



OUR MISSION

Advancing Health to Transform Lives™

OUR VISION

A future where better health outcomes are powered by health information for all — where people are engaged and activated participants in their health and wellness journey

2022 IMPACT REPORT



A year focused on understanding barriers to accessing health information electronically and designing innovative solutions to break down those barriers for vulnerable populations

OUR WHY

"Keep the patient voice as the HIM professional's 'North Star,' even as the world of information management and communication undergoes its most profound revolution in history."

- Vera Rulon, MS, RHIT, FAHIMA



"Understanding and applying health literacy principles is a natural complement to health information professionals' roles in the health system. More education on these topics will positively impact patients through improved system design, data collection, analysis, and dissemination."

-Lakesha Kinnerson, MPH, RHIA

"Health information professionals – no matter their role – help bridge the space between clinical and non-clinical, between the technical and non-technical, and between clinician and consumer. Our skills in reading health records and regulations serve both the patient and the provider. There is no better role to help advocate for digital accessibility in healthcare."

-Aurae Beidler, MHA, RHIA, CHC, CHPS

AHIMA Foundation is a 501(c)(3) nonprofit organization and philanthropic arm of the American Health Information Management Association (AHIMA), a global nonprofit association of health information (HI) professionals who work with health data for more than one billion patient visits each year. Founded in 1962, AHIMA Foundation programs, research, and projects help families make informed health decisions, guide evidence-based healthcare system policies and practices, and educate and train aspiring and current health information professionals.

RESEARCH

DETAILS

OUTCOME



Digital Readiness Screener

An assessment hospitals and health systems can use to identify and help patients in their community better access, understand, and use their health data

- Secured partnership with Jefferson Health for pilot project
- Completed 30 patient and 15 provider interviews; coded interviews for key concepts for inclusion in screener
- Awarded \$5,000 Cerner Grant



Digital Accessibility in Healthcare

Initiative providing hospitals and health system-based health information professionals with a starting place to improve their digital experience in a way that is compliant, accessible, and data informed

- Published issue brief, *The Critical Role of Web Accessibility in Health Information Access, Understanding, and Use*
- Published Editorial in *STAT News*
- Presented research at AHIMA22 and Frontiers Global Health Conference



Consumer Pulse Survey: Access, Understanding, and Use of Electronic Health Information in America

A nationally representative survey of 1,070 adult Americans conducted in partnership with Mathematica & NORC in the Fall of 2022

- Data analysis and report completed with promotion planned for 2023 Q1



Maternal Health Literacy for Nutrition Care Equity

Initiative providing registered dietitian nutritionist (RDN) telehealth wraparound services and app-based nutrition literacy to Medicaid-enrolled pregnant birthing people at risk for gestational diabetes

- Secured partnership with he HIPAA-secure tech platform, Mother of Fact, and the Los Angeles-based outpatient clinic, Claris Health
- Awarded \$10,000 cash prize in NIH Connecting the Community for Maternal Health Challenge



RESEARCH AGENDA

Aligned with five Healthy People 2030 objectives developed by the Health Communication and Health Information Technology Workgroup

1

Increase the proportion of adults offered online access to their medical record.

2

Increase the proportion of adults who use IT to track healthcare data or communicate with providers.

3

Increase the proportion of people who can view, download, and send their electronic health information.

4

Increase the proportion of people who say their online medical record is easy to understand.

5

Increase the health literacy of the population.

PROGRAMS

DETAILS

OUTCOME

Scholarships



Financial assistance for students pursuing degrees in health information management or health informatics

- Awarded \$81,000 in scholarships to 15 health information students in 2022
- 31% increase in completed applications over 2021



Campaign launched in Oct. 2021 to empower consumers with health information literacy

- 18 articles developed and promoted
- New tips and video: *How to Protect the Privacy and Security Health Information on Your Cell Phone or Tablet*



NEW



Revenue-share with the Institute for Healthcare Advancement (IHA) offering AHIMA CEUs for courses

- \$5,750 in earned revenue
- 25 course registrations from AHIMA members



NEW



Official thought leadership blog of AHIMA Foundation launched in Oct. 2022

- 15 posts published from AHIMA members, nonprofit partners & corporate leaders



NEW



Dedicated to preserving the history of medical records and the evolution of the health information profession in the United States

- Established in 2022
- Built digital archive of 200 historical health information-related newspaper clippings
- Promoted on social media to drive AHIMA member engagement

Dietz Leadership Series



3-part leadership webinar series for AHIMA members, underwritten by the Mark Dietz Endowment and conducted in partnership with John Hopkins University

- 204 registrations across the three webinars
- 26% increase in registrations over 2021

ADVOCACY

Advancing the AHIMA consumer-focused advocacy agenda focused on individual access, consumer engagement, privacy, cybersecurity, behavioral health and interoperability, healthcare reform, health equity, telehealth and remote patient monitoring, public health & the social determinants of health



NEW PARTNERS



Z55 is the ICD 10 Z code used document problems related to literacy

WEBSITE RELAUNCH

We know access is the first step to getting to a place of understanding and using your health information, and our commitment to digital accessibility begins with our own website.

AHIMAFoundation.org relaunched in the fall of 2022 using the Web Content Accessibility Guidelines (WCAG) version 2.1, level AA criteria as its guiding principle.

TOP 5 CONSUMER ARTICLES

- *Health Equity and Broadband Internet Access*
- *Digital Health Literacy as Social Determinant of Health*
- *Spotting Health Misinformation Online*
- *What are Public Health Data Systems?*
- *Accessing Your Medical Records on Vacation*

TOP 5 BLOGS

- *One Solution to Health Inequity: Accessible Data*
- *History of Medical Records: A New Resource for Public Health Students*
- *Health Literacy and Medicare: How Health Literacy Can Impact Older Adults' Health Outcomes*
- *Leveraging Healthcare Settings to Link Patients with the Affordable Connectivity Program*
- *Why HI Professionals Should Champion Digital Accessibility to Health Information*



105,421
PAGE VIEWS

70,810
ENGAGED USERS



BUILDING OUR DIGITAL FOOTPRINT

Since April 2022, the Foundation's seen consistent and organic growth across all social media platforms.

54%

From 7,397 followers in Dec 2021 to 11,392 followers in Dec 22

48%

From 1,079 followers in Dec 2021 to 1,597 followers in Dec 22

5%

From 2,440 followers in Dec 2021 to 2,562 followers in Dec 22

NEW

Official YouTube account created in July 2022 to host the new animated explainer video, "About AHIMA Foundation"



PRESS



The Washington Post



HEALTHCARE BUSINESS TODAY
COVERING THE BUSINESS OF HEALTHCARE AND MORE

NEW MONTHLY E-NEWSLETTER

Launched in September 2022, our monthly e-newsletter goes out to AHIMA members and supporters. Sign up on AHIMAFoundation.org to receive it in your inbox.

11.27%
AVERAGE OPEN RATE

610
AVERAGE CLICKS

CONSUMER VOICES HEARD

To document and understand patients' experiences when accessing their health information electronically, AHIMA Foundation conducted a qualitative survey of older adults and people with disabilities in August 2022 with Knowbility, a nonprofit organization whose mission is to create an inclusive digital world.



"Most sites, especially online health record systems, are not made in such a way that they're compatible with assistive technology. For me, this means that I cannot easily use a screen reader on my phone or computer to send messages to providers, review test results, interpret and pay bills, and refill medications."

-Corbb, Minneapolis, MN



"Most times my healthcare information is not explained to me, and I have trouble accessing the patient portal. It would help if there was someone to guide me on how to use the portal."

-Oberson, Chicago, IL

"It takes me a while to type, and it would be great if there were no time limits when filling out forms and my basic information like name, email address, etc. can be automatically entered on health forms or somehow be made easier to enter."

-Esthler, Brooklyn, NY

"Flagging patients that need a sign language interpreter on their medical record and REMEMBERING to make the request for an interpreter after making the appointment for the patient would help."

-Latoya, Cedar Creek, TX

"...Keyboard access is lacking, so it is difficult for me to access my information. I wish it was easier to tab around to get to various things like selecting dates for an appointment and selecting a provider. Having visible focus and fewer tab stops would really help me."

-Mark, Champaign, IL

"When my baby was born, I was not able to access anything including my discharge paperwork and prescriptions on the hospital patient portal. All the documents and hospital records were provided to me in print, and I cannot see to access them. It would have been nice to have access and everything provided me everything in Braille."

-Hina, Minneapolis, MN

"When I was changing health insurance, I had to pay a bill on the hospital's website. I couldn't figure out how to do that. The tab that I needed was not easily accessible."

-Jessica, Los Angeles, CA

PRESENTATIONS



- June 22: Telehealth Equity Coalition Digital & Health Literacy Roundtable
- Sept. 28 & 29: Jefferson Health Telehealth Disparities Consensus Conference
- Oct 11: AHIMA22 Global Conference | Columbus, OH
- Oct 21: Frontiers Health Global Conference 2022
- Nov 10: AHIMA22 Global Conference | VIRTUAL
- Nov 15: National Institute on Disability, Independent Living & Rehabilitation Research (NIDILRR) Stakeholder Sessions



SCHOLARSHIP RECIPIENTS

Walter Reed Society Veteran's Scholar
Kaitlyn Willy
Charter Oak State College

Merit Scholars - Master's Degree Programs
Ashley Brondell
University of Illinois Chicago

Tyler Evans
Southern Illinois University

JaMor Hairston
University of Alabama

Chase Horton
Southern Illinois University

Christopher McFarland-Aukema
Southwestern Oklahoma State University

Nicole Porter
Southern Illinois University

Merit Scholars - Bachelor's Degree Programs
Megan Chavis
Augusta University

Jennifer Kim
University of Washington

Brandon Mardigal-Corona
University of Washington

Amanda Whitley
Southern New Hampshire University

Jessica Ziels
University of Mississippi Medical Center

Merit Scholars - Associate's Degree Programs
Tomiko Case
Middlesex Community College

Josie Griggs
Volunteer State Community College

Kelley Morris
Valencia College

"We live in a world where health data access and health data literacy are necessary to understand and use your health information."



-Tina Shah, MD, MPH, former Senior Advisor to the US Surgeon General & AHIMA22 featured keynote speaker recruited and sponsored by AHIMA Foundation



BY THE NUMBERS

\$101,661
RAISED IN DONATIONS

1,757
INDIVIDUAL DONORS

9
CORPORATE DONORS

26
ITEMS DONATED FOR
VIRTUAL SILENT
AUCTION

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\$5,000 & ABOVE

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Thank you to all our donors and volunteers.

We could not do this without your support, and for that we are sincerely grateful.

-Donna Bowers, JD, RHIA, CHP
2022 Chair, AHIMA Foundation Board of Directors

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