

Bluegrass HIMSS Strategic Goals Update: January 2008

BGHIMSS Mission:

“To lead change in the healthcare information and management systems field through knowledge sharing, advocacy, collaboration, innovation, education, and community affiliations in Kentucky”

BGHIMSS Vision:

“Advancing the best use of information and management systems for the betterment of health care”

Goal	Deliverable(s)	Mid Year (FY2008) update
<p><u>Membership</u></p> <ol style="list-style-type: none"> 1. Increase member/non-member participation at all sponsored events. 2. Increase member participation in areas outside of Louisville/Lexington market. 3. Develop “Friends of HIMSS” program and incentive based program for members providing colleagues to join chapter. 	<p>Provide high quality, accessible and affordable education events, furthering the core mission of BGHIMSS. Increase overall membership throughout state.</p>	<ol style="list-style-type: none"> 1. In progress - fall conference fell short of BGHIMSS member participation expectations although had an excellent conference in collaboration with KHIMA with outstanding speakers and content. Focus on February education event and upcoming 2008 spring conference. 2. In progress - HIMSS Analytics has provided BGHIMSS with large non-member database of potential members and Membership committee developing formal outreach program. 3. In progress - February Education event will offer free BGHIMSS membership for inexpensive \$30 event fee. \$10 even fee for members. 4. In progress - Friends of HIMSS program contacts are growing based on new vendor participants and sponsors.
<p><u>Sponsorship</u></p> <ol style="list-style-type: none"> 1. Develop and implement vendor sponsorship program to include corporate level sponsorship, event level and supporting organization programs including costs and deliverables. 2. Establish new sponsorship partners invested in H.I.T. throughout Kentucky. 	<p>Increase vendor recognition of chapter's value across Kentucky and partner with vendors to further stabilize/sustain financial health of chapter</p>	<ol style="list-style-type: none"> 1. Complete - Formal Sponsorship program completed for FY2008 and being distributed to existing HIMSS vendor sponsors and supporters in addition to new vendors who conduct business here in Kentucky. 2. In progress – Three new vendors submitted for sponsorship solicitation and developing relationships with others in Kentucky at this time.
<p><u>Education</u></p> <ol style="list-style-type: none"> 1. Develop effective rural education programs in designated areas. 2. Develop programs attracting mutual interest professional organizations in BGHIMSS events and/or co-plan education events. 	<ol style="list-style-type: none"> 1. Provide high quality, accessible education events to smaller member based communities. 2. Increased chapter visibility and recognition of chapter's mission/value. 	<ol style="list-style-type: none"> 1. Not Complete - Board evaluated participation levels of past outreach (rural) education events and did not feel there was enough interest or support to invest in education events outside of the larger cities this year. 2. In progress - The Fall Conference was a collaborative event with the Kentucky Health Information Management Association and topics broadly covered e-health, technology and the evolving health information management issues pressing provider organizations. The February Education event will cover topics for pharmacy informatics's, health I.T. professionals and nursing infomaticists. The spring conference and KHA collaborative events planned will further expand efforts to provide quality education for clinical informatics professionals, pharmacy informaticists, health IT professionals as well as provider and vendor C-suite executives.

<p><u>Advocacy</u></p> <p>1. Increase visibility and recognition of chapter as resource, increasing presence where strategic decisions regarding health I.T. policies are discussed/debated/legislated.</p>	<p>Increase presence by provide leadership and direction (state level) on healthcare issues and policy related to healthcare information and management systems professionals within Kentucky.</p>	<ol style="list-style-type: none"> 1. In-progress - Randy McCleese developing formal Advocacy program event in Frankfort during 2008 legislative session along with Tom Carrico, Jan Bates, Mariam Piriamore and assistance from National chapter. 2. In progress - Advocacy group is establishing communication with new Governor's office staff affiliated with e-health, health policy and marketing, PR and outreach now and will be visiting local legislator and senator's offices to speak about BGHIMMS and necessary support for e-health initiatives in Kentucky.
<p><u>Communication</u></p> <p>1. Develop effective, value added chapter communication vehicles to further exposure and interaction with key stakeholders such as vendors, provider organizations, members/non-members, KHA, KMA, KHIMA, LouHIE, E-health Committee board members and others who share the mission and vision of BGHIMSS.</p>	<p>Provide value added chapter/National news and increase visibility as knowledge based resource for identified stakeholders within Kentucky.</p>	<ol style="list-style-type: none"> 1. In progress - Board has engaged actively with KHA, KHIMA and LouHIE organizations through collaborative education and advocacy programs in 2007-2008. Established relationships with these groups has further exposed BGHIMSS events to those constituencies and continuing to develop this in 2008.
<p><u>Financial</u></p> <p>1. Increase chapter solvency and services to members.</p>	<p>Develop financial plan to provide sustained program budget for 3 years based on FY08 annual budget plan.</p>	<ol style="list-style-type: none"> 1. Not Complete - Financial plan drafted for 2008 based on fall conference and Spring Conference revenue projections. Sponsorship program developed for 2008 will not provide significant new revenue, rather focused on covering education event expenses and maintaining \$15k in cash assets for 2008.

FY2007-2008 Annual Plan and Goals

Goal/	Deliverable(s)	Mid Year (FY2008) update
<p><u>Membership</u></p> <ol style="list-style-type: none"> 1. Develop/implement membership survey soliciting feedback regarding program development needs for year as well as member solicitation of value added services such as webinars, website blogs, etc. 2. Develop membership spreadsheet providing # of members joined and removed from chapter level. 3. Develop student outreach program with targeted universities. 	<ol style="list-style-type: none"> 1. Prioritize/focus efforts on services expected and requested by our constituency. 2. Tracking members to monitor trends in membership. 3. Reinstate student liaison role on board. Develop relationships with university advanced Health I.T. programs to increase student awareness of chapter and student membership. 	<ol style="list-style-type: none"> 1. In progress - Membership survey developed but has not been submitted to membership in 2008. 2. Complete – Amey Hugg tracking monthly statistics and reporting to board during monthly conference calls. 3. Complete - Tom Carrico designated a student liaison and established role on board. Tom and student board member have reviewed Student membership program PowerPoint and will request scheduled visits to universities prior to graduation 2008.
<p><u>Sponsorship/Funding</u></p> <ol style="list-style-type: none"> 1. Implement vendor sponsorship program to support FY2008 education budget and incidentals projected budget. 	<ol style="list-style-type: none"> 1. Develop value added sponsorship program to develop vendor partnerships and cultivate long-term relationships with key sponsors. 	<ol style="list-style-type: none"> 1. Complete.
<p><u>Education</u></p> <ol style="list-style-type: none"> 1. Provide CPHIMS education and testing opportunity for members. 2. Utilize National HIMSS chapter leader resources, board expert resources and BGHIMSS Chapter guideline to assist with event planning. 3. Develop Healthcare “C-suite” education opportunities. 4. Evaluate National webinar programs for local coordination and use. 	<ol style="list-style-type: none"> 1. Advocate as chapter leaders regarding the value of CPHIMS certification. 2. Assist new board members with task coordination needs and follow up requirements. 3. Increase visibility with healthcare executives re: chapter’s mission/goals. 4. Implement one program for member evaluation/value. 	<ol style="list-style-type: none"> 1. In progress: Mike Cromika reviewing CPHIMS course review options for Spring conference 2008 and will work with Education Committee to determine availability and costs. 2. Complete: Incorporated BGHIMSS Chapter Reference manual into Board Knowledge document as an available resource and which includes detail information on sponsorship program development, education event coordination, membership campaign drives, etc. BGHIMSS challenge is the time commitment of volunteer board members. 3. In progress for 2008 Spring Conference and KHA collaborative education event. 4. Not complete – National HIMSS researching opportunities for chapters but no coordinated events planned yet.

<p>Advocacy (chapter level)</p> <ol style="list-style-type: none"> 1. Increase visibility and recognition of BGHIMSS Advocacy chair/co-chair roles at National level. Achieve Ambassador status in 2008. 2. Strengthen BGHIMSS represented participation in targeted events such as KHA, KMA, LouHIE, and State E-Health Committee. 	<ol style="list-style-type: none"> 1. Cultivate relationships with key political advocates and increase collective knowledge/expertise offered by BGHIMSS. 2. Send board approved chapter event solicitations to groups such as KHA, KMA, KHIMIA, HFMA, and E-health for input. 	<ol style="list-style-type: none"> 1. In progress – Randy McCleese, Jan Bates and Tom Carrico are coordinating meetings with new Governor’s office staff and planning 2008 Advocacy Day in Frankfort (March 2008) during active legislative session. 2. In progress – Collaborating with KHA annual education event as a sponsor and have a board member participating on E-health corporation board in Frankfort.
<p>Communication</p> <ol style="list-style-type: none"> 1. Conduct at least 3 board meetings in person. 2. Send board approved chapter event solicitations to groups such as KHA, KMA, KHIMIA, and HFMA. 3. Open 3 board meetings to all members – designate dates and communicate via website/email. 	<ol style="list-style-type: none"> 1. Increase BGHIMSS board communication and accountability. 2. Increase BGHIMSS visibility with decision making groups. 3. Increase BGHIMSS visibility with members regarding events and attaining valuable, real-time feedback from members. 	<ol style="list-style-type: none"> 1. Not Complete – Board members are volunteers and time constraints have made this difficult in 2007-2008. 2. In progress – Education coordination occurring with KHA, KHIMA. No contact made yet with KMA and HFMA organizations. 3. Not Complete – Will likely be able to conduct at least two in 2007-2008 and have allowed students/others to participate with board members.
<p>Governance</p> <ol style="list-style-type: none"> 1. Implement Chapter Standards and Operating Guideline document. 2. Establish measurable updates of annual and strategic goals at regular board meetings. 3. Strengthen the roles of designated committees 	<ol style="list-style-type: none"> 1. Provide documents to assist new board members/reference tool. 2. Increase value to membership based on furthering BGHIMSS strategies. 3. Distribute responsibilities equitably among board members, reduce board member burn-out. 	<ol style="list-style-type: none"> 1. Complete 2. In progress – Reviewing goals through monthly board meeting format and reports from Committee chairpersons. Board dashboard will be updated in January. 3. In progress – Need more broad and diverse board member participation when requested. Also working to develop back-up for critical positions such as Communication Chair as well.
<p>Financial Performance</p> <ol style="list-style-type: none"> 1. Develop annual budget and report monthly. Update SharePoint site monthly. 2. Complete annual education budget by 10/31/07. 	<ol style="list-style-type: none"> 1. Approve budget after Education plan completed. 2. Deliver plan that doesn’t require reduction in current checking/savings reserves for FY2008. 	<ol style="list-style-type: none"> 1. In progress 2. Not complete as revenue based programs are still being developed and coordinated for 2008. Overall budget complete and are strong financially as 2008 begins.