

CHIME Advocacy Programs 2009 Strategic Plan December 5, 2008

Mission

To serve the professional needs of healthcare Chief Information Officers; and to advance the strategic application of information technology in innovative ways aimed at improving the effectiveness of healthcare delivery.

Advocacy Supporting Goal

Pursue advocacy and educational programming efforts with organizations that share our common goal of advancing the effective use of IT in healthcare.

Goal Statement

In the first half of 2008, activities focused on forging new relationships and the political wherewithal to effectively insert CHIME into the IT advocacy and regulatory arenas. The remaining months after the election and early 2009 are focused on preparation for the 111th Congress and new Administration, building ALT's capacity in helping shape the legislative and regulatory environment for health IT in support of public policies to improve healthcare delivery.

Advocacy Audiences

Assure that Advocacy Program (AP) activities recognize and respond as appropriate to these audiences:

- Advocacy Leadership Team (ALT)/CHIME members
- CHIME Board /CHIME Foundation
- Congress
- White House/Federal Agencies
- State Legislative and Executive Officials
- Public/Press

Advocacy Strategic Goals

1. **CIO Advocacy Leadership Team (ALT)**. Revamp and grow CHIME's advocacy function to more fully engage CHIME member involvement and participation in the advocacy process in various capacities, ranging from keeping informed of developments to direct interaction with policymakers with the recognition that all Members can contribute at some level.
2. **U.S. Congress**. Develop and cultivate relationships with House and Senate Authorizing and Appropriations committees to educate and advocate on transforming the healthcare delivery system through support of public policies to accelerate the adoption of health information technology.
3. **HIMSS** - Build upon the Board-approved collaboration agreement and work with HIMSS DC staff (Manager of Public Policy Kathie Westpheling) to develop a productive partnership. Ensure proposed services per the agreement are provided by HIMSS.
4. **AHA** - Build upon the Board-approved collaboration agreement and work with the AHA's D.C. staff (Senior Associate Director for Policy Rod Piechowski) to develop a productive partnership in the AHA's advocacy sector to achieve the goals, as stated in the agreement.

5. **ONC/Other Federal Agencies.** Maintain close communication with Office of the National Coordinator/HHS (or its equivalent in the Obama Administration), seeking opportunities for CHIME to support their initiatives of relevance to healthcare CIOs and build relationships with other relevant agencies as appropriate for purposes of educating and advocating on transforming the healthcare delivery system through support of public policies to accelerate the adoption of health information technology.
6. **State Advocacy.** Develop relationships with HIMSS State Chapters and Regional advocacy organizations and, working in conjunction with HIMSS State Government Relations staff, facilitate the participation of CHIME members in State Advocacy Days, and related activities for purposes of educating State Legislative and Executive officials.
7. **Advocacy Communications and Materials Development.** Develop collateral materials to support CHIME Advocacy goals, such as webpages, legislative briefs, analyses, crosswalks, position statements, policy updates, advocacy tool kits and other materials as appropriate.

Strategic Goal I

CIO Advocacy Leadership Team (ALT). Revamp and grow CHIME's advocacy function to more fully engage CHIME member involvement and participation in the advocacy process in various capacities, ranging from keeping informed of developments to direct interaction with policymakers with the recognition that all Members can contribute at some level.

2009 Activities

- A. Continue to develop policies and procedures for Director of Advocacy, ALT and CHIME Board to formalize positions and policy actions.
- B. Using the list of issues identified by the CHIME membership, continue to build the ALT leadership capacity to develop CHIME position statements to inform legislative and regulatory action.
- C. Complete future surveys of ALT and CHIME members to identify and develop leadership for national and state-based advocacy activities and for other purposes.
- D. Organize workgroups within ALT as appropriate to develop CHIME advocacy positions.
- E. Identify opportunities for ALT members to represent CHIME at federal and Congressional events as appropriate.
- F. Engage the ALT and CHIME members in the 2009 National Health IT Week agenda and Hill briefings.
- G. Engage the ALT and CHIME members in dedicated sessions in conjunction with HIMSS09.
- H. Continue to convene the ALT monthly meetings and invite collaborating partners to present as appropriate to educate ALT and provide a vehicle to stimulate dialogue and action steps.

Specific Outcomes:

1. *Identify at least one opportunity for ALT Members to represent CHIME at Federal/Congressional event.*
2. *Engage the ALT in 2009 National HIT Week.*
3. *Convene at least 8 monthly ALT meetings during 2009.*
4. *Enhance the CHIME Principles/Framework consistent with 2009 national priorities for health reform using the tools of IT*

Strategic Goal II

U.S. Congress. Develop and cultivate relationships with House and Senate Authorizing and Appropriations committees to educate and advocate on transforming the healthcare delivery system through support of public policies to accelerate the adoption of health information technology.

2009 Activities

- A. In collaboration with the HIMSS VP for Government Relations and Director of Congressional Affairs, continue to coordinate weekly Hill visits, with a goal of 2-3 visits per week. Priorities are the House Committee on Ways and Means Subcommittee on Health; House Committee on Energy and commerce; Co-Sponsors of the Healthy Americans Act, and the Senate Health Education Labor and Pension (HELP) Committee.
- B. Continue to selectively monitor health IT bills and regulations to support CHIME positions on adoption of health IT.
- C. Collaborate with HIMSS E-Health policy Institute to organize CHIME –CIO session as part of the 2009 Congressional Luncheon Seminar Series.
- D. Participate in national coalitions addressing HIT and health reform to assure CIO perspective on use of health information technology to improve quality of care and patient outcomes.

Specific Outcomes:

1. *Hold at least 40 visits with selected offices of House and Senate members and key staff.*
2. *Collaborate with HIMSS E-Health policy Institute to organize CHIME –CIO session as part of the 2009 Congressional Luncheon Seminar Series.*
3. *Facilitate at least one Congressional Site visit in 2009.*

Strategic Goal III

HIMSS - Build upon the Board-approved collaboration agreement and work with HIMSS DC staff (Manager of Public Policy Kathie Westpheling) to develop a productive partnership. Ensure proposed services per the agreement are provided by HIMSS.

HIMSS/CHIME Activities

- Management of monthly CHIME Advocacy Leadership Team (ALT) teleconferences to discuss federal and state HIT issues and impacts
- HIMSS' support in developing white papers, fact sheets and other written material

- Periodic updates for HIMSS via electronic, written or verbal format on key HIT issues
- HIMSS facilitate participation of CHIME members in national Advocacy Days
- HIMSS facilitate participation of CHIME members in state Advocacy Days
- HIMSS facilitate CHIME's participation in National Health IT Week activities
- HIMSS facilitate CHIME's participation in the Congressional Luncheon Seminar Series
- HIMSS support ALT updates to CHIME Legislative Principles
- HIMSS arrange Capitol Hill or other D.C. policy meetings on an as-needed basis
- HIMSS arrange field trips to CHIME member facilities to observe HIT solutions
- HIMSS provide a minimum of one presentation of at least 60 minutes per year at a mutually agreed upon date and time
- HIMSS assist CHIME to take positions on federal and/or state legislation or regulation
- Other duties as mutually agreed upon by both parties

2009 Activities

- A. Continue the successful HIMSS/CHIME partnership as outlined above to support and enhance the CHIME advocacy agenda including ALT development, Congressional legislative and regulatory analysis; web resource development; development and modification of policy materials and communications, facilitation of Hill visits, and coordinated use of HIMSS GR staff and technology to inform and enhance CHIME advocacy programs and services.
- B. Pilot effort in collaboration with HIMSS and the E-Health Policy Institute to create an Institutional NHIT Week Campaign for implementation by CIOs which will build on the success of other campaigns like National Nutrition Month and National Health Center week. Focus will be on the impact of HIT on patient care and community partnerships.

Specific Outcomes:

1. *Coordinate with HIMSS Government Relations staff to build collaborative sessions for CHIME ALT members at HIMSS '09.*
2. *Collaborate with HIMSS and other HIT stakeholders to form a national coalition to advance HIT in the health reform agenda.*

Strategic Goal IV.

AHA - Build upon the Board-approved collaboration agreement and work with the AHA's D.C. staff (Senior Associate Director for Policy Rod Piechowski) to develop a productive partnership in the AHA's advocacy sector to achieve the goals, as stated in the agreement.

CHIME/AHA Activities

- Help to position CHIME as a national expert and leader in health IT issues through national opportunities to represent the field
- Increase CHIME member involvement in IT-related policy development

- Increase CHIME member involvement in AHA's regulatory and advocacy initiatives
- Increase CHIME's political profile and leverage on Capitol Hill through Political Action Committee involvement and contributions
- Offer federal legislative, regulatory and policy updates on a routine basis at CHIME Board meetings

In addition, utilize the new agreement to accept the AHA's invitation for CHIME to support the AHA by:

- A closer relationship with CHIME, an important strategic partner
- An opportunity to align CIO and CEO activities within our joint member organizations
- Access to CHIME's expert advice and counsel on IT issues
- An opportunity to expand the AHA's policy thinking in this area
- An opportunity to expand the AHA's legislative activity in this area

2009 Activities

- A. Maintain the bi-monthly communications with AHA staff to identify collaborative projects, to adapt resources, and to seek input on policy analysis.
- B. Utilize AHA federal affairs staff to educate ALT and build its capacity to consider various viewpoints in the development of CHIME policy positions and communications.

Specific Outcomes:

1. *Continue to expand the collaborative relationship for CHIME in the regulatory coalition consisting of AHA, AdvAMed and AHIMA to develop strategies and comments on ICD10 and 5010 rule and their future implementation.*
2. *Grow collaborative relationship with AHA to work on HIT in hospitals as related to issues of privacy and security; initiatives to ease the burden for quality reporting, insurance simplification, and standardization of coding and benefits.*

Strategic Goal V.

State Advocacy. Develop relationships with HIMSS State Chapters and Regional advocacy organizations and, working in conjunction with HIMSS State Government Relations staff, facilitate the participation of CHIME members in State Advocacy Days, and related activities for purposes of educating State Legislative and Executive officials.

2009 Activities

- A. Assess timing for implementation of a State Advocacy strategy based on Federal advocacy priorities, staff resources and level of CIO interest and commitment on the part of CHIME member.
- B. Utilize a future ALT survey to solicit interest/experience/future involvement with State advocacy.
- C. Develop State Advocacy list serves to enable same-State CIOs to communicate with one another on IT issues.
- D. Collaborate with HIMSS State Affairs to engage CHIME CIOs in 2009 State Advocacy Day events.

Specific Outcomes:

- 1. *Explore the development of a State Advocacy list serve to enable same-State CIOs to communicate with one another on IT issues.*
- 2. *Collaborate with HIMSS State Affairs to engage CHIME CIOs in at least one 2009 State Advocacy Day event.*

Strategic Goal VI.

ONC/Other Federal Agencies. Maintain close communication with Office of the National Coordinator/HHS (or the Obama Administration equivalent), seeking opportunities for CHIME to support their initiatives of relevance to healthcare CIOs and build relationships with other relevant agencies as appropriate for purposes of educating and advocating on transforming the healthcare delivery system through support of public policies to accelerate the adoption of health information technology.

2009 Activities

- A. Work with HIMSS Government Relations staff and other coalition members to proactively insert the CHIME CIO perspective in advocating for the role of the ONC in achieving CHIME's HIT policy goals.
- B. Work with HIMSS Federal affairs on interactions with Centers for Medicare and Medicaid Services (CMS) and other federal agencies.

Specific Outcomes:

- a. *Establish a working relationship with CMS and CBO federal staff to further CHIME's advocacy agenda and CIO leadership opportunities.*

Strategic Goal VII.

Advocacy Communications and Materials Development. Develop collateral materials to support CHIME Advocacy goals, such as webpages, legislative briefs, analyses, crosswalks, position statements, policy updates and other materials as appropriate.

2009 Activities

- A. Develop Collateral Materials – analyses, website materials, legislative briefs, etc. to inform CHIME members and policymakers.
- B. Adapt and share HIMSS and other partner materials and resources and other timely policy communications and post on the website.

- C. Coordinate Press Communications with CHIME Senior Communications Director to leverage CHIME case studies and best practices for use in health advocacy activities.

Specific Outcomes:

- *Develop timely advocacy materials, including policy analysis and legislative briefs for use on CHIME website and in dissemination of national communications to CHIME members, state and national policymakers, and relevant coalition members.*