

AHIMA House of Delegates (HOD) Professional Development Gap Analysis Survey

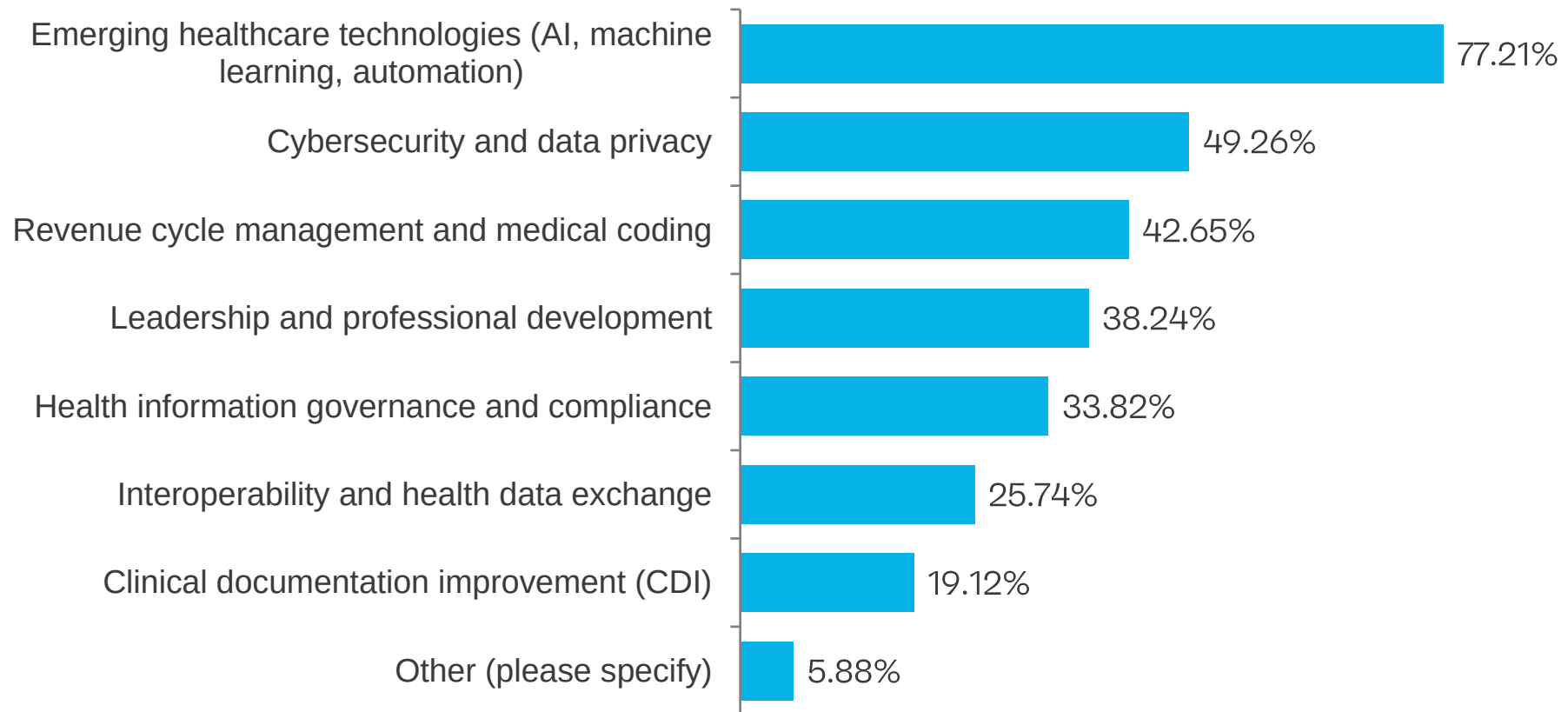
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Q1

**Which educational topics should
AHIMA prioritize in 2025?
(*Select up to three*)**

Prioritizing Educational Topics n=136



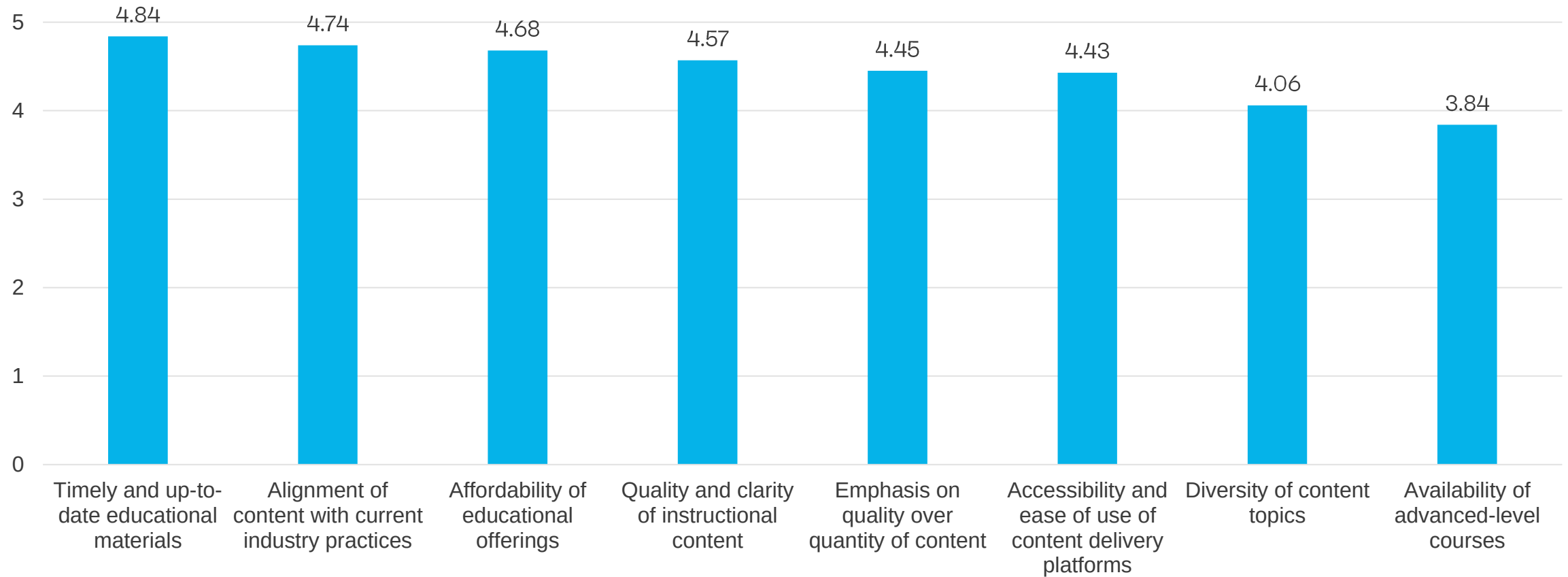
Follow up: Free Text: Topics desired

- CMS regulations
- Changes in privacy rules
- Coding
- We really need to have topics related to payers. We are missing out on a huge potential that impacts so many HI professionals
- To go with RC management and coding, include topics for home health and hospice. This is becoming more popular as our population ages.
- Patient data integrity (its duplicates, overlay correction, and patient matching issues)
- I find it hard to just choose three. Shouldn't AHIMA be providing education in all of these areas to serve its members? I am choosing based on my specific roles, but if we do not provide coding or other education, won't our members continue to leave for other organizations that do?
- Pediatric Coding
- Data Integrity and Chart Corrections

Q2

What factors are important to you when selecting AHIMA educational content?
(Rank each option with 1 being not at all important and 5 being very important)

Factors Most Important to AHIMA Educational Content
In order of Ranked Importance out of 5
n=Approx. 136

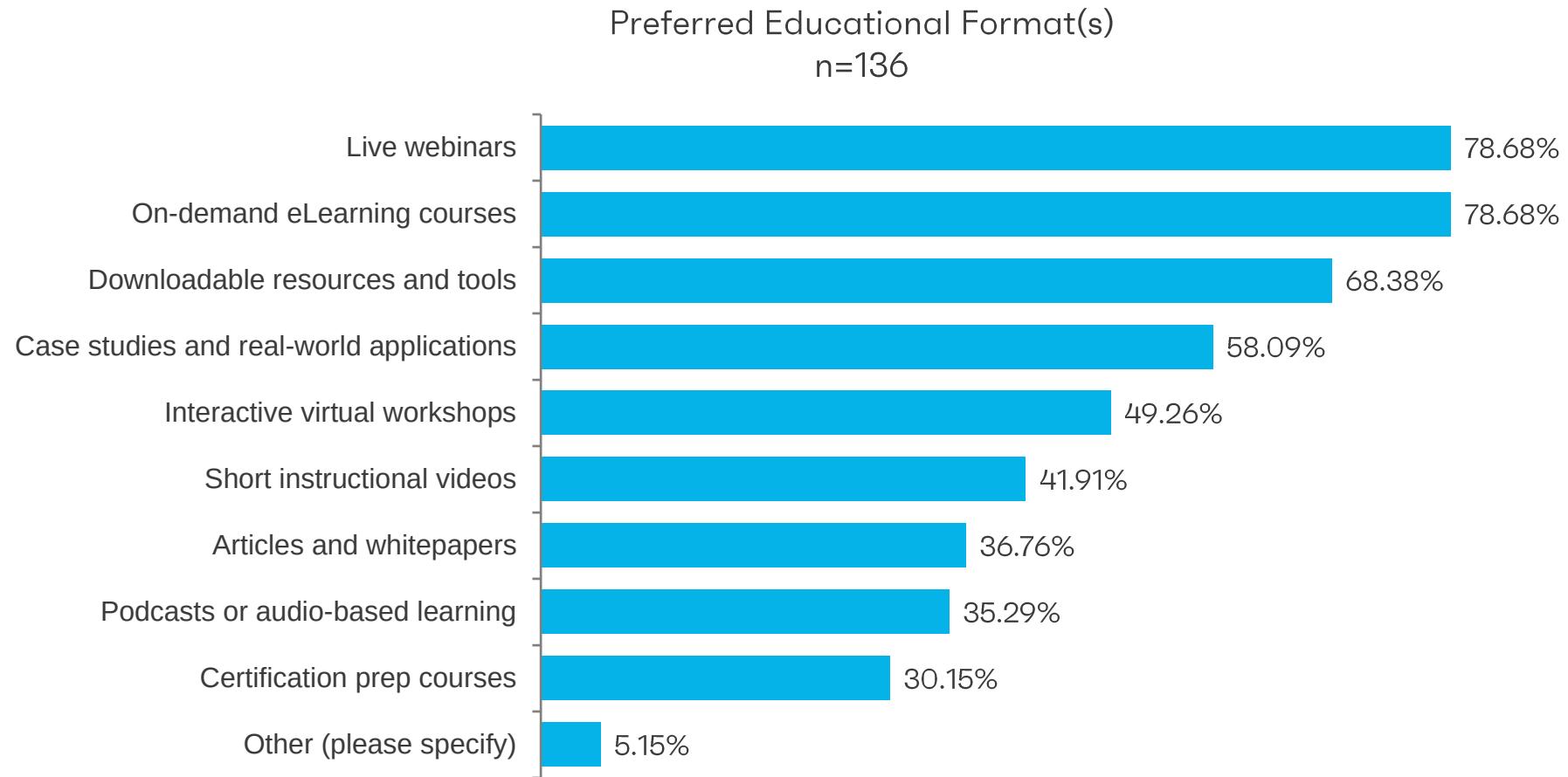


Follow up:

- Better communicate:
 - Alignment of content w/ current industry practices
 - CoPs
- Affordability
 - Free CEUs based on membership type
- Others that stand out?

Q3

Which educational format(s) do you prefer to engage with? (*Select all that apply*)



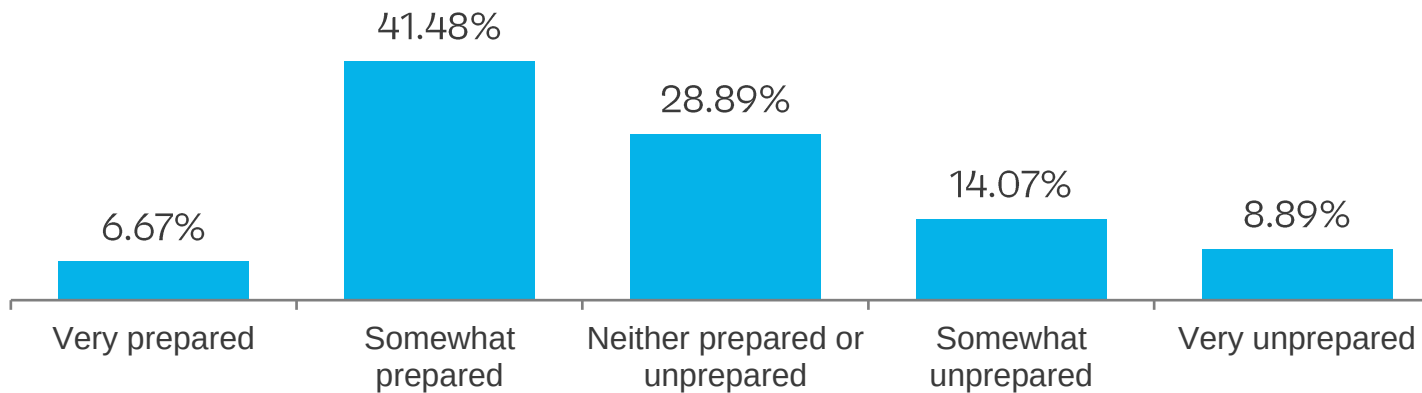
Follow up: Desired Format

- In person education opportunities.
- In-person
- In-person educational workshops--not 50-minute superficial seminars
- In-Person Education
- In person meetings for networking
- AI
- Real world examples are the most important. Included in that, not just academic medical center or "system" examples - important to use smaller/moderate sized hospitals as examples in case studies as well because of the diverse healthcare setting.

Q4

How prepared are you and your team for industry challenges based on AHIMA educational offerings?

Level of Preparedness for Industry Challenges n=135



Sample of open ended feedback on how AHIMA's educational offerings can be improved:

- *More current, up-to-date offerings needed. Some of the materials offered are outdated or quickly becoming outdated.*
- *AHIMA needs to be the leader on all fronts. I am seeing several of my staff choose AAPC due to the Coding educational offerings over the AHIMA credentials*
- *I don't believe what's available to members is adding much value currently.*

Follow up: How can we improve?

- Current climate of public administration brings concern about preparedness for abrupt changes to industry, adding to existing challenges within the industry.
- My preparation has not been based on AHIMA - there has been few presentations that prepared me. Usual Legal, Compliance experts, and Government speakers with some amazing AHIMA leader speakers.
- AHIMA's educational offerings in recent years have not been exceptional, in fact it appears that better offerings are being offered by the CA's and other educational forums. It's understandable with the issues with the AHIMA website, the need for replacing our relatively new CEO and other issues have probably impacted the need for focus on improving educational offers including offerings for newer, intermediated and expert members.
- need to provide updated content
- BoK content needs updating and needs to be kept as a valuable resource for HIM Professionals. Virtual offerings need to be affordable, for example, \$25/ceu.

Follow up: How can we improve?

- They need to be updated, free or very low cost...\$50 or less.
- More current, up-to-date offerings needed. Some of the materials offered are outdated or quickly becoming outdated.
- You should consider offering topics relevant to educators too.
- Need to ask marketplace what is important.
- Provide access to HCPro courses at an AHIMA discounted rate for members. Work with them to provide quality education for Coding, Health Information, Compliance, CDI, etc.
- AHIMA doesn't do much to prepare us for the future. In many ways, AHIMA is stuck in the past. They are not planning for a future with our profession. HIMSS and other organizations are taking over our spaces. AHIMA is doing nothing to become a strong industry leader.
- AHIMA needs to have a more timely and current catalog of offerings on the variety of industry topics that falls under AHIMAs scope.

Follow up: How can we improve?

- Sometimes, AHIMA isn't the first place I go because in the past it didn't seem like there were many free options that were up to date. Having to pay for every educational topic was not ideal when other platforms offer the information for free.
- I understand that you have to cater to the masses. However, it would be nice if there were the occasional niche area of HIM (such as Data Integrity (chart correction/duplicates)) highlighted in educational offerings. When you work in a niche area, there are not an abundance of educational offerings that fit what we do. We often end up just "collecting CEUs" through various other unrelated/mainstream areas of HIM. Please consider expanding out into the nonmainstream areas once in a while. Not only will it help provide relatable content for people who do work in those niche areas, but it will help to highlight areas that others in mainstream HIM (i.e. coding) may not know exist.
- AHIMA's virtual offerings are less than acceptable. If I relied on AHIMA's offerings, I'd be dead in my tracks.
- AHIMA needs to be the leader on all fronts. I am seeing several of my staff choose AAPC due to the Coding educational offerings over the AHIMA credentials
- Everything currently offered is very siloed to coding, CDI and a little bit of HIPAA. One thing I love about HIM is the variety of roles we have the expertise for and having a more wellrounded content library to cover more of these niche areas would be helpful. I personally work in compliance and would love to see more regulatory resources.
- Would like to see topics that apply to me. My role is working with cardiac registries as an abstractor. Topics for more non-traditional roles.

Follow up: How can we improve?

- Regular updates to existing resources; variety of education methods
- My facility is very unprepared and not up to modern standards at this time, which make AHIMA Education more important to me as I am not getting it at my Facility
- It would be great for AHIMA and CAHIIM to align student learning outcomes. It is difficult to be an accredited program and have to meet two sets of standards.
- Answering this question based solely on AHIMA educational offerings, I don't believe what's available to members is adding much value currently.
- As an OP CDI Specialist i struggle to find relevant education and tools. Most CDI offering are geared to inpatient. Outpatient is usually an add on to a larger conference so is cost prohibited. Also there is little education for those that have been coders to learn how to audit and move to CDI roles regardless if Inpatient or outpatient, outpatient is even harder.
- it has been tough to carb things from AHIMA; new system has not been easy to use and information is not very easy to obtain!
- There are no pediatric offerings.
- AHIMA conference is a great example of where we see the most education at once. My favorite and most productive sessions are those speakers that tell their story, their project, etc. with real world examples. While research or general topic speakers are great, that information is hard to take back and actually put into effect at the facilities we all come from.

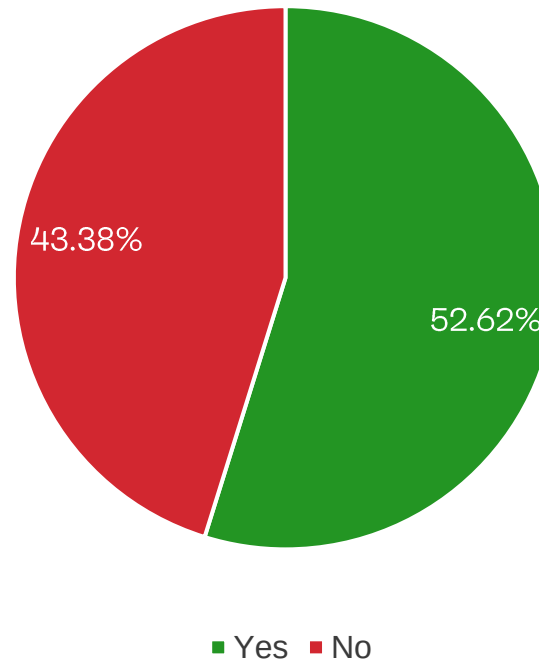
Follow up: How can we improve?

- I don't rely on AHIMA education for new and upcoming information
- Relevant and up to date
- AHIMAs educational offerings are outdated
- The work on Privacy changes has been cutting edge and better than anything else out there. Great job! Keep it up.

Q5

Would you be willing to volunteer as a subject matter expert to develop content or participate in a focus group if contacted?

Willingness to be an SME n=136



Next Steps

The results of this survey provide a roadmap for how AHIMA can refine and enhance its Professional Development initiatives. Based on the findings, the following recommendations will be prioritized:

- **Focusing on Key Topics**: Expand offerings in AI, cybersecurity, revenue cycle, leadership and professional development, health information governance and interoperability, to meet evolving industry needs.
- **Enhancing Affordability**: Develop cost-effective Professional Development options and explore more free or low-cost learning opportunities.
- **Updating and Expanding Content**: Regularly refresh Professional Development materials to keep pace with industry trends and emerging challenges.
- **Diversifying Learning Formats**: Provide a mix of live, on-demand, and in-person learning experiences, incorporating real-world case studies and interactive content.
- **Leveraging Volunteer Expertise**: Actively engage the 77 respondents who volunteered to contribute as subject matter experts in course development.

Acknowledgements

This report was prepared by the AHIMA Career Advancement Team in collaboration with the House of Delegates. We extend our gratitude to all participants for their valuable input in helping shape the future of AHIMA's Professional Development initiatives.

For further questions or additional feedback, please contact:
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