Strategic Priority Areas (SPAs) in the Health Information Management Association of Australia (HIMAA) 2014–2016 Strategic Plan

<table>
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<tr>
<th>Strategic Priority Area 1: Positioning and Advocacy</th>
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<td>One of the best places for members of the profession to start addressing the impact of workforce shortages, and of other changes such as in eHealth and ABF [activity-based funding], on the standing of the profession is with ourselves. In the Positioning and Advocacy SPA, HIMAA proposes a threefold strategy involving:</td>
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<td>• strategic HIMAA activities that advocate on behalf of the health information profession and better position members within their professional environment as a result;</td>
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<td>• the development and provision of resources to support members advocate on behalf of their profession in their own professional environment; and</td>
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<td>• communication of success stories at national and individual levels, both to the membership and to the stakeholder community</td>
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Professional standards will underpin policy and positions which ensure a national standing for the profession in industry and will set the benchmark for jurisdictional awards and role classifications.

Strategic initiatives have been documented in these areas:
- Positioning the Profession
- Advocacy
- Standing of the Profession
- Diversification of and Specialisation in the Profession
- Health Information Management Research
- International Leadership
Strategic Priority Area 2: Education

Education and training is a strategic key not just to the supply of the professional workforce in health information management, but also to credentialing in occupations such as Health Information Manager and Clinical Coder that improves the standing of the profession in the health system. The Education SPA involves strategic HIMAA initiatives to educate, train and develop health information management professionals in a context of:

- sound and credentialed academic governance, and
- a well communicated career and curriculum.

Strategic initiatives have been documented in these areas:

- Career Support and Advice
- Academic Governance
- Clinical Coding Education and Training
- Other Education and Training
- Tertiary Education in Health Information Management
- Professional Development

Strategic Priority Area 3: Membership

The broader the representation of the profession in our membership, the stronger the credibility of HIMAA advocacy and positioning activities. The more HIMAA credentialed professionals are members of the association, the stronger the authority of the profession’s standards in education, training and professional practice. The better the quality of networking within the profession, the stronger the value of professional unity. The Membership SPA involves strategic HIMAA initiatives to grow and support our members so that they can better network, access credentialed education and training, and advocate on behalf of the profession and its positioning within the health industry.

Strategic initiatives have been documented in these areas:

- Increasing and Retaining our Members
- Membership Engagement
- Resources for Professional Practice
- HIMAA National Conference