

# 2020–2021 Accountability Report

Canadian College of  
Health Information  
Management



Collège canadien des  
gestionnaires de  
l'information de santé

chima 



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# Message from our board chair



## Navigating a global pandemic

The Canadian Health Information Management Association (CHIMA) and the Canadian College of Health Information Management (College) are pleased to present the 2020–2021 Accountability Report.

My first year as your board chair was a year unlike any other. I would like to recognize how our members have contributed to Canadians' lives across all our economic sectors during a global pandemic.

I also acknowledge and thank our board members for their contribution and dedication through exceptional times by demonstrating their steadfast commitment to the organization. As a board, we continue to shift to policy governance, which provides a cornerstone for long-term success. This approach prompts us to look forward five to ten years and make decisions that will impact the profession's future.

Our vision to enable quality health information in Canada continues to be guided by our 2018-2023 strategic plan. We have initiated the beginning of our strategic planning process for the 2023-2026 time period. We look forward to engaging you in this exciting conversation over the summer and fall of 2021.

Operationally, we are pleased by the strong leadership provided over the past two years by CEO and Registrar Jeff Nesbitt. With his leadership, people have noticed a change of organizational culture centred around service and our profession's pursuit to deepen and expand the contribution of certified health information professionals. As a result, the organization now sits at tables advising the government, has increased member engagement through expanded volunteer networks, and has pursued a modernization of our College's approach to standards that allow us to adapt in the future.

On behalf of the board, I want to express my sincere appreciation to those on the frontlines and our leaders who supported their efforts.

Sincerely,

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**Monique Rasmussen, CCDIS, CHIM**

Chair

# Board of directors

## A diverse group of professionals leading the way forward

The College and CHIMA are pleased to present their joint board of directors.

The 2020-21 board members span the country and represent diverse perspectives. They hail from sectors and roles where the health information profession intersects with and influences the lives of Canadians.

This year we have improved the structure of the board by transforming it into a policy governance board. As a collective body, its strategic directions are delegated to operations for fulfillment.

There are three standing committees that play an essential role in enabling the board to carry out its responsibilities. These include the finance, audit and human resources committee; governance committee; and committee of the College. These committees ensure direction and wisdom are provided when making decisions on behalf of the profession.

The board may leverage ad hoc committees to focus specifically on other critical issues within our organization and profession, such as diversity and inclusion, and professional ethics.

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### Monique Rasmussen, CCDIS, CHIM

Chair | Ontario, Canada

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### Patricia Viosky, MSc, PhD, CHIM

Vice Chair | British Columbia, Canada

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### Jennifer Bennett, MBA, CHIM

Secretary | Nova Scotia, Canada

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### Kevin Higgins, B. Comm

Treasurer, Chair of Finance, Audit & HR | Nova Scotia, Canada

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### Keith Denny, MLIS, MA, PhD

Chair, Committee of the College | Ontario, Canada

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### Susan Anderson, CPHIMS, CPHIMS-CA, BSsc

Chair, Governance | Nunavut, Canada

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### Sonia Shiels, BA, CHIM

Director | Ontario, Canada

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### Lindsay Page, CHIM

Director | Yukon, Canada

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### Sarah Paykins, CHIM

Director | Manitoba, Canada

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### Francis Lau, BSc, MSc, MBA, PhD, CTSS

Director | British Columbia, Canada

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### Jeff Nesbitt, BA, MBA

Director | Ontario, Canada

# Message from our CEO & registrar



## Acting on our strategic directions during challenging times

Our organization has a service-based culture that underpins how we serve stakeholders. And how we demonstrate our values sets the tone for how the public views the health information profession. As a credible voice, we can communicate the impact that health data has on policy and funding decisions across the country, and how that translates into the health care Canadians receive.

Today, the appetite for accurate, high-quality information is more pronounced than ever before. Health information—a person’s most sensitive type of information—is now finding value within markets outside the traditional health care space; from technology to insurance to animal care to defense, to name a few.

I would like to congratulate those who passed the national certification examinations with the Canadian College of Health Information Management this year. There are many career opportunities on the horizon for you, and CHIMA, along with our partners, intends to highlight these.

A shift towards engagement has yielded broader participation across our ecosystems. How we show up to connect, build, and learn together demonstrates this effort. This fiscal year we witnessed record community involvement—thanks goes out to more than 400 leaders in our network who helped make this possible. We also increased participation at our annual general meeting; had record-setting attendance at our HIP Week event; and provided a more accessible way to help people by integrating a live chat feature into our new online platform.

We are proud to share this report and highlight the achievements we’ve made for the 2020-2021 fiscal year.

Sincerely,

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**Jeff Nesbitt, BA, MBA**

CEO & Registrar



# Section 1

## Our organization





# Strategic plan FY 2018–2023

**Vision**

**A healthy Canada enabled by  
quality health information**

**Mission**

**A national organization  
advancing the health  
information management profession**

**Values**

**Collaboration**

**Stewardship**

**Leadership**

**System  
thinking**

**Directions**

**1.  
Strengthen  
chapter  
engagement**

**2.  
Establish  
strategic  
partnerships**

**3.  
Innovate  
education &  
credentialing**

**4.  
Increase  
membership  
value**

# Canadian Health Information Management Association

## **A national professional association for the health information profession in Canada**

CHIMA represents more than 5,500 health information members from coast to coast to coast. It advocates for the health information profession, monitors industry trends, creates networking opportunities, and facilitates continuing education for our members. CHIMA also connects members with employment opportunities at organizations within health care and beyond.

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[echima.ca](http://echima.ca)

### **2020 annual general meeting feedback**

“I have attended the AGM since I have been a member, so that would be over 20 years. This was definitely the best one ever: much more interactive and informative.” - Joy Williams, CHIM, St. John’s, Newfoundland & Labrador



## CHIMA membership

Membership with the Canadian Health Information Management Association allows you to connect with health information colleagues, stay informed about latest news, view new career opportunities, and receive exclusive offers.

Our four types of membership include professional, retired, student, and affiliate. There were a total of 5,628 active CHIMA members as of February 28, 2021.

\*Professional and retired members have voting rights within the organization

4,595

Professional members

132

Retired members

49

Affiliate members

852

Student members



# Canadian College of Health Information Management

**A national, not-for-profit corporation that sets the accreditation standards for educational institutions and certification standards for health information professionals in Canada**

The College, incorporated in 1972, protects the public interest by governing and regulating the professional practice of more than 4,500 certified health information member registrants. In enhancing its status as a regulatory body, the College plays an important role in advancing the health information profession by acknowledging its professionals as key drivers of policy, funding, and, ultimately, as stewards of the care that Canadians receive.

[cchim.ca](http://cchim.ca)



## A new identity

The Canadian College of Health Information Management launched a new brand and website on September 24, 2020.



# Section 2

## Our growth





**Strategic direction 1: Strengthen chapter engagement**

## We developed high-performing networks

One person's actions can impact an entire community—and a community can impact an entire country. Our organization committed to building a sense of community among our members, volunteers, and other stakeholders, to ignite their passion for health information.

Thank you to all of our volunteers who helped from each region, within a practice area, or on a project with CHIMA.



# 60+

**Chapter volunteer  
applications received**

# 15

**Groups or committees  
supporting the organization**

# 400+

**Active leaders in our network**

# Communities in action

## Community-driven efforts are pivotal to advance the profession

Our chapter committee members and community group participants share knowledge, insights, and best practices.

### CHIMA chapters

#### Supporting student members

The chapters invested in funding students to attend HIP Week 2020 and the Emerging Privacy Management Practices in Health Care series at no charge.

#### HIP Week 2020: Health information landscape interviews

Many of the chapter committees hosted interviews with industry leaders exploring the current state of health information in their respective provinces or territories.

### Community groups

Each community has its own mission, trajectory, and desired outcomes. The insights gained from community meetings allow CHIMA to better gauge the needs of our stakeholders and what health information professionals require in their roles.

#### HIP Week 2020: Fireside chats

Community facilitators hosted fireside chats for attendees to ask questions and get involved at the practice-level during HIP Week.

### CHIMA chapters

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**British Columbia & Yukon**

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**Alberta &  
Northwest Territories**

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**Saskatchewan**

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**Manitoba & Nunavut**

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**Ontario**

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**New Brunswick**

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**Nova Scotia &  
Prince Edward Island**

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**Newfoundland & Labrador**

### Community groups

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**CHIMA Information  
Governance Community**

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**CHIMA Terminology  
Standards Community**

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**CHIMA Clinical  
Documentation  
Improvement Community**

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**CHIMA Francophone  
Community**

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**Patient Registration Network  
of Ontario (PRNO)**

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**Directors of Records of  
Ontario Teaching Hospitals  
(DROTH)**

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**National Coding  
Collaborative Committee**

# Chapter evolution into operations

## Achieving the strategic plan’s direction to enhance the performance of the chapters

This fiscal year included consultations resulting in an organizational change with an integration into operations. This change will allow tools and resources to be more readily available to committee members.

### The purpose

Historically, CHIMA’s chapters reported to our board of directors with one chapter relations coordinator to provide further support. In this new structure we are positioning members at the top—purposefully—so they can be seen and heard by anyone from the association. The chapters now report into operations and multiple regional community facilitators will be onboarded.

### Regional community facilitators

Regional community facilitators will ensure the initiatives being pursued by the chapters are supported with the appropriate resources in place. They will be skilled in community building and activation and equipped with communications and marketing know-how. When chapter committees seek to engage with members in their region, facilitators will guide them by providing structure and perspective on how to produce their initiatives successfully and in an efficient manner.

In this model, the chapters will have more support, enabling them to turn their focus toward curating local content and connecting with CHIMA members.

### Chapter consultation themes

#### Clarity & support

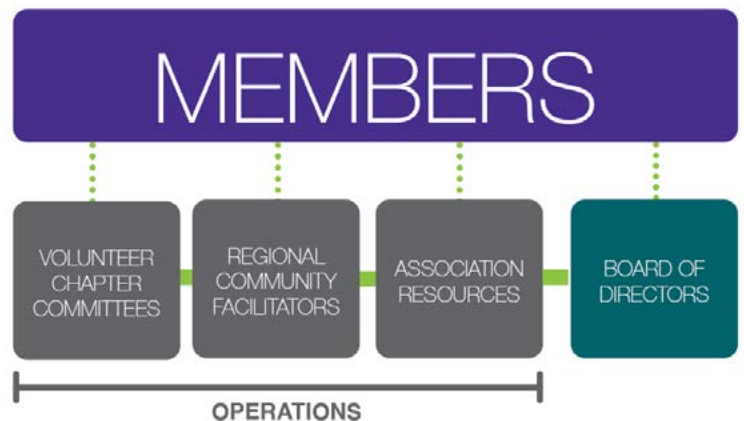
Committee members voiced a desire for greater clarity in the structure and roles within their committees.

#### Communication & efficiency

Committee members expressed the desire for better and more efficient communications across all parts of CHIMA.

#### Transparency

Committee members voiced their support of ongoing and greater transparency across all efforts within CHIMA.





**Strategic direction 2: Establish strategic partnerships**

## We strengthened the legitimacy of the profession

Establishing greater understanding of the health information profession and locating the College and CHIMA within that has translated into opportunities at the tables of health care decision makers in Canada. The organization's brands are more established and communicating the value of the role of the health information professional is easier.

The organization's ecosystem is expanding to be more inclusive of all those who handle health information, while still reinforcing traditional practice areas.



# 32

Partners

# 16

Events led by partners

# 55

Employers posting  
to the job board

# Partnerships & external relations

## Welcoming new opportunities

Our industry partners support and advance the health information profession, and our community partners provide value to individual health information professionals.

### Partnering with Canadian Institute for Health Information

This proud partnership recognizes the increasing importance of Canada’s health information and will strengthen how health data is captured, curated, and used. This will be done by better connecting the resources, frameworks, and standards developed by CIHI with the certified professionals who manage Canadians’ health information.

“CIHI, the College and CHIMA have a common focus of ensuring the supply of high-quality health data and information to accelerate improvement in health care, health system performance, and population health. We look forward to the unique opportunities this partnership presents, to enable innovation through education and training for health data professionals.”

— David O’Toole, President and CEO, Canadian Institute for Health Information

### Partnering with Women in Communications and Technology

WCT strives to change attitudes, remove barriers, and equip and empower Canadian women to succeed and lead in the digital economy. One of the key features of this partnership is a reciprocating, complimentary membership between organizations. This past year, CHIMA board members had the opportunity to present during a WCT webinar titled *Health information and its impacts: A discussion with Canada’s health information professionals*.

### Piloting new ideas to stakeholders

This year, new strategies were explored for making continuing education more affordable and convenient for organizations across Canada. The CHIMA Annual Team Learning Subscription was developed and piloted among 11 new organizations looking to provide their employees with diverse and relevant continuing education opportunities.

#### New partners

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**Manulife Bank**

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**Lyniate**

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**Resume Target**

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**Canadian Institute for Health Information**

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**SNOMED International**

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**Women in Communications and Technology**

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**Esri Canada**

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**Amazon AWS**

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**Blackberry**

#### International connections

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**American Health Information Management Association**

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**Health Information Management Association of Australia**

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**International Federation of Health Information Management Associations**

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**Korean Accreditation Board for Health and Medical Information Management Education**

## Our growth

**Strategic direction 3: Innovate education and certification**

# We ensured the supply chain of talent met industry demand

**Our organization is the bridge between prospective professionals and vast, cross-sector opportunities.**

The College has focused on developing pathways for prospective professionals to become educated on the fundamentals of health information then to become certified. CHIMA has improved employer-to-employee relationships through support with continuing education and helping human resources departments bring visibility to career opportunities for health information professionals.

81%

CHIM NCE pass rate

315

Candidates wrote the  
CHIM NCE

4

CHIM NCE  
examination  
sittings

92

Job listings posted



NEW

Examination platform  
& Canadian online  
proctoring service



# Health information fundamentals

## Pathways to become a CHIM

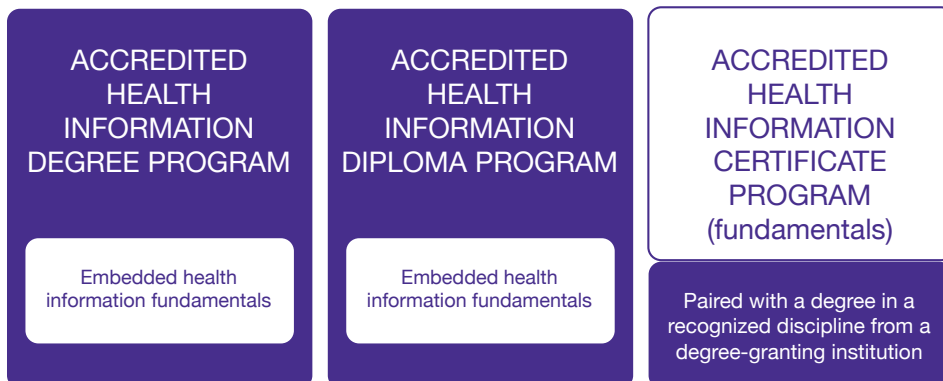
The College focused on developing pathways for prospective professionals to become educated on the fundamentals of health information and then to become certified.

### Health Information Fundamentals Curricular Standards

These standards guide Canadian educational institutions on the curricula they develop. They are applicable to programs at the certificate, diploma, undergraduate-degree, and graduate-degree levels.

#### A new modular framework

The *Fundamentals Framework for Health Information Programs* supports the pathways to becoming a Certified Health Information Management (CHIM) professional. This new, modular framework allows fundamentals standards to be embedded into many programs.



Fundamentals practice areas

Information governance

Privacy

Data quality

Clinical knowledge

Analytics

Technology

#### New reciprocal agreement with KAHIME

This reciprocal agreement recognizes graduates from College- or KAHIME-accredited programs in either country as eligible for certification to become a Certified Health Information Management (CHIM) professional in Canada and the equivalent, a Health and Medical Information Manager (HIM), in Korea.

#### A new way to identify accredited programs



#### Contact the College

general@cchim.ca

### Strategic direction 4: Increase membership value

## We delivered value to stakeholders

Our organization put innovation, learning, and continuous improvement at the forefront of its initiatives.

Effective operational plans have been put in place to ensure maximum value is being provided across the organization’s ecosystem.

Investments have included hosting more virtual events and professional development opportunities, launching a new online platform, and communicating more frequently with stakeholders.



**42,267**  
Professional development offerings accessed by users through the new online platform

**2,403**  
Encounters with our live chat feature

**8,201**  
Registrants for CHIMA-hosted events

**14,276**  
People following our brands via email and social media

# COVID-19 actions

## Providing help during a trying time

From members to employers to events, our organization made adjustments to accommodate the “new normal.”

### COVID-19 resources

At the onset of the novel coronavirus (COVID-19) pandemic in March 2020, CHIMA sourced and curated resources with Karen Pietrangelo, MHS, BA, CHIM. This was done to create one central place to provide relevant general information and specific information on topics such as data sources and visualization; clinical documentation improvement; classification and coding; mental health; and personal health and wellness. Also included on this web page: free COVID-19-related courses that are worth continuing professional education credits with the College.

### Recertification

#### Re-entry of former professional members to assist with COVID-19

In May 2020 the recertification fee was waived for former professional members to encourage their re-entry into the workforce. This effort helped alleviate some of the strain the pandemic placed on the health care system by increasing the numbers of professionals available for work, including those able to work remotely.

#### Grace period after membership renewal deadline

After the professional membership renewal deadline of February 28, 2021, CHIMA granted a recertification grace period. During a period of time after March 1, 2021, the recertification fee of \$125 + taxes was waived.

### Shifting national events

#### HIP Week 2020

Health Information Professionals (HIP) Week 2020, originally scheduled for March 2020, was deferred until October and re-imagined through our new online platform and its learning management system.

#### HIM Conference 2020

Our in-person conference, scheduled for October 2020 in Winnipeg, Manitoba, was deferred until 2022 without penalty. We would like to thank our partners RBC Convention Centre Winnipeg, Delta Hotels Winnipeg and our speakers for their flexibility.

### Highlights

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**26 blog posts tagged to COVID-19**

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**44 former professional members recertified to assist with COVID-19**

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**45+ professional practice briefs delivered free for members**

#### Complimentary job listings for employers

Employers used to pay to post job listings in CHIMA's career centre. In light of the pandemic and the increased labour-market needs for certified professionals, employers can now post job listings for 30 days at [echima.ca/post-a-job](http://echima.ca/post-a-job).

#### Student practicums

As a practicum alternative for students enrolled in accredited health information programs, CHIMA opened up opportunities for students to contribute to professional practice briefs. Student research efforts lay the groundwork for the briefs, then industry experts review their work before publication.

# A year of learning

## Cross-Canada connectivity made possible by a virtual environment

Leaders stepped up to share their expertise on topics spanning global health, artificial intelligence, and more.

### HIP Week 2020

HIP Week Live 2020, presented by CHIMA, took place October 5–9: 896 people accessed a full pass, which included a total of 30 education sessions—from fireside chats with community facilitators to presentations to interviews conducted by CHIMA chapter committees. CHIMA's professional members were able to earn a total of 27 CPE credits from these offerings.

### Emerging Privacy Management Practices in Health Care

CHIMA created a five-part series, facilitated by industry expert Jean L. Eaton, to prepare health information professionals to assume new roles within privacy management. Topics included privacy awareness, release of information, access and disclosure, security/cybersecurity, and breach management.

### College's new official stamp

On January 4, 2021, an official CPE program stamp was released to accompany all CPE activities approved by the College and indicate the number of credits that can be earned. The CPE program is in place to ensure health information professionals enhance their skills and expand their knowledge for the duration of their careers.





# Section 3

## Our financials

# A message from the auditors

## PricewaterhouseCoopers LLP

The following is a report of the Canadian Health Information Management Association and Canadian College of Health Information Management (together, the Organization) consolidated financial results for fiscal year 2020–2021.

### Consolidated financial results

Revenue was within expectations given that it was an off-conference year. Combined with cost control efforts, a positive net income was generated for the Organization.

Investment was directed toward the growth areas outlined in the strategic plan.

The Organization retained PricewaterhouseCoopers LLP as auditors. The audit report was based on Generally Accepted Accounting Principles (GAAP) and has a clean opinion.

**The following is an excerpt from PricewaterhouseCoopers LLP:**

In our opinion, the accompanying combined financial statements present fairly, in all material respects, the financial position of the Canadian Health Information Management Association and the Canadian College of Health Information Management (together, the Organization) as of February 28, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

# Combined statements of financial position

Canadian Health Information Management Association and  
Canadian College of Health Information Management

For the year ended February 28, 2021

	Operating fund	Fixed and intangible assets	Chapter reserve fund	Endowment fund	2021 TOTAL	2020 TOTAL
Total assets	\$1,657,834	\$80,774	\$205,665	\$22,021	\$1,966,294	\$1,625,064
Current liabilities	\$1,641,994	-	-	-	\$1,641,994	\$1,567,756
Fund balances	\$15,840	\$80,774	\$205,665	\$22,021	\$324,300	\$57,308
Total liabilities and fund balances	\$1,657,834	\$80,774	\$205,665	\$22,021	\$1,966,294	\$1,625,064

# Combined statements of revenues and expenses

Canadian Health Information Management Association and  
Canadian College of Health Information Management

For the year ended February 28, 2021

	2021	2020
<b>REVENUES</b>	\$1,790,138	\$1,855,055
<b>EXPENSES</b>	\$1,517,125	\$1,759,018
Excess of revenues over expenses for the year before other expenses (income)	\$273,013	\$96,037
Other expenses	\$6,021	\$9,477
<b>EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR</b>	\$266,992	\$86,560



# Thank you

for taking the time  
to read this report



National team members



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Facebook | @OfficialCHIMA  
LinkedIn | @CHIMA

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