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Video
Welcome to the February 2012 issue of AHIMA Advantage. AHIMA CEO Lynne Thomas Gordon, MBA, RHIA, FACHE; and AHIMA Board President Bonnie Cassidy, MPA, RHIA, FAHIMA, FHIMSS, provide a wrap up of AHIMA highlights from 2011.

LOOK INSIDE!
Professionals Week Planning Kit
HIPAA Audits Coming to a Covered Entity Near You

The Health Insurance Portability and Accountability Act (HIPAA) celebrates its 16th birthday this year. So what's a regulation get for its “Sweet 16”? The federal government gave it a new audit program, spurring healthcare organizations to give HIPAA increased attention.

The Department of Health and Human Services (HHS) Office of Civil Rights (OCR) has launched a new HIPAA Privacy and Security Audit Program. During the pilot phase of this audit program, which started November 2011 and runs through December 2012, OCR will audit up to 150 covered entities. The first 20 covered entities have already been contacted.

The audits are broadly focused on HIPAA privacy and security regulations, according to Judi Hofman, CAP, CHP, CHSS, privacy and information security officer at St. Charles Health System in Bend, OR.

“In the past, when OCR has come calling to an organization, it’s usually been complaint driven,” said Hofman. “Perhaps there’s been a breach or a situation where OCR has been notified, and so they’ve looked at specific issues, and those issues drive the audit. I would anticipate that these new audits are different because they lay down the entire HIPAA suite of regulations and will measure your organization against those obligations.”

What do you need to know, and how can you prepare? Read on...

OCR HIPAA Audits at a Glance

- These audits are OCR’s answer to the HITECH Act of the American Recovery and Reinvestment Act of 2009, which requires HHS to provide for periodic audits to ensure covered entities and business associates are complying with the HIPAA privacy and security rules and breach notification standards.

- OCR has contracted with KMPG, LLP to conduct the audits. They are funded with a $9.2 million contract.

- Auditors will visit a wide variety of types and sizes of healthcare organizations, including covered individual and organizational providers of health services, health plans of all sizes and functions, and healthcare clearinghouses. OCR states that while covered entities are the focus of the initial pilot audits, “Business associates will be included in future audits.”

- The pilot audits include site visits and

continued on page 3
We’ve combined the advanced coding expertise of A-Life Medical and Ingenix with the unique perspective and advanced capabilities of Optum, a leading provider of integrated health services.

Together, we can help your organization streamline ICD-10 preparation and implementation with our advanced computer-assisted coding (CAC) solution. Powered by our patented natural language processing technology LifeCode®—the only NLP in the industry that understands the syntax and semantics of medical records to abstract clinical facts with their full context—the Optum CAC solution delivers faster, more accurate results for faster, more accurate returns.

Our CAC solution has helped clients achieve proven results, including reduced denials, accelerated reimbursements, and improved case mix index. See how our CAC solution can help you achieve similar results and capture the revenue you’ve earned.

Learn how Optum CAC helped one hospital system eliminate coding backlog, increase CMI, and reduce DNFB days. Watch the video at www.optum.com/CACvideo.

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A-Life Medical and Ingenix are now OptumInsight™, part of Optum™—a leading health services business.

Optum™ is an information and technology-enabled health services business platform serving the broad health marketplace, including care providers, plan sponsors, life sciences companies, and consumers. Its business units—OptumHealth™, OptumInsight™, and OptumRx™—employ nearly 30,000 people worldwide who are committed to enabling Sustainable Health Communities.
Interviews with key staff. A final audit report will be issued. Learn more about the process and timeline at the OCR HIPAA Privacy and Security Audit Web site.

- These audits are educational, rather than punitive. In a sample audit notification letter published on its Web site, OCR states that “Audits present an opportunity to examine mechanisms for compliance, identify best practices and discover risks and vulnerabilities that may not have come to light through OCR’s established complaint investigations and compliance reviews. OCR will broadly share best practices gleaned through the audit process and guidance targeted to observed compliance challenges.”

In fact, OCR will publish the results anonymously, so that the entire healthcare industry can learn from the process, according to John Parmigiani, president of John C. Parmigiani & Associates LLC. Parmigiani, the former director of enterprise standards for the Health Care Financing Administration (HCFA, now CMS), is now helping healthcare organizations become compliant with HIPAA, HITECH, and other healthcare regulations and move toward e-health.

“This isn’t a wall of shame type situation,” said Parmigiani. “OCR’s emphasis is on trying to improve overall security and protection of protected health information. These audits are a systematic approach to preventing mishaps that may stem out of noncompliance with regulatory requirements. OCR wants to ensure that at every node on the network, every handling of protected health information, there is a commensurate amount of protection, in short, a solid ‘chain-of-trust.’”

That said, healthcare organizations that have significant compliance issues risk noncompliance status, and auditors can open a separate case to review those issues. The federal government is getting more serious about enforcing HIPAA regulations, according to Kelly McLendon, RHIA, CHPS, president of CompliancePro Solutions, LLC. McLendon is the president of a Titusville, FL, consultancy servicing a broad range of health information needs including HIPAA and meaningful use. “Healthcare organizations need to think about how to strengthen their compliance programs because the government is taking it very seriously,” he said.

Six Ways to Improve HIPAA Compliance this Year

Will your organization be one of the chosen 150 pilot audit sites this year? Before the letter arrives, you can work to improve privacy and security at your organization, according to William Miaoulis, CISA, CISSP, corporate information security officer at Phoenix Health Systems in Phoenix, AZ.

“You want to be prepared as if you’re one of the 150 being audited,” said Miaoulis. “The best time to prepare for...
HIPAA compliance was six years ago. The second best time is today. Here are ways to help your organization meet HIPAA obligations.

1. Create a risk assessment program. If you haven’t developed one yet, now is the time. “This is the bedrock activity that underlies all your other privacy and security programs,” said Parmigiani. It helps you find out what needs to be corrected and plan your solutions moving forward. The Meaningful Use EHR incentive program ramped up the stakes by requiring a risk assessment program to qualify for incentive funds. See the practice brief Security Risk Analysis and Management.

2. Update your privacy and security policies and procedures. When it comes to policies, it’s very simple, according to Miaoulis, who wrote the book Preparing for a HIPAA Security Compliance Assessment. “Write the policy, follow the policy, and then be able to prove you are following the policy.”

3. Practice what you preach. Auditors want to see how well your staff understands HIPAA requirements and how their work habits consistently support protection of patient information, according to Parmigiani. “It’s very important that your day-to-day practices mirror your policies,” he said. “This is difficult to do if you have purchased a generic portfolio of policies written by a consulting or training company. Auditors, who are very black and white and not big on gray, will be supporting whatever you said your policies are by walking around and talking to staff.”

4. Conduct a mock survey. Pretend you’re the auditor and see your organization through an outsider’s eyes. Armed with this information, you can focus compliance programs in your weak areas, according to McLendon. “To structure your mock audit, consider using security compliance recommendations issued by National Institute of Standards and Technology (NIST Special Publication 800-53),” said McLendon.

5. Step up training efforts. What are you doing to reinforce your staff’s working knowledge of privacy and security issues? There should be periodic training. How often? Annually, according to Parmigiani. Training might include newsletters, staff meetings, online training, and even digital pop-up messages on computers. Start a file documenting past, current and future training programs. “Auditors will want to see coursework, documentation, sign-in sheets, and documents in personnel folders,” said Parmigiani.

6. Look at your business associate agreements. Covered entities are grappling with protecting their patients’ data—and minimizing their own liability—when turning it over to third parties. “For the last 12 months at St. Charles Health System, we’ve talked extensively about business associates,” said Hofman. “Unfortunately, there hasn’t been solid guidance from OCR or the HITECH regulations, and I don’t know of any organizations that are auditing their business associates. In the meantime, we are making our agreements and contract addendums very aggressive on reporting timelines and their obligations under HIPAA.” Hofman hopes to see a nationally recognized, third-party HIPAA certification program for business associates.

When OCR Comes Calling

What happens if your organization is chosen? Here are five more things to do to prepare your organization.

1. Gather all policies, procedures, and documentation. The auditors will send you a list of required documents. Make sure they are ready.

2. Cooperate. When St. Charles Health System was audited several years back for a breach, auditors asked a lot of questions. “If OCR contracted auditors do a good job, it’s going to be very intense and indepth,” said Hofman.

3. Prepare key staff for interviews. The audit letter should notify your organization which key staff they want to talk to.

4. Be patient. Because you are one of the first pilot audits, OCR may need to work out some kinks. In this pilot phase, auditors are trying to determine which issues to look at and which questions to ask.

5. Share what you learn. “Audited organizations don’t need to keep it a secret,” said Hofman. “They don’t have to share their gaps or flaws, just how the process works, the kind of information the auditors are looking for and how to best present it.”
New HIM Generation Shifts into Management

Meet the new HIM generation. They are people like 23-year-old Kengia Johnson-Sabree, RHIA, and other recent graduates who represent a new ideological class of HIM professionals. Though they learned about paper filing systems, they likely trained on electronic health records and embrace the wide possibilities HIT systems can bring to the profession. They are not likely to take “I’m too busy” as a valid answer from a physician delinquent on completing records. They know the increasing value of quality and complete medical records to an organization’s bottom line.

Though Johnson-Sabree, the HIM operations manager at Bayfront Medical Center in St. Petersburg, FL, is in the beginning of her HIM career she is already thinking about the future and where her HIM background can take her. That HIM background can take her far, and to various places, she knows—one of the reasons Johnson-Sabree and many other new HIM professionals signed up for the career in the first place. “I appreciate the field so much because I have seen how much it has evolved,” she said. “It has only been a short time for me, I have only been in the field five years but I started with the paper chart pulling and filing and now having the experience of the electronic health record, I feel like I have seen (HIM) grow.”

Johnson-Sabree started working in HIM as a teenage file clerk during the summer in her hometown of New York City. After high school Johnson-Sabree worked as a HIM analyst in New Jersey while studying towards her HIM bachelor’s degree. But the warm weather and excitement of a new start took Johnson-Sabree down to Florida, where she found work as an HIM technician at Tampa General Hospital. She was promoted to HIM supervisor soon after finishing her bachelor’s degree in June 2010.

At the Forefront of Change

In August Johnson-Sabree started at Bayfront, coming into the position with a list of initiatives aimed at enhancing the HIM department. Her first goal was to reduce the department’s deficiency records from over 2,000 to 500, representing less than 10 percent of current discharges. Johnson-Sabree and her staff got tough on physicians, calling out serial delinquent providers and being persistent in closing out incomplete records. In January the team got deficient records down to 550, with plans to reduce the rate even further this year to just 5 percent. Complete documentation is a priority.

“This can affect patient care,” Johnson-Sabree said. “If something happens to (a patient) and they have to go to the next facility I don’t want anybody to say ‘Bayfront provided us with incomplete documentation.’ I don’t want to have the reputation.”

Another goal is developing an automated electronic reporting tool that can track how much revenue is being tied up or lost due to each delinquent chart, as well as track which delinquent physicians are costing the facility the most money. This tool could easily drive home the point to physicians and upper management the impact delinquent records have on the revenue cycle. Johnson-Sabree is currently working with her EHR vendor to develop the new product.

“Just being able to quantify the dollar amounts on the charts that a physician is holding up, it may be one record or 10 records,” she said. “I want them to be able to see how meaningful this is to us and how much this is holding up our revenue.”

Another initiative was forming a quality assurance and data integrity team to review records and build trust in the EHR among staff. Other goals center on building out the EHR, bringing release of information in-house, and boosting HIM’s visibility and image across the facility. “My long term vision for HIM is to be highly developed with advanced technology, valued and trusted,” she said.

Bridging the Gap

Though young herself, she’s already thinking about the next generation of HIM professionals and wants to help shape their future. Johnson-Sabree is an adjunct HIM educator at St. Petersburg College and also mentors students through the Florida Health Information Management Association’s “Bridging the Gap” Program.

Bridging the Gap links HIM students nearing graduation with local HIM professionals who can help them network, prepare for credential exams, and guide them through gaining their first job. “I’m passionate about HIM. I love my job and I mentor and enlighten students regarding HIM because it’s such a lucrative industry,” she said.

Long term she would like to be an HIM consultant, but Johnson-Sabree realizes that comes after years of figuring out what works and what doesn’t in HIM at the ground facility level. She is excited about her current role, and feels each day at Bayfront is another opportunity to learn about the profession.

“I wanted something that I wasn’t going to get bored of, something that was going to be different and had a lot of opportunity,” she said. “The part that I love most (about HIM) is the variety. No day is ever the same. I really look forward every day to come into work.”
AHIMA Launches New ICD-10-CM/PCS Online Training Pathway

To help the industry prepare for the ICD-10 transition, AHIMA recently launched new online courses organized into a Training Pathway that guides users through the curriculum ideally suited for their specific healthcare setting and their own knowledge level. The courses provide members and customers with the flexibility of training online on their own time. Additionally, multiple licenses can be purchased by employers and others who wish to conduct onsite group training.

The new series of online courses provides in-depth coder training for those in the acute care setting, as well as specialty settings such as home health, long-term care and physician practice. Awareness, implementation preparation, and ICD-10 foundational training are also offered for non-coding healthcare personnel involved in the transition.

“This staged approach is ideal for coders and other healthcare workers to familiarize themselves with ICD-10-CM/PCS in small doses, rather than trying to learn it all at once. The coding-specific courses are short (1–3 hours) and focused on specific body systems or root operation groupings. These focused courses allow for the coding professional to effectively learn ICD-10-CM/PCS coding, without taking too much time away from their day-to-day work,” said Melanie Endicott, MBA/HCM, RHIA, CCS, CCS-P, director of AHIMA Professional Practice Resources and an AHIMA-approved ICD-10-CM/PCS trainer.

The training pathway for the acute care coder is divided into four stages:
1. **Awareness, assessments, and focus training**—General overview of ICD-10-CM/PCS, readiness assessments, and focus training courses.
2. **CM coder training**—Introduction to the ICD-10-CM coding system and comprehensive ICD-10-CM coding instruction.
3. **PCS coder training**—Introduction to the ICD-10-PCS coding system and comprehensive ICD-10-PCS coding instruction.
4. **Practice exercises**—Comprehensive coding practice for inpatient and outpatient settings.

The Training Pathway for coders in specialty setting includes the first two stages above and a stage III for practice exercises and comprehensive coding instruction in home health, long-term care, and physician practice.

**Organizational and non-coding staff have two stages:**

1. **Awareness, implementation preparedness, readiness**—Understanding of the impact to organizations, implementation readiness, and instruction for executive, medical, and non-coding staff.
2. **Foundations, coding systems, general introduction to ICD-10, and implementation tools**—Introduction to the ICD-10-CM/PCS coding system and implementation tools beneficial for HIM directors, IT staff, and non-coders.

For more information and to learn about the AHIMA Online Training Pathway that best fits your needs, please visit the [ICD-10 Online Training Pathways Web page](#).
Over the years, AHIMA has worked tirelessly to expand policymakers’ knowledge of the HIM profession and the important role HIM and its associated professionals play in the healthcare marketplace. Through the years, AHIMA’s Winter Team Talks and Hill Day have been the highlight of our advocacy activity as it has provided an environment where AHIMA members could interact with their elected officials and their staff members. On March 26–27, 2012 Winter Team Talks and Hill Day will continue to be a highlight but will also be a much more integrated component of AHIMA’s advocacy and educational efforts.

New Webinars
New for 2012, Hill Day attendees can participate via webinar. AHIMA is also adding Hill Day-specific webinars on utilizing social media during Hill Day and how to effectively follow-up after Hill Day and enhance your relationships with policymakers throughout the calendar year.

The Hill Day webinars will be a part of a comprehensive advocacy educational series that includes webinars that address:

- Advocacy 101
- Planning a State Advocacy Day
- Contacting your Legislators and Policymakers
- Local Advocacy and Becoming an Advocate
- Advocacy and Social Media
- Election Awareness
- AHIMA’s Advocacy and Membership Services Teams
- Advocacy and Networking
- Building Your CSA Advocacy Team

Learn more about the schedule of events and find registration instructions for the webinar series in the State Leaders and House of Delegates community of the CoP.

In addition to the advocacy webinars series, AHIMA has also developed another resource called the AHIMA CSA Excellence Presentation Series. This downloadable resource contains presentations on:

- AHIMA Backstage—A view of AHIMA’s organization and Practice Resource’s role
- The AHIMA Update
- Advocacy and AHIMA
- The Communities of Practice
- Data Governance
- Disaster Planning and Recovery
- HIM Industry Update
- Leadership
- Privacy and Security
- Professional Ethics

New for 2012
As you can see, AHIMA is creating a wide range of resources for members and CSA leaders to engage with the association on a myriad of topics and initiatives. AHIMA’s Advocacy and Policy staff will continue to work internally and with the AHIMA State Advocacy Council to define and determine additional ways to enhance the involvement of AHIMA’s membership and CSA leaders in advocacy initiatives at the federal and state levels.

Social media will be one area of focus as we will encourage state leaders and members to enter this arena to not only share their advocacy experiences with a wider audience, but to use those experiences as a way to recruit more individuals into the HIM cause.

Another area of focus for 2012 will be to create some consistency between the CSAs and the terminology that is used for advocacy roles. Through the years, AHIMA staff has seen CSA advocacy personnel with a plethora of different titles as legislative director, legislative representative, advocacy director, legislative and regulatory manager, and more. In 2011, the AHIMA State Advocacy Council developed and published a draft job description for a State Advocacy Coordinator. This individual(s) would be responsible for the breadth of legislative, regulatory, and public policy activities undertaken by the CSA. The draft job description enables the association to have consistent titling from state-to-state and also provides us with a model baseline of job duties. This job description can be located in the AHIMA House of Delegates and State Leaders COP.

As you can see, advocacy continues to be an important component of AHIMA’s overall corporate goals and initiatives. The association recognizes that for us to be successful at all levels of the public policy arena, we not only need effective staff, but also an engaged and effective membership that understands and embraces their critical role in advancing the HIM profession.
AHIMA Celebrates Addition of Four New Fellows

Recently, the AHIMA Fellows welcomed four new members to their prestigious group, bringing the total number of Fellows to 111. The new Fellows are:

- Lynette K. Czarkowski, MA, RHIA, FAHIMA
- Lauree E. Handlon, MS, RHIA, CCS, CPC-H, FAHIMA
- Amy L. Watters, MA, RHIA, FAHIMA
- Cindy Zak, MS, RHIA, PMP, FAHIMA

Fellowship committee members are: Teresa M. Foley, RHIA, CPHQ, FAHIMA, and; Patricia L. Shaw, MED, RHIA, FAHIMA, co-chairs; Eve-Ellen Mandler, MS, RHIA, CCS, FAHIMA; Vickie L. Rogers, MS, RHIA, FAHIMA; Nanette B. Sayles, EDD, RHIA, CHPS, CCS, FAHIMA; Lou Ann Schraffenberger, MBA, RHIA, CCS, CCS-P, FAHIMA; Carolyn R. Valo, MS, RHIT, FAHIMA; Carol A. Venable, MPH, RHIA, FAHIMA.

The Fellowship Program, which began in 2001, was put in place to recognize AHIMA members who make significant and sustained contributions to the profession. Individuals who earn fellowship may use the designation Fellow of the American Health Information Management Association (FAHIMA), and their names are maintained in the AHIMA Registry of Fellows. Congratulations again to the new Fellows. Are you interested in joining this esteemed group of AHIMA members? The next Fellowship application deadline is February 28. Please visit the Web site for more application details and a complete list of Fellows.

AHIMA Launches New ICD-10-CM/PCS Online Training

To help the industry prepare for the ICD-10 transition, AHIMA is announcing the launch of new online training courses and Training Pathways that guide users to the training curriculum ideally suited for their specific healthcare setting. The new online training courses provide members and customers with an additional flexible training option. The new series of online courses will provide in-depth coder training for those in the acute care setting, as well as specialty settings such as home health, long-term care, and physician practice. Awareness, implementation preparation, and ICD-10 foundational training will also be offered for other non-coding healthcare personnel involved in the transition. For more information and to learn about the AHIMA Online Training Pathway that best fits your needs, please visit the ICD-10 Online Training Pathways Web page.

Winter 2012 Issue of Perspectives Now Available

The Winter 2012 issue of AHIMA’s research journal, Perspectives in Health Information Management is now available. This special issue focuses on ICD-10 and shares lessons from health information management and health informatics professionals who have navigated the transition to the new coding system. The articles contained in this issue include the development of a general equivalent mapping system, a review of an ICD-10 pilot study, and a comparison of SNOMED problem lists and ICD-10 code sets. Learn more about the submission guidelines and the manuscript review process. Look for the Spring 2012 issue in March.

Plan to Attend Winter, Summer Team Talks 2012

Mark your calendar for 2012 Winter Team Talks and Hill Day in Washington, DC on March 26–27. Click here for more information and to register today. Also, save the date for Summer Team Talks 2012 and the Leadership Conference on July 13–15 in Chicago.

2011 Member Referral Program Winners Announced

In 2011, the iShare Member Referral program was a huge success, so much so that we are continuing the program in 2012 with the same great prizes. Learn more. The 2011 winners are:

- Gregory Strickland (first prize)
- Angela Kennedy, RHIA, MED, CPHQ (second prize)
- Arlene Bangunan Abegunde, CCS (third prize)
Renew Your AHIMA Membership Today

Is your AHIMA membership about to lapse? If so don't forget that AHIMA is committed to your success and provides you with many benefits and resources to enhance your career. As a valued member of AHIMA you can utilize these benefits to increase your knowledge and advance your industry position. Renew online today, and within 30 days you'll receive an e-mail with free access to one professional, archived Internet audio seminar of your choice: “Transitioning to the EHR: What It Means for HIM Re-engineering” or “Annual Privacy and Security Training: HIPAA Compliance.” That's a $229 value and two continuing education units for free.

Free Code of Ethics Webinar Available

Did you know that the AHIMA Code of Ethics was updated in October 2011? To help you learn about the changes and how to use the code in your practice, the 2011 Professional Ethics Committee developed a webinar. This free, archived webinar is available for viewing. After viewing the webinar and upon completion of the quiz, you will receive one continuing education unit. View it today and download a copy of the Code of Ethics for your reference.

New Coding Book Available

AHIMA Press is proud to announce the publication of a new academic title, ICD-10-PCS: An Applied Approach, authored by Lynn Kuehn, MS, RHIA, CCS-P, FAHIMA, and Therese M. Jorvick, MPH, RHIA, CCS, CCS-P, FAHIMA. This comprehensive textbook is devoted to learning and mastering the process of building codes in the new procedure coding system, ICD-10-PCS, that takes effect on October 1, 2013. This new system will require all current coding professionals and students in academic programs to become proficient in using the system for inpatient procedures.

This text begins with a detailed review of the structure and design of the ICD-10-PCS system, including a description of the code format and official ICD-10-PCS Coding Guidelines. A thorough description of coding concepts that are unique to ICD-10-PCS and the steps in building an ICD-10-PCS code are included, as well as a systematic review of the root operations. Extensive self-tests, coding practice exercises, and case study coding reinforce the information in the text. A CD-ROM of additional resources and activities is included.

Prepare for a Successful ICD-10-CM/PCS Transition

April 16-17
Annual ICD-10 Summit
Baltimore, MD

April 18
Computer-Assisted Coding Summit
Baltimore, MD

Join AHIMA for these two meetings that will not only help prepare you for the ICD-10-CM/PCS transition, but also give you a strategic advantage. The ICD-10 Summit is the premier healthcare industry event dedicated to the opportunities and challenges of the transition to ICD-10-CM/PCS. Thought leaders from every healthcare sector will help attendees gain new insights and prepare for what's coming by engaging in open discussion of how each industry sector influences the others. Also, new this year, are an early breakfast session, "Better Late than Never: How to Catch Up with ICD-10-CM/PCS in 2012," and an exhibits area featuring ICD-10 and technology vendors.

Stay another day to attend the Computer-Assisted Coding (CAC) Summit and discover how computer-assisted coding has radically changed the process of medical coding. The CAC Summit will focus on technology solutions, maintaining coding quality, and an exploration of professional practice issues affected by CAC tools.

Register today for both the ICD-10 Summit and the CAC Summit. As with all AHIMA meetings, members receive special rates. Register by March 5 to take advantage of additional early bird savings.
In the effort to standardize position titles and roles between component state associations (CSAs), the State Advocacy Council and Student Advisory Council have composed job descriptions for a State Advocacy Coordinator and Student Liaison position, respectively.

The intent of the two job descriptions is for CSAs to appoint individuals that would assume these roles and its responsibilities and to ensure standardization and consistency in the terminology used from state to state. The specific charges outlined in each job description were designed to give CSAs the flexibility to accommodate any future changes.

State Advocacy Council
The State Advocacy Council addresses ways that AHIMA and CSAs can enhance advocacy initiatives at the state and local level. The council primarily focuses on education, leadership, and coordination with state legislative efforts. The council charge is to serve as a consulting body for projects with a state/policy component, assist with structuring state advocacy programs, identify trends and highlight best practices, recognize advocacy efforts, and engage members and CSAs. The council also examines tools necessary for states to monitor public policy issues, advocacy educational efforts, and plans strategies for local advocacy outreach at national and CSA conventions.

The State Advocacy Coordinator will serve as the primary advocacy liaison between CSAs and AHIMA for state specific issues. This position will proactively interact with the CSAs for the purposes of building and growing the CSAs advocacy operations and effectiveness. The position will focus on assisting the CSAs with furthering their public policy agendas along with the goals of AHIMA at the state and local level. Responsibilities may include leading and assisting CSAs with executing national advocacy weeks, legislative and regulatory monitoring and analysis, Hill Day planning, and CSA development of testimony, letters and other materials.

Student Advisory Council
The newly formed Student Advisory Council is comprised of HIM students from CAHIIM-accredited and/or AHIMA-approved programs that are dedicated to planning and initiating enhancements to current and future HIM student related activities. The council charge is to serve as a consulting body for projects with a state/policy component, assist with structuring state advocacy programs, identify trends and highlight best practices, recognize advocacy efforts, and engage members and CSAs. The council also examines tools necessary for states to monitor public policy issues, advocacy educational efforts, and plans strategies for local advocacy outreach at national and CSA conventions.

The newly formed Student Advisory Council is comprised of HIM students from CAHIIM-accredited and/or AHIMA-approved programs that are dedicated to planning and initiating enhancements to current and future HIM student related activities. The Student Advisory Council’s charge is to increase member engagement and help bridge the gap from student to new HIM professional. Being an active participant of the Student Advisory Council and

its initiatives is the first step towards becoming a future leader for both the profession and the association.

The Student Liaison position will serve as a link between the student community and their CSAs. The job description calls for motivated students to help promote, engage, and effectively communicate programs and resources that will encourage student membership and career development opportunities. The roles and responsibilities may include providing input and feedback for projects designed for AHIMA student members, implementing programs for student member engagement on a local level, and attending local career fairs and other student recruitment activities for the profession. The Student Liaison will have an opportunity to build relationships with CAHIIM-accredited programs and encourage students to retain their AHIMA membership after graduation. The Student Liaison will actively recruit potential HIM speakers to present about the HIM profession, AHIMA, and the value of credentials at academic institutions. This position will also allow the Student Liaison to educate the value of AHIMA credentials through promotion of early certification testing, including providing guidance and support in the test preparation process. The Student Liaison may also provide a forum for all students to share information, network, and provide input into resources and benefits.

The State Advocacy Council and Student Advisory Council recognize the level of effort and dedication by their volunteers and acknowledge that these two positions are to serve as a model and guideline for CSAs. While the specific responsibilities for each position are general in nature, both positions allow flexibility for CSAs to implement and adjust these roles accordingly. In addition, these new positions will standardize and offer naming consistency across the CSAs.

For more information, please visit the State Leader and House Community, topic Two New Positions for the Component State Associations.
Book Helps Coders Embrace PCS

Sayonara ICD-9. Come October 1, 2013, the new ICD-10-PCS code set will be required by HIPAA for use in coding procedures performed in the hospital inpatient setting for reimbursement, statistical, and research purposes. In their new book, ICD-10-PCS: An Applied Approach, authors Lynn Kuehn, MS, RHIA, CCS-P, FAHIMA, and Therese Jorwic, MPH, RHIA, CCS, CCS-P, FAHIMA, provide guidance on mastering the process of building codes in the new system. AHIMA Advantage recently spoke with Kuehn and Jorwic about why ICD-10-PCS is necessary, when training should begin, and the one root operation that catches their eye.

**Advantage:** Why is the new ICD-10-PCS code set necessary for the healthcare industry? What are the benefits of PCS?

**Jorwic:** The simple answer is because we have not updated our procedure coding system since 1979. That was more than three decades ago, in a time of unprecedented advances in medical care and technology. The system that we have now has been essentially out of space for codes for some time. There have been some innovative methods used to Band-Aid the system to allow for expansion—such as adding a chapter at the beginning of the classification and placing codes in unrelated chapters. But the fact of the matter is the ICD-9-CM volume 3 procedure codes have been essentially used up with no room for expansion.

**Kuehn:** The (PCS) system is organized and consistent. Once the basic rules are learned and the guidelines are followed, codes are built in a very logical fashion.

**Advantage:** When should coding professionals start training on ICD-10 PCS?

**Jorwic:** Speaking from the academic perspective now is the time—particularly in a program that is two years or more in length. The students that entered a two-year program this fall will graduate in the spring of 2013, right as the new system is going into effect. For coding professionals in the field now, there is a little more time. But it is certainly not too early to learn about the system now, though the actual coding won’t be required for more than a year. Since this is a completely new system it will take a while to learn the ICD-10-PCS system and code building versus the system we are using now in ICD-9-CM.

**Kuehn:** Coders should start refreshing their anatomy knowledge and become familiar with the root operations now. Utilizing a phased plan that works toward proficiency by mid-2013 is the best plan.

**Advantage:** What is the most difficult aspect of ICD-10-PCS for a professional to learn?

**Jorwic:** The ICD-10-PCS system itself is very learnable. It’s probably applying it that is the difficult part, and this is the goal of the text; to apply the system to actual procedures. Learning those definitions and applying them to the cases is key.

**Kuehn:** I think the biggest challenge is remembering that the code describes the intent of the procedure. The system does use different terminology. Once the coder learns the root operations and can determine the intent of the procedure, code building becomes much easier.

**Advantage:** There are 31 root operations in the medical and surgical section of ICD-10-PCS. Which is your favorite?

**Kuehn:** My favorite root operation is “fusion,” or the joining together portions of an articular body part rendering the articular body part immobile. Spinal fusion is easier to code in ICD-10-PCS than it is in either ICD-9-CM or CPT. Coding spinal fusion in the new system might require only one code that describes the section of spine, the approach to the body, the device used for the fusion and the approach to the spine—all in one compact, seven-character code!

**Jorwic:** I think that I have to say “extirpation,” or taking or cutting out solid matter from a body part. So something like a removal of a blood clot or hematoma, or an endarterectomy. This is a somewhat PCS–unique term that you probably won’t see documented very often in a medical record. To me it is a perfect illustration of learning the PCS definitions, analyzing the documentation, and applying the definitions that have been mastered to ultimately build the code.

**Advantage:** What will readers get out of the book?

**Kuehn:** The book teaches the code-building process from the basics to the advanced. The first chapters teach the organization and structure of the PCS system and the 31 main root operations used within the system. The next chapters provide combined education on anatomy, common procedure types for each of the body’s main systems, and introduce information unique to that body system. The remaining chapters cover specialty coding areas such as obstetrics, administration, other testing, imaging, and therapies. The final section of the book contains procedure statements and complete operative reports that simulate the daily work queue of an inpatient coder in a medium-sized, general hospital in the US. This book was meant to be a comprehensive resource on the ICD-10-PCS including anatomy drawings, detailed instruction and applied learning through the use of actual case coding.

**Jorwic:** The text is meant to be a very practical tool for learning and applying this brand new system to actual procedures. By beginning the text with the organization and guidelines and then systematically reviewing each body system, a comprehensive picture of how the PCS works becomes clear.
Add a Credential to Your Resume Sooner with Early Testing

Looking for a job can often seem like a daunting task. Conducting the job search, applying, and waiting can be stressful. The best way to get a job is to mold yourself into the ideal candidate. And who are the ideal candidates in the HIM profession? AHIMA-certified professionals.

“When I hire employees, I look for applicants with AHIMA’s credentials,” says Julie Swim, RHIT, CCS, CCS-P, assistant director of HIM Coding at Central Baptist Hospital in Lexington, KY. “I have found that coders with AHIMA credentials have a solid foundation in the fundamentals and generally require less training time than coders without AHIMA credentials.”

Swim is not alone. Like many other employers, she prefers hiring AHIMA-certified professionals because AHIMA represents excellence. AHIMA exams have the necessary rigor to ensure that the new employees are proficient, even with very little job experience. Earning an AHIMA credential not only positions you to get that first job, but also positions you for success in your long-term career.

The Value of Early Testing

Students currently enrolled in their final term of study in a CAHIIM-accredited program for an HIT or HIA degree should take advantage of AHIMA’s early testing program. The early testing option provides successful candidates with a significant advantage immediately upon graduation. AHIMA credentials distinguish them from other individuals in the employment pool who are applying for similar jobs.

Additionally, early testing gives students the optimal window for exam participation—to attempt the exam when they are best prepared. Statistics show that the earlier students test after graduation, the better they are likely to perform on their respective exams.

Students now in their final term of study and graduating at the end of the current term are eligible to take advantage of early testing. To apply for early testing, candidates must submit a paper application. Early testing candidates must also include a signed verification form from the program director. Then, upon graduating early testers must submit a copy of their official transcripts to complete the certification process. More detailed instructions can be found at AHIMA’s certification Web site.

CCA, CCS, CCS-P Exam Updates

• The 2012 CCA exam will launch on March 31—candidates must present 2012 versions of the ICD-9 and CPT codebooks, the CCA exam will launch with immediate scoring.
• The 2012 CCS and CCS-P exams will launch on June 1—candidates must present 2012 versions of the ICD-9 and CPT codebooks, immediate scoring will be unavailable beginning June 1.
• ICD-10 exam dates are set. All coding exams will become ICD-10 compliant in March 2013. Stay tuned for more information on ICD-10 exam updates in 2012.
• CCHIIM has also been working on expanding the eligibility requirements for the CCS and CCS-P exams. The new requirements will not go into effect until January 1, 2013. The 2013 eligibility requirements are outlined below.

CCS, CCS-P 2013 Requirements

Candidates must meet one of the following eligibility requirements:

• By credential—RHIA, RHIT, or CCS/CCS-P
• By education—Completion of a coding training program that includes anatomy and physiology, pathophysiology, pharmacology, medical terminology, reimbursement methodology, intermediate/advanced ICD diagnostic/procedural and CPT coding
• By experience—minimum of two years of related coding experience directly applying codes
• By credential with experience—CCA plus one year of coding experience directly applying codes
• Other—Coding credential from other certifying organization plus one year of coding experience directly applying codes.

E-mail us your questions regarding the CCS or CCS-P changes.

Revised, CHPS, CHDA Requirements

Revised eligibility requirements are now in effect. Candidates are now able to sit for the CHPS and CHDA exams with the pre-requisite combination of education and experience. Learn more about the new eligibility requirements.

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Volunteering and networking takes time and effort, but what do you get in return? This may be a question you have asked yourself at some point in your career. According to many HIM professionals, the benefits of volunteering and networking are invaluable, and at times, have literally changed the direction of their careers.

Kathy Webb, BS, Ed, RHIT, instructor of health information technology at Ozarks Technical Community College in Springfield, MO, began her career in healthcare volunteering at a cancer center affiliated with a health system. Her volunteer efforts at the cancer center led her to a full-time position which eventually led her back to school. Webb went back to school, finished her coursework, and was eligible to sit for the RHIT examination. Once she passed the examination and acquired her RHIT, a new door opened. She was now being offered a faculty position at the same college where she finished her coursework.

Tips for Students

Today, Webb teaches health information technology, health information systems, healthcare quality management, and medical terminology; all classes that are offered virtually. She emphasizes the importance of being a professional. “It is important to look professional, act professional, and be professional both in person and in all written communications.” She relates that especially when dealing with students online in her virtual classes, “written communication is often my first and sometimes the last impression of the student.” Additionally, she points out that students who work hard to make a concerted effort to make a good impression usually fare better when landing their first HIM job. “Whether they realize it or not, students are constantly being interviewed. If students want to be recommended by an instructor for a volunteer or paid position, the contact person will most likely be the instructor.” It is clear that Webb certainly made a good impression on her instructor who is now her direct supervisor.

“Networking and volunteering at the local, state, and national levels is a must for all HIM professionals,” says Traci Waugh, RHIA, director of HIM/compliance at North Valley Hospital in Whitefish, MT. She adds that these activities should not be discontinued just because you have found a great job. It is something that should be included in everyone’s annual career goals. Waugh’s HIM career started in the ’80s on the slopes where she was skiing with a friend who was enrolled in an HIM program. She was so interested and excited about the versatility, opportunities, and perfect blend of business and science that her friend described that she enrolled in the same program. Waugh notes that “one huge advantage of volunteering has been all the networking opportunities and educational sessions that I may have otherwise not been able to attend.”

Networking Tips

Often times, tight departmental budgets may not allow HIM professionals to attend meetings or events. According to Forbes, the following approaches to networking work well in any situation.

- **Arrive early**—Starting a conversation with people who also arrive first will help you by already knowing a few people.
- **Offer a simple introduction**—Introduce yourself to the first person you make eye contact with or the first small group of people you come upon.
- **Ask questions**—Inquire about the person’s job and why they are attending the event. Try and avoid talking about yourself too much.
- **Make the business card exchange meaningful**—Find a good reason to exchange cards with someone. The chance of remembering someone is enhanced if you have something in common or there is a reason to stay.
- **Follow up**—The point of networking is to foster relationships, so follow up is key. E-mail the contact a couple of days after the event to continue the discussion.

Try volunteering and networking today and see what you get in return. AHIMA’s Community of Practice is a great place to start. Log on today and start making connections.
Stay Current with a Little Help from the CoP

This year has just begun and the HIM field is already moving at record speeds. The implementation of electronic health records (EHRs) and the upcoming transition to ICD-10-CM/PCS are certainly enough to keep HIM professionals busy. However, taking the time to stay educated and current on industry trends is critical to working in this field. Whether it is coding updates, technology innovations, or new legislation, the learning never ends.

As an AHIMA member, you have access to top resources to help you succeed as an HIM professional. One of these valuable tools is the Communities of Practice (CoP). The CoP is a treasure trove of HIM knowledge at your fingertips, just waiting to be explored. The variety of specialized communities covers a diverse range of settings by serving as a repository for the most current information pertaining to our ever-changing HIM environment.

Avid CoP user and facilitator Janet Mohlenhoff, RHIA, CCS, recognizes the value of the often under-utilized tool. “I get more out of the CoP than I put in. Where else can you post a question on a complex problem and have an answer usually within a day? It’s such a great resource because these are practical, everyday situations from people who are in the HIM trenches daily,” she said.

Adding a Topic

Not only is adding content to the CoP easy to do, but it’s a great way to make the CoP work for you. Post a topic to ask a question about an issue you are encountering on the job or post a relevant news article and share your insights with colleagues.

To add a topic, you must first enter a community. Use the Add a Topic link to add new content within a specific community. Go to the community by using the My Communities drop down on the right side of the page.

Choose the community where you want to post the topic and click on the community. In the community, you will see that the Add a Topic icon is located on the left side of the page directly under the Filters. Create a topic for discussion or post a resource by choosing the icon. Once you post a topic, it is automatically approved and will appear posted in the community. Additionally, as the author, you will be able to edit or remove it if needed.

When you open the Add a Topic link, you will see the Topic screen. On this screen, type in a title, description (this can be a question, comment or information related to resources), choose a category and tags (keywords that are helpful in searching). The categories are based on what the community’s facilitators have chosen for that specific community. Then choose either “Post Topic Now” or “Post Topic and Continue to More Options.” Choosing, “Post Topic and Continue” will open a topic dashboard. Within the new topic dashboard, you have options to add a resource such as documents or links. All information will be housed in one easy location for members to reach.

To get started, log in today and see what members are saying—then add your own thoughts to the discussion. Check out the featured communities or browse the entire CoP. Make it a point to login at least once a week to post. Also, stay tuned for information on a new, improved search feature and chat functionality in future issues of AHIMA Advantage.
Will You Be Prepared?

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Student Advisory Council Announces New Health Information Club Initiative

The Student Advisory Council had a busy and productive 2011, accomplishing even more than was anticipated in its inaugural year. As part of the many initiatives it’s planning for 2012, the Student Advisory Council is promoting the development of local HIM student clubs at campuses across the country.

This project is at the core of the students’ official charge from the Board of Directors to prepare AHIMA’s student members to be future HIM and AHIMA leaders by planning enhancements to current student programs and initiating new activities that will benefit student members.

The creation of new clubs will benefit students not only by generating enthusiasm about the HIM profession but also by providing a forum for students to congregate, share ideas, and ask questions. This camaraderie and sense of belonging to the HIM community is critical for students to develop into professionals who can make a difference in both the field and the association.

Tips for Starting a HIM Student Organization

While the complete set of materials is still being developed, the Student Advisory Council has tips for students about starting an HIM student organization on campus.

1. Organize a general interest meeting.
2. Check for requirements with your college or university student government.
3. Find out what is required if there is a national or international governing body for your organization. You may have to register with them or make commitments to their national committee.
4. Spread the word to gain interest. Let other students know what your organization is about; ask the college newspaper to write a story, and put up posters in approved areas.
5. Start having meetings. Most colleges and universities will allow you to have meeting before the organization is approved and some require proof of interest. Keep detailed records, collect phone numbers and e-mail addresses, and hand out information about the organization. Set a date, time, and location for following meetings, and get commitments to attend.
6. Develop a mission statement. To be effective, the purpose of your efforts and organization must be clearly laid out.
7. Come up with a club name.
8. Write the club constitution. The constitution formalizes the organization’s existence and lays out the rules for how the organization will operate.
9. Develop a strategic action plan. Agree on tangible goals for the upcoming semester/year and develop a strategy for achieving these goals.
10. Hold events. Hold regular events around campus that are open to the school community and advertise them.

Lay the Groundwork for Success

Now, what can non-students do to facilitate students’ success? As HIM professionals, students value your guidance and expertise as they navigate their educational path. Help point them in the right direction by supporting the new HIM student clubs. Whether by serving as an advisor, offering to participate in a club event, or just cheering them on, students appreciate your support and it’s vital to their success. Unsure how to reach out? Contact the program director of your local HIM program and volunteer your time.

The Student Advisory Council hopes to launch the first clubs in spring 2012. More details will be available in early February via the Student Connection newsletter and the Student and AOE CoPs. For more information about how you can help HIM students succeed, please contact Lisa Chernikoff.
Support the AHIMA Foundation Student Merit Scholarship Program

One of the major initiatives of the AHIMA Foundation is to attract and support new talent in the health information management (HIM) industry by improving the educational opportunities for current and future HIM professionals through scholarships. The AHIMA Foundation annually offers merit scholarships to currently enrolled outstanding undergraduates in HIM and HIT as well as those professionals pursuing masters or doctoral degrees in areas related to HIM and HIT practice.

In 2011, a total of 215 eligible students submitted their applications for review; out of that pool, 58 qualified candidates received scholarships for a total of $91,500 awarded. The 2011 award recipients included three doctoral candidates, 19 master’s degree students, 18 bachelor’s degree/post-baccalaureate certificate students, and 18 associate’s degree students. The scholarship recipients represent 23 Component State Associations (CSAs), and have an average GPA of 3.9 (out of 4.0).

AHIMA Foundation scholarships have a significant impact on the educational and career pursuits of AHIMA members. Debra Martyn, a 2011 undergraduate scholarship recipient, represents many of the grateful recipients when she shares, “Thank you is simply not enough. Without scholarships from generous donors students like myself would struggle to continue our education. I have a daughter in college and a son graduating from high school this spring. Their father and I have raised them to believe that if one works hard and does the best that they can do, that it does pay off in the long run. Thank you for supporting that concept. I am proud to be a member of an organization that recognizes hard work and promotes education and continued learning.”

Supporting the Student Merit Scholarship Program

The ongoing gap between qualified applicants and scholarships awarded indicates a need to support even more promising HIM students each year. Corporations, CSAs, and individuals are all encouraged to sponsor scholarship awards. Acknowledgment of scholarship sponsorship comes in many forms: on the AHIMA Foundation website, in AHIMA Foundation and AHIMA electronic and mailed publications, and in AHIMA convention materials. Sponsoring an AHIMA Foundation scholarship becomes a win-win situation, by supporting future professionals in our industry while extending name recognition for your company. Donation opportunities include:

• General Scholarship Funds—Donations of any amount to the Grace Whiting Myers general scholarship fund help support the general AHIMA Foundation scholarship awards.

• Named Scholarships—Donors who wish to honor or memorialize someone special may establish a scholarship fund that supports either undergraduate or graduate students in the health information field. Depending upon the type of scholarship you wish to support, contributions range from $1,000 to $2,500. Named scholarships must be renewed each year to be included in the annual scholarship award list.

• Endowed Scholarships—A permanent endowment fund may be established for a minimum contribution of $25,000. This fund can be established in a scholarship category of your preference, and in honor of a person or organization of your choice.

To find out more about options to support the AHIMA Foundation with a charitable contribution, please visit the Foundation Web site or contact Mary Taylor-Blasi at (312) 233-1585 for further details.

2012 Merit Scholarship Application Opens July 1

Please note that this year there will be one scholarship application cycle, which will be available online July 1 and has an application deadline of September 30. Students currently enrolled in CAHIIM-accredited health information management programs are encouraged to apply for a merit scholarship. Applicants may qualify for a variety of awards, but only need to submit one application to be considered for all. Learn more about applying for a merit scholarship.
AHIMA Advantage

2011 Triumph Award Winners Honored

AHIMA has a long tradition of awarding excellence in HIM and a dedication to advancing the profession. The Triumph Awards are one of the most important honors AHIMA gives to members who make a difference. The awards, given out each year at the AHIMA Convention and Exhibit, are intended to recognize outstanding individuals who have made significant achievements in the HIM field.

These prestigious awards are given out in a variety of categories. There are 11 different awards, including the newest award for students. The awards are: Distinguished Member, Champion Advocacy and Public Policy, Community Outreach, e-HIM, Educator, Leadership, Literary Legacy, Mentor, Pioneer, Rising Star, and Student. Find out the complete award descriptions, qualifications and the guidelines for nominations here.

2011 Distinguished Member Speaks Out

Linda L. Kloss, RHIA, FAHIMA, CAE, was a Triumph Award winner in 2011. “I am honored to be the 2011 Distinguished Member of AHIMA,” she said. “I associate this award with the names of those who have done so much for the HIM profession and for AHIMA over the decades. I have reviewed the names on the brass plates of the Distinguished Member plaques in the AHIMA office many times and am thrilled to know my name will be added to these past and present leaders that I respect and have learned so much from.”

Participate in the 2012 Nomination Process

Don’t miss out in 2012! AHIMA is seeking your help to ensure that worthy individuals are recognized. These awards honor the hard work and service of those professionals whose steadfast efforts have bettered the HIM field. Does that sound like someone you know? Nominate them today.

Additional information, including the online nomination form, can be found on the AHIMA Web site. Remember that the 2012 nomination deadline is June 1, which is less than six months away. If you have any questions regarding the awards or application process, please contact Marilyn Render.

2012 Trainer AHIMA Academy for ICD-10-CM/PCS

Coming to an Area Near You!

This dynamic training program increases your proficiency in ICD-10-CM or ICD-10-CM/PCS, while teaching you how to train others in these systems. Upon completion of the program—consisting of self-paced online courses and an interactive in-person workshop with hands-on coding exercises—you can earn an AHIMA ICD-10 Trainer Certificate.

Watch the AHIMA website at ahima.org for additional dates and locations.

The 2011 Triumph Award winners were honored at AHIMA’s 2011 convention in Salt Lake City, UT.
Health Information Professionals Week
2012 Planning Kit

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March 25–31
2012

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How to Use This Kit

Materials in the HIP Week Planning Kit are designed to be photocopied, reprinted, and distributed to patients, community members, and healthcare and HIM professionals. Educational materials in this kit include:

- Suggested activities
- An article directed at healthcare professionals
- A quiz for healthcare professionals
- An article directed at the general public
- A quiz for the general public
- A selection of official HIP Week products

Other resources available at ahima.org/hipweek and echima.ca include:

- HIP Week press release
- PowerPoint presentation
- Downloadable HIP Week logo

Introduction


The American Health Information Management Association (AHIMA) invites all health information professionals to join the celebration and be recognized during the 23rd annual Health Information Professionals Week (HIP) Week. Formerly known as Health Information and Technology Week, HIP Week will run from March 25 through March 31 in 2012.

To raise greater awareness and celebrate the evolution of health information professionals, HIP week was moved from the fall to the spring to coincide with AHIMA’s Hill Day, when AHIMA members converge on Capitol Hill to voice the importance of advancing health information management. HIP Week is a wonderful opportunity for professionals to showcase the benefits of their profession working collectively to deliver quality healthcare through quality information.

To provide greater public outreach for HIP Week, AHIMA is once again partnering with the Canadian Health Information Management Association (CHIMA) to promote the shared goals of both organizations.

For information, visit ahima.org/hipweek, or echima.ca.

AHIMA is the premier association for health information management (HIM) and allied healthcare professionals. These professionals manage, protect, and utilize complex personal health information for the delivery of quality healthcare to the public.

The Canadian Health Information Management Association (CHIMA) was founded in 1942 to provide a national forum for HIM professionals to share their expertise. Its federal charter was obtained in 1949.
**Suggested Activities for Healthcare and HIM Professionals**

**Start Planning Today!** Start your week by getting your superiors involved! Solicit them for ideas. Set up brainstorming meetings. Organize a planning committee with representatives from all areas of the department. Divide your committee into teams to handle separate duties (such as Activity Committee, Poster Committee, and Public Relations Committee). Below are some ideas to get you started, but use your imagination and enthusiasm to create your own special week!

**Promote the Week** ahead of time through your organization’s intranet site, in-house publications, flyers, tent cards, and e-mail messages.

**Lunch and Learn**—Hold a brown bag lunch and learn for all facility employees, using the PowerPoint presentation found on our websites.* Use this presentation to educate your workforce.

**HIP Week Quiz Drawing**—Distribute copies of the quiz and article for HIM professionals. Have employees turn in the quiz for a chance to win a prize in a drawing. Or create an HIM trivia contest, word search, or other puzzles using HIM terms. Web sites such as puzzlemaker.discoveryeducation.com can help you create your own puzzles quickly and easily. See this brochure or our Web site for prize suggestions.

**Conduct Department Tours**—Let visitors and colleagues know what the HIM department does. Use staff photos and “tools of the trade” to get your message across, and include this information in your facility’s newsletter. Invite a vendor to demonstrate high-tech industry advancements.

**Display Posters and Flyers** promoting HIP Week events in your department, waiting areas, and other high-traffic locations.

**Celebrate Your Team’s Accomplishments**
- Recognize the contributions of staff with commemorative items offered by AHIMA and CHIMA.
- Have a party for the HIM department with gifts for everybody.
- Plan a potluck lunch, pizza party, or ice cream social.
- Recognize physicians and other staff who make vital contributions to managing health information.

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**Suggested Activities to Reach Out to the Public and Community**

**Community Seminars**—Hold an educational seminar for members of your community using the PowerPoint presentation found on our websites.*
- Distribute and discuss the quiz and article for the public.
- Have attendees turn in the quiz for a chance to win a prize in a drawing.

**HIP Week Lobby Display**—Using the information in this kit, set up an HIP Week lobby display. Photocopy the article and quiz for the public as handouts. Use the HIP Week posters and balloons for a display.

**Local Media Coverage**—AHIMA sends a HIP Week press release to national trade media. To get the word out to local media, use the sample press release template available on our websites.*
- To find your local media contacts, go to capwiz.com/ahima/dbq/media.
- In Canada, contact your local radio station and newspaper publisher.
- Provide the materials in this kit as a starting point for reporters.
- Provide a tour of your facility to the media and community officials.

**Contact Guidance Counselors** at your local high schools and colleges and offer to give a presentation and provide recruitment materials. Information on the HIM profession can be found at ahima.org/careersinhim or echima.ca.

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*ahima.org/hipweek or echima.ca
Managing Health Information in Time of Change

By Angela K. Dinh, MHA, RHIA, CHPS

The practice of health information management (HIM) has many facets and HIM professionals can wear many hats. An HIM professional can be found within an organization as the director of HIM, privacy or security officer, health data analyst, electronic health record (EHR) implementation specialist, coding manager, or even a C-level executive position. The list goes on and on. Regardless of the area of expertise, an HIM professional practices or the level of their experience, one common goal remains: “To optimally achieve the accuracy, availability, and protection of health information for all.”

In the last few years, the healthcare industry has seen unprecedented changes. In 2004, President George W. Bush signed an executive order mandating that all Americans have EHRs in 10 years. The American Recovery and Reinvestment Act (ARRA) followed suit in 2009, incentivizing the transition to EHRs and promoting the overall adoption of health information technology (HIT), including the electronic exchange of health information. Another critical outcome of 2009 was the publication of the final rule mandating the coding system change from ICD-9-CM to ICD-10-CM/PCS. Below are brief descriptions of these changes—the most critical changes to the practice of HIM in decades.

ICD-10-CM/PCS

Simply put, coding classification is the application of specific codes to every healthcare encounter, which in turn provides reimbursement for services rendered. These code sets have other important uses as well, such as measuring healthcare quality and tracking, and responding to public health threats. The current ICD-9-CM coding system has been in use for over 30 years and no longer has the capacity to reflect or capture the practice of medicine today. ICD-10-CM/PCS becomes effective October 1, 2013, and is a critical, but long overdue, change needed to bring the United States up to speed with today’s medical and technological codes, and align it with the rest of the world.

Electronic Health Record and Health Information Exchange (HIE)

ARRA is a law that brought HIT to the forefront and provides monetary incentives to eligible providers and organizations for the adoption of EHRs. More importantly, ARRA promotes and drives the efforts of HIM—the ability for providers and organizations to electronically interchange consumer health data for the continuum of care. Together, EHRs and HIEs strive for optimal consumer outcomes by capturing and transmitting data to streamline the accuracy of information provided and increase its availability for treatment and diagnosis purposes.

Data Stewardship

In an industry striving to be more electronic every day, the need for data stewardship is essential. Data stewardship is defined as “the responsibilities and accountabilities associated with managing, collecting, viewing, storing, sharing, disclosing, or otherwise making use of personal health information.” Due to their electronic formats, EHRs and HIEs pose challenges for data stewardship and the overall management of health information. There are different risks to consider, such as how to ensure only authorized individuals have access, and maintaining the integrity of the information. Whereas there’s only one physical paper record, an EHR or HIE can be accessed simultaneously from many different locations.

ICD-10-CM/PCS, EHRs, HIEs, and data stewardship are all components of managing consumer health information. Whether it is a classification code from ICD-10-CM/PCS or a lab result from an EHR or HIE, consumer health information must be protected at all times. The privacy and security of health information is equally important and plays an integral part in the overall confidentiality of that information. Privacy and security practices have also been impacted by changes in law and industry needs, and HIM professionals are poised to lead the change. Keep an eye out for best practices and guidance tips as AHIMA focuses on privacy and security in April 2012!

Notes/References


Quiz

1. ICD-10-CM/PCS can more accurately capture and reflect the practice of medicine today.
   a. True
   b. False

2. ICD-9-CM will become effective on October 1, 2013.
   a. True
   b. False

3. Which positions might an HIM professional hold?
   a. Privacy Officer
   b. Coding Manager
   c. Chief Operating Officer
   d. All the above

4. Which statement is true?
   a. ARRA provides monetary incentives for EHR adoption.
   b. ARRA mandated EHRs in 10 years.
   c. ARRA mandated ICD-10-CM/PCS.
   d. ARRA will make data stewardship easier to manage.

5. When is AHIMA’s Privacy and Security Month?
   a. March 2012
   b. April 2012
   c. May 2012
   d. June 2012

The central focus for today’s healthcare is on the consumer and how they use and manage their health information. Consumers are given many choices and options when it comes to their protected health information (PHI) and it is important for them to understand their rights under law. Every consumer has the right to:

- View and access their information
- Request and receive copies of their information
- Request confidential communications of PHI
- Request a correction or update to their health information (keep certain information from ever being released)
- Request an accounting of disclosures (log of where certain information was released as defined by law)

Consumers also need to know about the American Recovery and Reinvestment Act (ARRA), which is encouraging the use of electronic health records (EHRs). This law has led to an increase in the number of health information exchange (HIE) organizations operating in the United States. HIE technology supports and manages the electronic sharing of health information between healthcare providers and organizations with the goal of improving quality and efficiency in healthcare.

When healthcare providers share information, consumers see advantages. The advantages include: improved quality of care, increased efficiencies in the services provided, information available at the time of healthcare, and allowing consumers to make educated decisions about their care. As more information is shared, consumers can play an active role in understanding their disease and treatment process.

HIE technology will help providers and organizations share information, and health information management (HIM) professionals will always strive to protect the privacy and security of all health information.

In an effort to address these risks, many organizations are creating Data Governance Programs. These programs help organizations define the reason for collecting health information, including the ways that the information is used. The basic goal of the program is to ensure accountability and responsibility for collecting and using health information.

Within the Data Governance Program is the role of “Data Steward.” The term “data stewardship” is defined as “the responsibilities and accountabilities associated with managing, collecting, viewing, storing, sharing, disclosing, or otherwise making use of personal health information.” The HIM professional’s unique skill set makes them a natural fit for the data steward role and in managing healthcare data.

HIM professionals understand how the data is used by healthcare providers and consumers. They work with many members of the healthcare team to make sure the health record contains the most accurate data possible and that the information is used correctly. To assist HIM professionals in defining their responsibilities when managing data, AHIMA developed a model of the 10 characteristics of data quality:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>The data is easily obtained</td>
</tr>
<tr>
<td>Accuracy</td>
<td>The data is correct</td>
</tr>
<tr>
<td>Consistency</td>
<td>The data is reliable</td>
</tr>
<tr>
<td>Comprehensiveness</td>
<td>The required data is included</td>
</tr>
<tr>
<td>Currency</td>
<td>The data is up-to-date</td>
</tr>
<tr>
<td>Definition</td>
<td>The data and information in the health record are clearly defined</td>
</tr>
<tr>
<td>Granularity</td>
<td>The data is captured at the correct level of detail</td>
</tr>
<tr>
<td>Relevancy</td>
<td>The data is useful</td>
</tr>
<tr>
<td>Precision</td>
<td>The data has expected values (example 1965 instead of 65)</td>
</tr>
<tr>
<td>Timeliness</td>
<td>The data is recorded near or at the time of the visit</td>
</tr>
</tbody>
</table>


**Quiz**

1. As a healthcare consumer, I have the right to view and access my health information.
   a. True
   b. False

2. Which statement is true about health information exchange organizations (HIEs)?
   a. HIEs are organizations who support and manage the electronic exchange of health information.
   b. HIEs are only inside the four walls of a hospital.
   c. HIEs only share information on a weekly basis.
   d. All of the above.

3. The role of data steward is not a good fit for the HIM professional.
   a. True
   b. False

4. How many AHIMA data quality characteristics are there?
   a. 15
   b. 5
   c. 10
   d. 7

5. When is AHIMA’s Privacy and Security Month?
   a. March 2012
   b. April 2012
   c. May 2012
   d. June 2012

_Hip Week 2012_ Article and Quiz for the Consumer
(A) **White T-Shirts:** 100 percent cotton T-shirts are comfortable and durable. Stock Color: White T-shirt displays a full-color event logo. (Adult sizes: M–XXL)
384201M 1+ $10.50 ea.
384201L 1+ $10.50 ea.
384201XL 1+ $10.50 ea.
384201XXL 1+ $12.50 ea.
Personalized (Min. Order: 36, Adult sizes: S–XXL)
White T-shirt displays a full-color event logo and an optional imprint of your facility name.
384201P 36–71 $10.25 ea.
72+ $8.50 ea.
(Add $2 for XXL)
Personalization Set-up $55

(B) **Mix and Match T-Shirts:** Comfortable, 100 percent cotton T-shirt displays a one-color event logo and an optional imprint of your facility name. Choose black, light steel, orange, red, purple, navy blue, royal blue, teal (short sleeves only) lime green, or an assortment of colors.
(Min. Order: 12, Adult sizes: S–XXL)
384202L Long Sleeve 12–35 $17.95 ea.
36–71 $13.95 ea.
72+ $11.75 ea.
384202S Short Sleeve 12–35 $13.95 ea.
36–71 $11.50 ea.
72+ $9.25 ea.
(Add $2 for XXL)

(C) **Royal Blue T-Shirts:** Comfortable, 100 percent cotton T-shirts are a smart way to celebrate your event. Stock Color: Royal blue T-shirt displays a full-color event logo.
(Adult sizes: M–XXL)
384203M 1+ $11.50 ea.
384203L 1+ $11.50 ea.
384203XL 1+ $11.50 ea.
384203XXL 1+ $13.50 ea.
Personalized (Min. Order: 12, Adult sizes: S–XXL)
Royal blue T-shirt displays a full-color event logo and an optional imprint of your facility name.
384203P 12–35 $15.25 ea.
36–71 $11.25 ea.
72+ $9.50 ea.
(Add $2 for XXL)
Personalization Set-up $40

(D) **Retractable Badge Holders:** Badge holders are 1 1/4” x 2 1/2” with an alligator clip and a retractable line that extends up to 30”. Stock Color: Translucent green badge holders display a full-color event logo.
384204 Packages of 5 $10 per pkg.
Personalized (Min. Order: 50)
Badge holders display a full-color event logo or an optional imprint of your facility name. Choose translucent blue, red, clear, purple, yellow, black, or green.
384204P 50–99 $1.95 ea.
100+ $1.89 ea.
Personalization Set-up $55

(E) **Posters** Exciting, 18” x 24” posters display a full-color graphic depicting the event theme. No personalization.
384205 1+ $3 ea.

(F) **Buttons** Round, 2 1/4” buttons display a full-color event logo. No personalization.
384206 Packages of 25 $11.50 per pkg.

(G) **Tent Cards** Quality, 3 1/2” x 5” tent cards can be placed on a table or counter to keep your message in view. Each card displays a full-color event logo. No personalization.
384207 Packages of 10 $8 per pkg.

(H) **Sticky Notepads** Sticky notepads are 4” x 3” with 25 self-adhesive sheets. Stock Color: Notepads display a full-color event logo.
384208 Packages of 10 $6.50 per pkg.
Personalized (Min. Order: 500)
Notepads display a full-color event logo and an optional imprint of your facility name. Must be ordered in increments of 500.
384208P 500+ $0.60 ea.
Personalization Set-up $35
(A) Acrylic Tumblers with Crazy Straws: A new twist on a best seller! 16 ounce, double-walled acrylic tumbler has a twist-on lid and colorful crazy straw. Stock Color: Tumbler has a green crazy straw and displays a black event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384209</td>
<td>$6 ea.</td>
<td>$5.75 ea.</td>
<td>$5.50 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 48) Tumblers display a one-color event logo and an optional imprint of your facility name. Choose red, yellow, green, blue, purple, pink, or orange straws.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384209P</td>
<td>$5.75 ea.</td>
<td>$5.50 ea.</td>
<td>$5.30 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55

(B) Foldaway Totes: Lightweight polyester tote is 16" x 14 1/2" and folds into a self-contained pouch with a drawstring closure for convenient storage. Stock Color: Lime green totes display a white event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384210</td>
<td>$4 ea.</td>
<td>$3.75 ea.</td>
<td>$3.50 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 50) Totes display a one-color event logo and an optional imprint of your facility name. Choose black, royal blue, purple, green, lime green, red, orange, black, or navy totes.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384210P</td>
<td>$3.75 ea.</td>
<td>$3.50 ea.</td>
<td>$3.30 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55

(C) Striped Column Water Bottles: Shatter-resistant, 29 ounce water bottle has a twist-on matching lid and brushed stainless ring accent. Stock Color: Blue bottles display a blue event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384211</td>
<td>$6.50 ea.</td>
<td>$6.25 ea.</td>
<td>$6.00 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 75) Bottles display a one-color event logo and an optional imprint of your facility name. Choose red, orange, blue, black, or green trim.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384211P</td>
<td>$6.25 ea.</td>
<td>$6.00 ea.</td>
<td>$5.75 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55

(D) Zippered Totes: Polyester, 19" x 14 1/2" x 5" tote has a zippered main compartment, front slip pocket, and 29" handles. Stock Color: Totes have lime green trim and display a white event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384212</td>
<td>$6.50 ea.</td>
<td>$6.25 ea.</td>
<td>$6.00 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 100) Totes display a one-color event logo and an optional imprint of your facility name. Choose red, orange, blue, or lime green trim.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384212P</td>
<td>$6.25 ea.</td>
<td>$6.00 ea.</td>
<td>$5.75 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55

(E) Stadium Cups: Stackable, 16 oz. stadium cups are great for beverages, pencils, pens, and more. Stock Color: Frosted cups display a green event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384213</td>
<td>Sets of 25 $18 per set</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 50) Cups display a one-color event logo and an optional imprint of your facility name. Choose royal blue, red, purple, yellow, forest green, orange, frosted, Kelly green, manor, white, black, or gray.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384213P</td>
<td>$65¢ ea.</td>
<td>$60¢ ea.</td>
<td>$55¢ ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $45

(F) Travel Tumblers: Double-wall, 16 oz. tumblers feature a stainless steel outer with a plastic liner and a twist-on lid with slide-lock drink opening. Stock Color: Blue tumblers display a blue event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384214</td>
<td>$5 ea.</td>
<td>$4.75 ea.</td>
<td>$4.50 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 75) Tumblers display a one-color event logo and an optional imprint of your facility name. Choose red, orange, blue, or stainless tumblers.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384214P</td>
<td>$4.75 ea.</td>
<td>$4.50 ea.</td>
<td>$4.25 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $45

(G) Lunch Bags: Polyester bag is 7" x 8" x 5" and features a dual zippered insulated main compartment, front slip pocket, mesh side pockets, and an adjustable carry strap. Stock Color: Blue cooler bag displays a white event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384215</td>
<td>$6.50 ea.</td>
<td>$6.25 ea.</td>
<td>$6.00 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 100) Lunch coolers display a one-color event logo and an optional imprint of your facility name. Choose blue, red, silver, or lime green bags.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384215P</td>
<td>$6 ea.</td>
<td>$5.75 ea.</td>
<td>$5.50 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55

(H) Lamis Amenity Kits: Classic, 8" x 4 1/2" x 1 1/2" Litchi fabric case has the look and feel of leather with contrast stitching and a zippered closure. Stock Color: Navy blue cases display a debossed event logo.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384218</td>
<td>$4 ea.</td>
<td>$3.75 ea.</td>
<td>$3.50 ea.</td>
</tr>
</tbody>
</table>

Personalized (Min. Order: 100) Cases display a debossed event logo and an optional imprint of your facility name. Choose red, navy, black, or brown cases.

<table>
<thead>
<tr>
<th>Code</th>
<th>Qty 1</th>
<th>Qty 2-50</th>
<th>Qty 51+</th>
</tr>
</thead>
<tbody>
<tr>
<td>384218P</td>
<td>$3.75 ea.</td>
<td>$3.50 ea.</td>
<td>$3.30 ea.</td>
</tr>
</tbody>
</table>

Personalization Set-up $55
(A) Flexi-Vases: Flexible, 10 1/2” x 5 3/8” (at base) PVC vase folds flat for easy storage and forms a handy vase when filled with water. Stock Color: Transparent green vase displays a black event logo.

384219             Sets of 5 $6.50 per set
Personalized (Min. Order: 50) Vases display a one-color event logo and an optional imprint of your facility name. Choose black, blue, green, pink, purple, red, or yellow trim.

384219P  50–249 $1.25 ea.
250+ $1.19 ea.
Personalization Set-up $45

(B) USB Ports: Trendy, 4” square (open) with 33” long cord USB port connects up to four devices. Each port swivels 90° inward. Stock Color: Center component displays a black event logo.

384220  1+ $9.25 ea.
Personalized (Min. Order: 25) Center component displays a one-color event logo and an optional imprint of your facility name.

384220P  25+ $8.99 ea.
Personalization Set-up $55

(C) Photo Envelopes: Beautiful, 5 1/4” x 6 7/8” x 3/4” leatherette envelope holds 24 4” x 6” photos inside, while another photo may be inserted into the outside window pocket. Stock Color: Green envelope displays a black event logo.

384221  1+ $5.25 ea.
Personalized (Min. Order: 75) Photo envelopes display a one-color event logo and an optional imprint of your facility name. Choose blue, green, orange, pink, royal blue, red, or black envelopes.

384221P  75+ $4.75 ea.
Personalization Set-up $55

(D) Lunch Express: Microwave-safe lunch container has a divided compartment to keep food separated. Fork and knife store in lid. Snap closer hinges keep lid secure. Lid also contains a built-in freezer gel to keep food cold. All FDA compliant and BPA-free. Stock Color: Blue lunch kit displays a green event logo.

384222  1+ $10 ea.
Personalized (Min. Order: 18) Lunch kits display a one-color event logo and an optional imprint of your facility name.

384222P  18–49 $9.75 ea.
50+ $9.50 ea.
Personalization Set-up $55

(E) Six-Piece Spa Sets: Pamper yourself with this luxury spa set containing a mesh sponge, sisal buff belt, round wooden massager, wood-handled pumice stone and nail brush, wood-handled bath brush, and wooden comb all contained in a transparent, 3 1/2” x 8 3/4” x 5 1/2” drawstring pouch. Stock Color: Pouch displays a gray event logo.

384223  1+ $10.95 ea.
Personalized (Min. Order: 25) Spa kits display a one-color event logo and an optional imprint of your facility name.

384223P  25–49 $10.75 ea.
50+ $10.50 ea.
Personalization Set-up $55

(F) Auto-Open Umbrellas: Stay dry under this 44” arc that folds to 15” when not in use. Stock Color: Kelly green umbrella displays a white event logo.

384224  1+ $8.50 ea.
Personalized (Min. Order: 25) Choose from a rainbow of colors: forest/khaki, navy/khaki, burgundy/khaki, black/khaki, royal/black, royal/white, navy/white, red/white, purple/white, teal/white, black/white, orange/white, red, black, royal, navy, yellow, or white. Mix and match colors in lots of 25. One panel displays the event logo and an optional imprint of your facility name.

100+ $8.25 ea.
Personalization Set-up $55

(G) Aluminum Key Ring Can/Bottle Openers: No more broken fingernails! Aluminium tool opens bottles and flip-top cans with ease and is attached to metal split key ring for added convenience. Stock Color: Green openers display a laser engraved event logo.

384225             Packages of 5 $4.25 per pkg.
Personalized (Min. Order: 25/3) Tools display a laser engraved event logo or an optional imprint of your facility name. Choose black, blue, copper, green, purple, red, or silver openers.

384225P  250+ $0.80 ea.
Personalization Set-up $40

(H) Ringer Pens: Plastic, retractable ballpoint pens have a metal clip, black ink and colorful rings on the gripper. Stock Color: Pens have green trim and display a black event logo.

384226             Packages of 10 $6.50 per pkg.
Personalized (Min. Order: 250) Pens display a one-color event logo and an optional imprint of your facility name. Choose black, blue, green, orange, or red trim.

384226P  250–499 $0.60 ea.
500+ $0.56 ea.
Personalization Set-up $40

(I) First Aid Kits: Printed, 6” x 4 1/2” polyester kit contains two antiseptic towelettes, one ibuprofen tablet, one antacid tablet, one mini bandage and two 3/4” bandages. Stock Color: Houndstooth kit displays a white event logo.

384227             Packages of 5 $10.50 per pkg.
Personalized (Min. Order: 100) Kits display a one-color event logo and an optional imprint of your facility name. Choose houndstooth, french circle, lace, leopard, metro dots, red/white/orange circles, royal/polkka dots, or zebra kits.

384227P  100–249 $2.06 ea.
250+ $1.99 ea.
Personalization Set-up $55
Continental US Shipping, Insurance, and Handling

Note: For residential shipments, add a $3 carrier surcharge.

<table>
<thead>
<tr>
<th>Amount of Order Charges</th>
<th>Amount CHarges</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0–10</td>
<td>$4.95</td>
</tr>
<tr>
<td>$10.01–25</td>
<td>$7.50</td>
</tr>
<tr>
<td>$25.01–50</td>
<td>$9.95</td>
</tr>
<tr>
<td>$50.01–75</td>
<td>$12.95</td>
</tr>
<tr>
<td>$75.01–150</td>
<td>$15.95</td>
</tr>
</tbody>
</table>

Orders greater than $150
Shipping will be added to your invoice based on package weight and the destination zip code. This is typically equal to 12 percent of the order total. Additional charges are applied when shipping outside the Continental US and to APO/FPO addresses. Call for details.

Production Time
Normal production time is two to three weeks. Rush service is available on limited products. Call for details.

Set-up Fees
There is a set-up charge per item for custom imprinting. Please refer to the item description for cost.

Payment Terms
Acceptable methods of payment: company check, money order, Visa, MasterCard, American Express, or Discover. Net 30-day credit terms are available on orders over $100 with valid purchase order and approved credit. All orders under $100 must be prepaid by check or credit card.

Make check or money order payable to “Bells Select.” No multiple checks.

FOB Factory
Factory shipped items are subject to a 10 percent over or under run.

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Important Notice: Credit card statements will reflect charge from Bells Select/Direct

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(A) Armchair Stress Reliever/Cell Phone Holder: Cute armchair relieves stress with each squeeze and also doubles as a cell phone or paperclip holder. Stock Color: Blue armchair displays a white event logo on the front base.

384228 Packages of 5 $12 per pkg.
Personalized (Min. Order: 100) Stress relievers display a one-color event logo or an optional imprint of your facility name. Choose red, white, or blue armchairs.
384228P 150–299 $2.35 ea.
300+ $2.29 ea.
Personalization Set-up $55

(B) Latex Balloons: Quality, 11” balloons come in a colorful assortment. Each balloon displays a white event logo. No personalization.

384229 Packages of 25 $8 per pkg.

(C) Mylar Balloons: Each mylar balloon is 18” in diameter with a lime green metallic surface displaying a black event logo. No personalization.

384230 Packages of 10 $18 per pkg.

(D) KlipNotes®: Clever device adheres easily to a computer monitor, refrigerator, locker, dashboard, and other surfaces without leaving any residue. The 8 1/4” x 1/2” device is a creative way for computer users to keep documents, notes, and photos in view. Stock Color: Lime green note holder displays a black event logo.

384231 Packages of 5 $6 per pkg.
Personalized (Min. Order: 250) Item displays a one-color event logo and an optional imprint of your facility name. Choose clear, blue, red, lime green, orange, purple, white, or smoke.
384231P 250+ $1.15 ea.
Personalization Set-up $55

Order online at imprintmall.com/ahima

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Fax (512) 451-7657

Call us toll-free (866) 902-4462

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