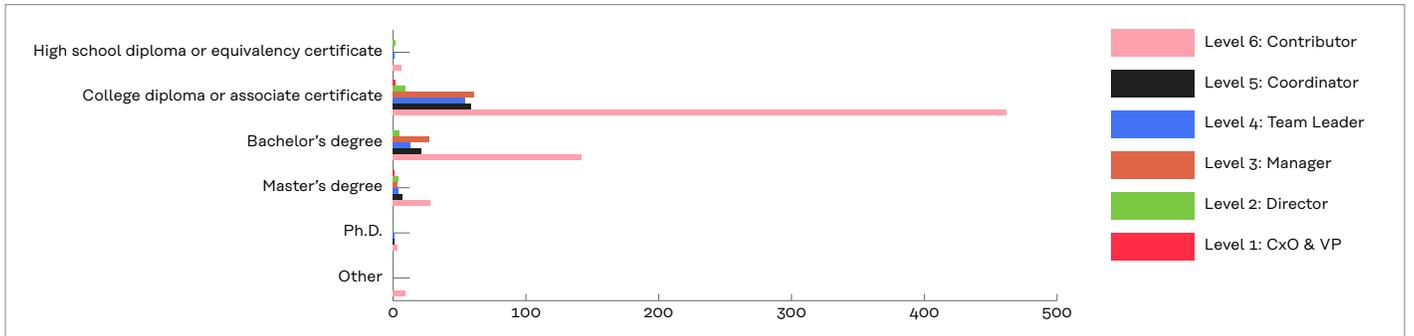
Sector

Sector	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Academic	17					3	7
Animal welfare	3					1	1
Finance and insurance	5				1		4
Health care: Acute care	649	2	12	62	44	42	487
Health care: Cancer Registry or Care	31				2		7
Health care: Community and hospice care	25				3	3	2
Health care: Long term care	4				1	1	2
Health care: Mental health and addictions	20			2	1	4	1
Health care: Policy	40			2	8	4	5
Health care: Primary care	29				2	3	4
Health care: Public health	26					3	9
Information technology	44			3	4	6	6
Not-for-profit	17			1	3		1
Research	11				2	1	3
Software development	4	1			2		1
TOTAL	925	3	20	91	73	88	650



Education

Education	Respondents (#)	Level 1: CxO & VP	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
High school diploma or equivalency certificate	9		2		1		6
College diploma or associate certificate	647	2	9	61	54	59	462
Bachelor's degree	208		5	27	13	21	142
Master's degree	47	1	4	3	4	7	28
Ph.D.	5				1	1	3
Other	9						9
TOTAL	925	3	20	91	73	88	650



Cash compensation

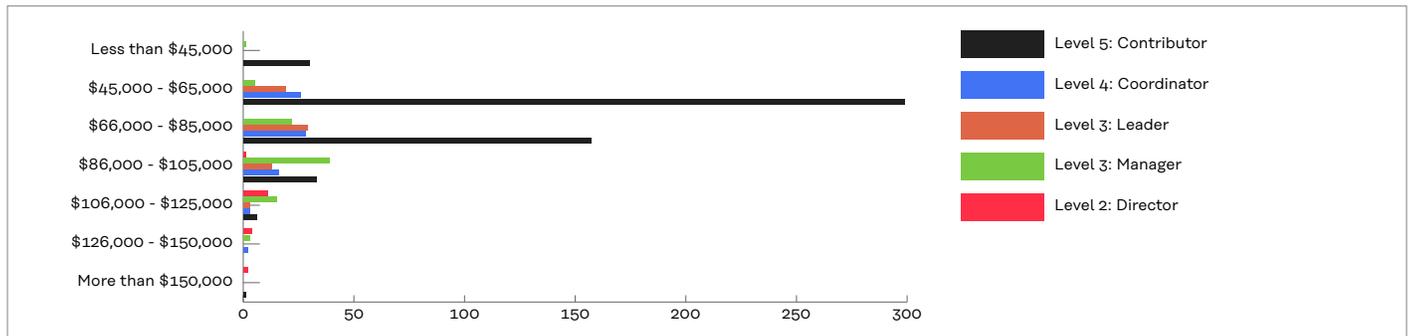
How your paycheque measures up

Full-time, professional certified members that chose to provide compensation banding were included in this section. This total sample includes 768 records.



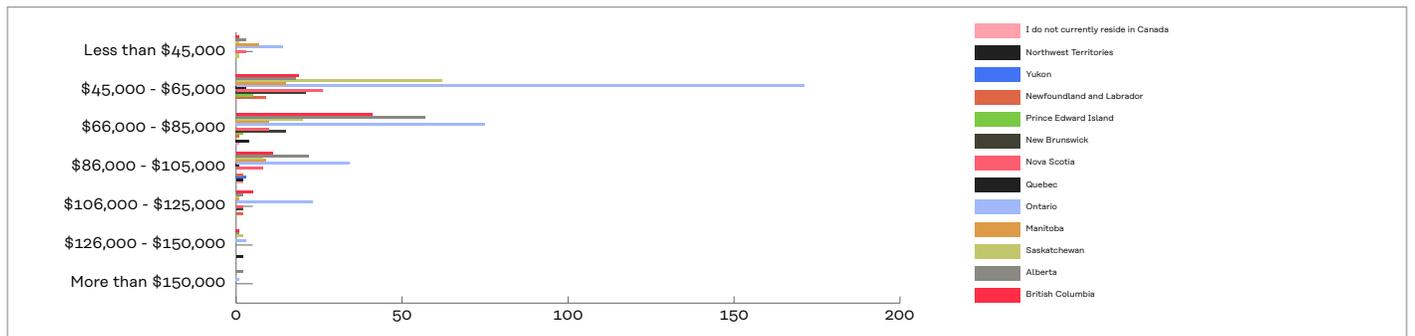
Compensation by position/level

Compensation	Respondents (#)	Level 2: Director	Level 3: Manager	Level 4: Team leader	Level 5: Coordinator	Level 6: Contributor
Less than \$45,000	31			1		30
\$45,000 - \$65,000	349			5	19	299
\$66,000 - \$85,000	236			22	29	157
\$86,000 - \$105,000	102	1	39	13	16	33
\$106,000 - \$125,000	38	11	15	3	3	6
\$126,000 - \$150,000	9	4	3		2	
More than \$150,000	3	2				1
TOTAL	768	18	85	64	75	526



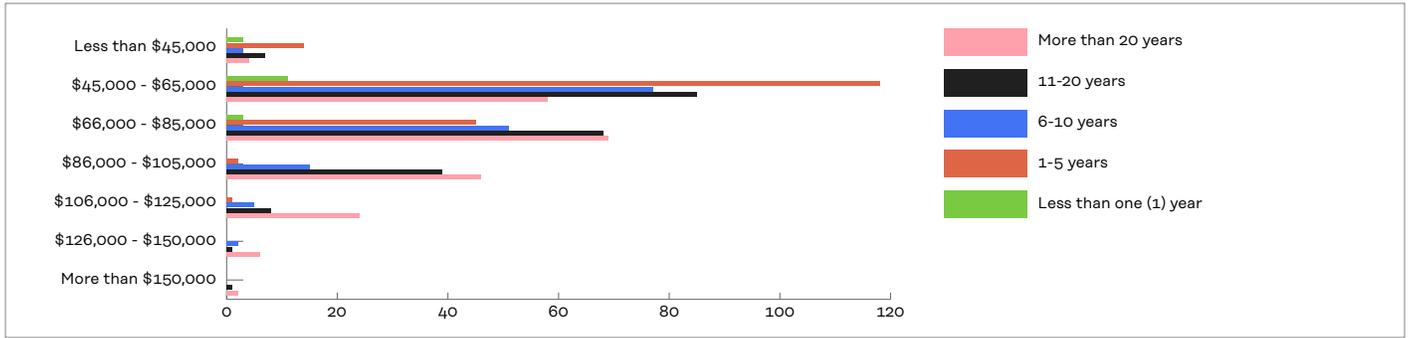
Compensation by region

Compensation	Respondent (#)	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Nova Scotia	New Brunswick	Prince Edward Island	Newfoundland and Labrador	Yukon	Northwest Territories	I do not currently reside in Canada
Less than \$45,000	31	1	3	1	7	14		3	1	1				
\$45,000 - \$65,000	349	19	18	62	15	171	3	26	21	5	9			
\$66,000 - \$85,000	236	41	57	20	10	75	1	10	15	2	1		4	1
\$86,000 - \$105,000	102	11	22	8	9	34	1	8			2	3	2	2
\$106,000 - \$125,000	38	5	2	1	1	23		2	2					
\$126,000 - \$150,000	9	1	1	2		3								2
More than \$150,000	3		2			1								
Grand Total	768	78	105	94	42	321	4	49	39	8	14	3	8	3



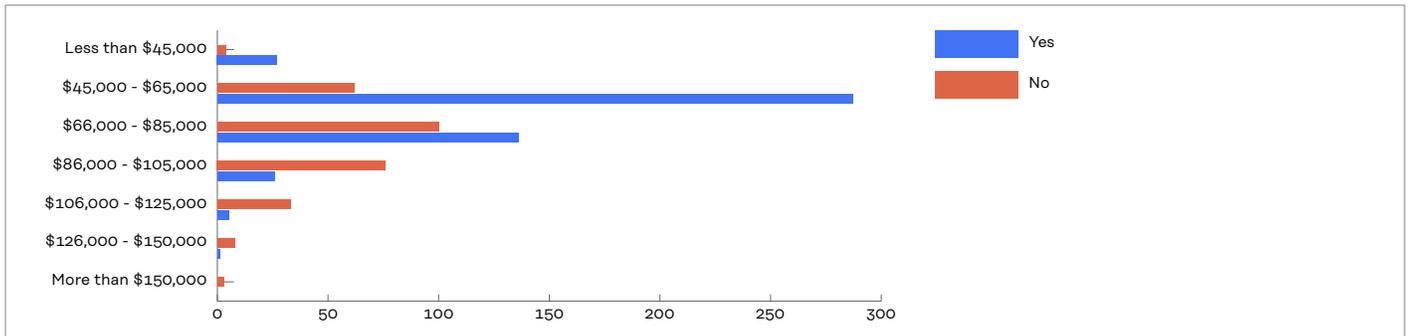
Compensation by experience

Compensation	Respondents (#)	Less than one (1) year	1-5 years	6-10 years	11-20 years	More than 20 years
Less than \$45,000	31	3	14	3	7	4
\$45,000 - \$65,000	349	11	118	77	85	58
\$66,000 - \$85,000	236	3	45	51	68	69
\$86,000 - \$105,000	102		2	15	39	46
\$106,000 - \$125,000	38		1	5	8	24
\$126,000 - \$150,000	9			2	1	6
More than \$150,000	3				1	2
TOTAL	768	17	180	153	209	209



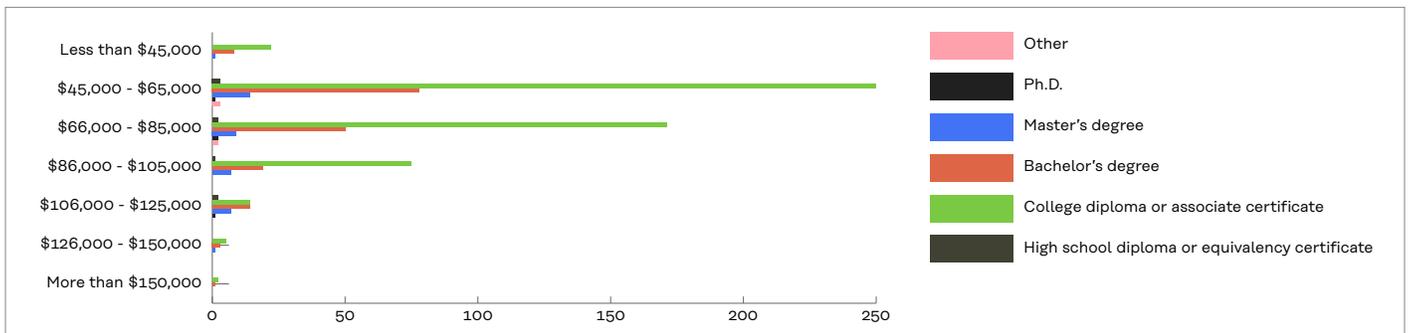
Compensation by union participation

Compensation	Respondents (#)	No	Yes
Less than \$45,000	31	4	27
\$45,000 - \$65,000	349	62	287
\$66,000 - \$85,000	236	100	136
\$86,000 - \$105,000	102	76	26
\$106,000 - \$125,000	38	33	5
\$126,000 - \$150,000	9	8	1
More than \$150,000	3	3	0
TOTAL	768	286	482



Compensation by Education

Compensation	Respondent (#)	High school diploma or equivalency certificate	College diploma or associate certificate	Bachelor's degree	Master's degree	Ph.D.	Other
Less than \$45,000	31	22	8	1			
\$45,000 - \$65,000	349	3	250	78	14	1	3
\$66,000 - \$85,000	236	2	171	50	9	2	2
\$86,000 - \$105,000	102	1	75	19	7		
\$106,000 - \$125,000	38	2	14	14	7	1	
\$126,000 - \$150,000	9	5	3	1			
More than \$150,000	3	2	1				
TOTAL	768	8	539	173	39	4	5



Your profession

How you see the profession

Participants were asked to rank the impact of their CHIMA membership on their professional success, and identify the qualities they believe define the health information profession.

Understanding *Net Promoter Score*[®]

Net Promoter Score measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

Calculate your NPS using the answer to a key question, using a 0-10 scale. Respondents are grouped as follows:

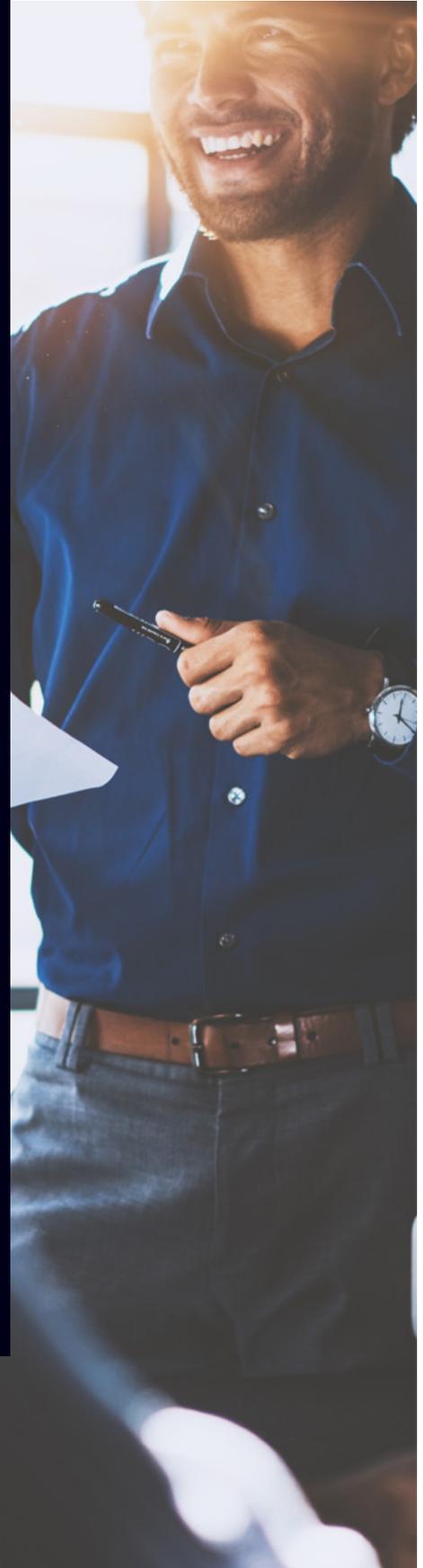
Promoters (score 9-10) are loyal enthusiasts.

Passives (score 7-8) are satisfied but unenthusiastic.

Detractors (score 0-6) are unhappy.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

Source: <https://www.netpromoter.com/know/>

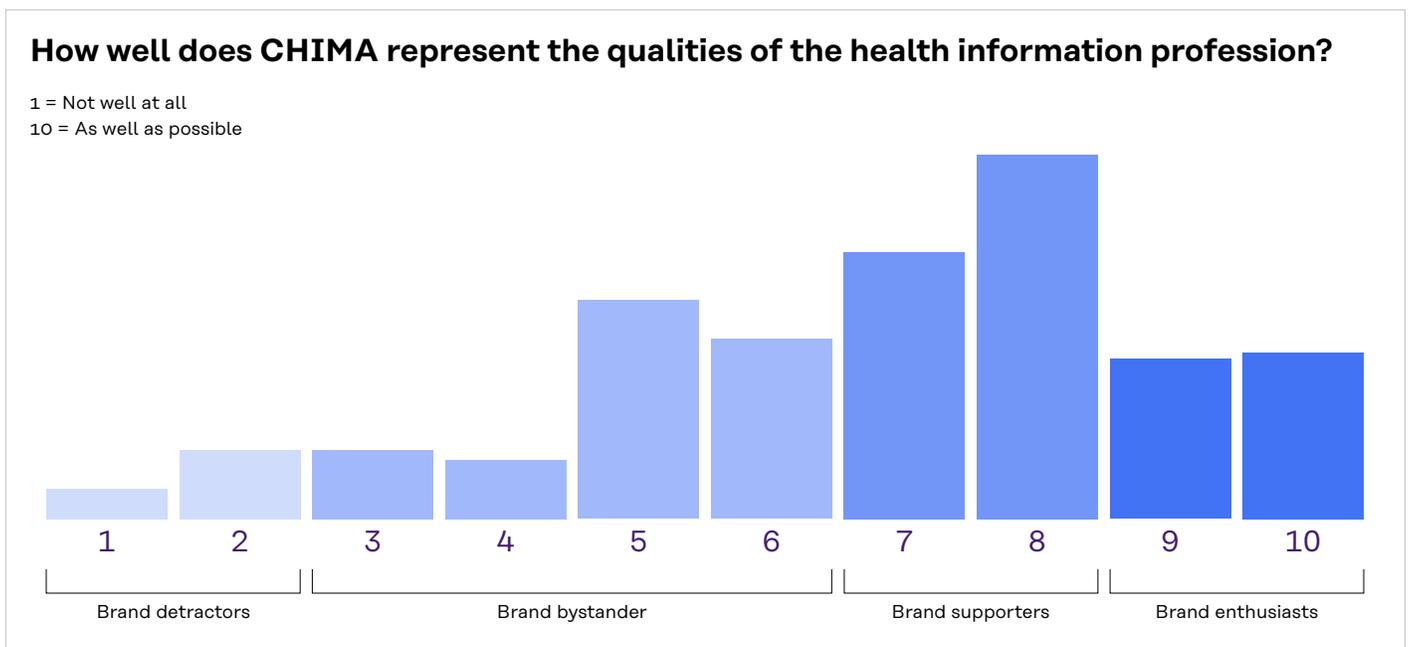
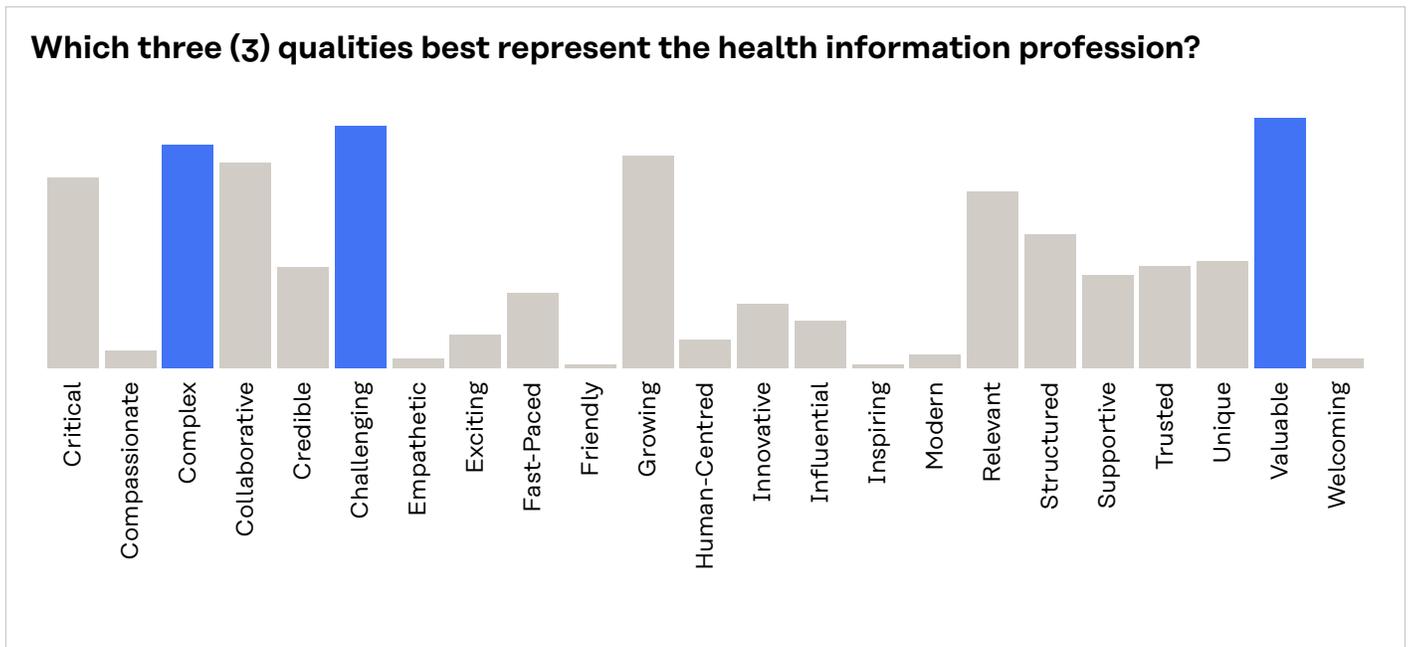


Brand sentiment

Brand sentiment indicates the underlying feeling an audience holds towards a brand.

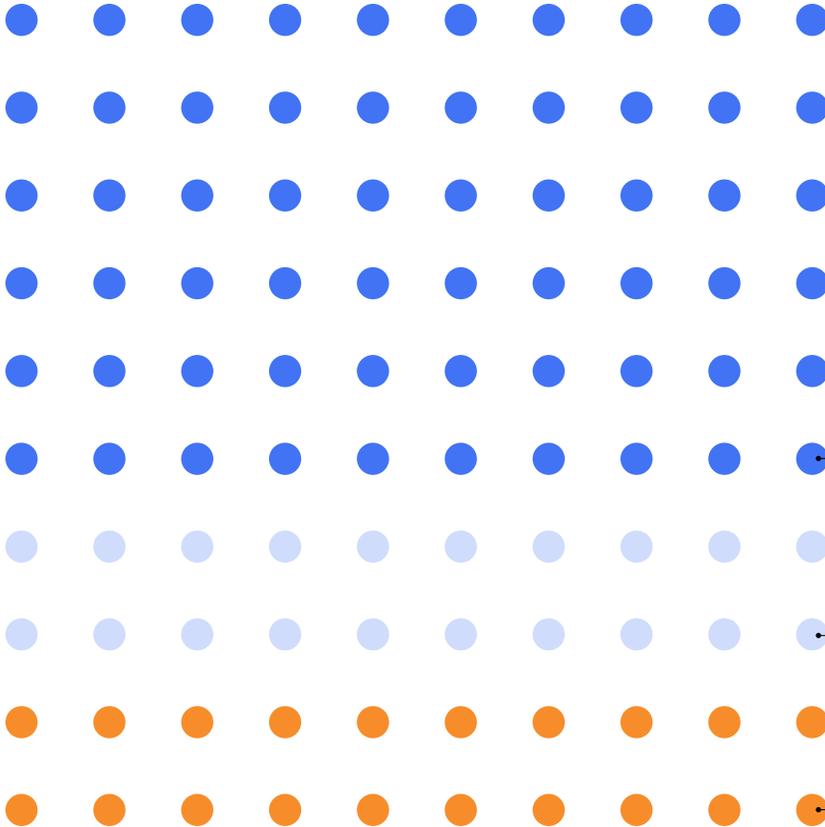
Defining the health information profession

When asked to identify the qualities that best represent the health information profession, “complex”, “challenging”, and “valuable” were the top options.



Brand sentiment

Do you believe your CHIMA membership has made a positive impact on your professional success?



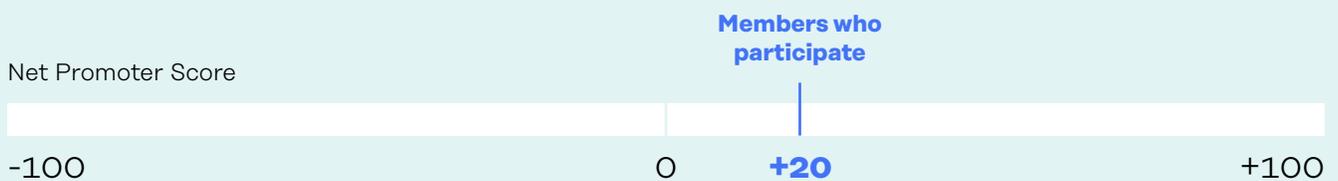
60% yes

60% of certified professionals believe their CHIMA membership has made a positive impact on their professional success.

25% of certified professionals responded "I am unsure"

25% of certified professionals responded "No"

On a scale of 1-10, what level of value do you receive from your CHIMA membership?



Those who participate in CHIMA events, communities, and initiatives were more likely to find value in their CHIMA membership than those who did not participate.

Explore CHIMA's events, communities, and more at echima.ca.

Section 2

Building the future



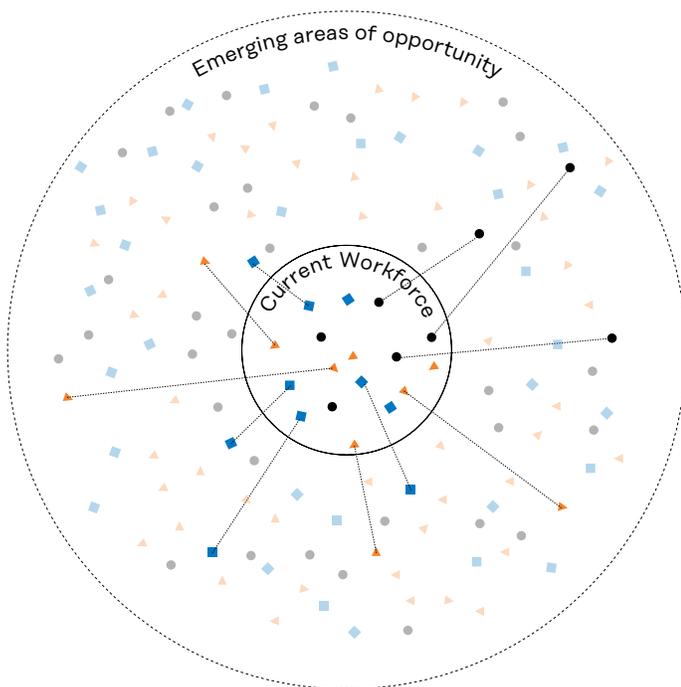
Introduction

We have devised a methodology that will allow us to take Job Families and gain a sense of the size of employment opportunities, across sectors, for people that certified professionals. As the adage from Wayne Gretzky says, “Skate to where the puck is going to be, not where it has been”.

We can then pair up the current workforce data to identify career pathways for individuals within the health information profession by job family, helping to shape a roadmap for people as they examine the expansive career opportunities that come from holding certification.

We are creating families of jobs because organizations leverage job titles for competitive differentiation and jurisdictional relevance driving significant complexity and diversity at the job title level. However, looking at the job competencies that are required that underpin the titles, we can abstract these up a level into families.

Each family will be consolidated into a new concept called a Pathway Sheet. We wanted to provide you with the methodology and a draft Pathway Sheet to give you a sense of the opportunity with our approach.



Methodology

1. Collect, organize, and consolidate job titles and active descriptions
2. Cross-reference descriptions to health information fundamentals competencies
3. Group remaining job titles into “job families”
4. Cross-reference the job families with employment data from LinkedIn to identify number of active professionals, employer types, and sectors.
5. Analyze the data to identify potential employers, job titles, and roles applicable to the job family.

Study Limitations

When interpreting the results of this methodology, it is important to keep in mind the following:

- The results within the Pathway Sheets are conservative, recognizing that not all professional maintain a profile on LinkedIn.
- Other statistical sources, NAIC codes, etc. were considered however they are based on historical job classifications and do not provide the forward-leaning data that is required for such an analysis.
- Confidence interval 95% - You can be 95% confident the mean will be between the low and the high number. In other words, the mean will be between the low and the high number 19 out of 20 calculations.

Pathway sheet

Health data analyst

The Workforce Study methodology allows CHIMA to develop role-based pathways for health information professionals. Pathway Sheets organize job titles into families and cross reference against the competencies of certified professionals – providing a broader perspective on where a professional's experience and credentials can take them.

Certified professionals can use pathway sheets to improve their job searches by recognizing new career opportunities appropriate to their knowledge and experience.



Pathway sheet

Health data analyst



Summary of a health data analyst:

- Collaborates with team members and stakeholders to collect and assemble the best available health information
- Supports key metrics reporting to communicate performance and system related insights, trends, and findings to support operational and strategic decision making
- Coordinates the completion of reports, status updates, operational and regulatory dashboards of operational key performance indicators (KPIs)

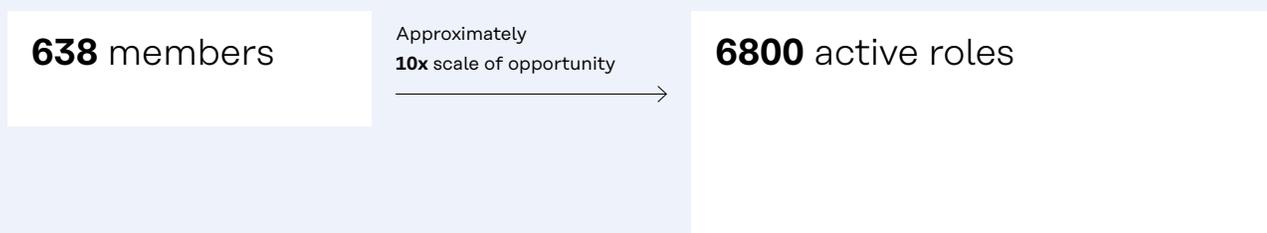
Sectors that hire

Sectors	Organization Examples
Insurance	Manulife, Sunlife
Healthcare	Public Health Ontario, Sunnybrook Health Sciences Centre
Education	McMaster Faculty of Health Sciences
Consulting Services	McKinsey, Bain & Company, KPMG
Information Technology	Telus Health
R&D	Verily, Google
Government	Health Canada

Relevant job titles

Data Analyst	Healthcare Data Analyst	Information Management Data Analyst
Advanced Data Analyst	Clinical Data Analyst	Laboratory Data Analyst
Data Quality Analyst	Data Integrity Analyst	Senior Data Analyst
Public Health Administrative Coordinator	Health Researcher	Data Management Analyst

Current workforce	Active "health data analyst" roles		
638 certified CHIMA members	Low: 5020	Average: 6800	High: 8580



Current Workforce Study, 2022: Estimated 638 members based on job title analysis that are classified as Health Data Analyst

Research and analysis supported by Peak Performance Engineering, Aubs & Mugg Inc., and Eve-Marie Blouin-Hudon, PhD

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