

## **CHIME Advocacy Programs 2010 Strategic Plan January, 2010**

### **Mission**

To advance and advocate the role of CIOs and senior healthcare IT leaders by providing educational, collaborative, and advocacy programs that lead to improved health and healthcare in our communities.

### **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:** Develop, recommend, and implement advocacy activities, projects, policies, and other activities that build CHIME's capacity to shape the legislative and regulatory environment for health IT public policies to improve health and healthcare.

### **Advocacy Audiences**

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

- Advocacy Leadership Team (ALT)/PSC/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) and Policy Steering Committee (PSC).**  
Continue to grow and expand CHIME's Advocacy Leadership Team to enhance CHIME member engagement and involvement in the advocacy process in various capacities, ranging from keeping informed of developments to direct interaction with policymakers. Provide staff support to the Policy Steering Committee (PSC) to include,

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for example, assistance in responding to federal agency rules and other relevant directives and legislative proposals.

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 continue established 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 (Don May, Vice President for Policy/AHA) to continue established 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 and CMS, seeking opportunities for CHIME to support their initiatives of relevance to healthcare CIOs with a focus on implementation of the HITECH Act; build relationships with other relevant agencies, 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 the capability and effectiveness of CHIME's newly-created CIO Network (StateNet) to ensure that CIOs can leverage State-level HITECH implementation through resources for gathering and communicating relevant in-state developments; continue to work 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.

### **Strategic Goal I**

#### **CIO Advocacy Leadership Team (ALT) and Policy Steering Committee.**

**Continue to grow and expand CHIME's advocacy function to engage CHIME member involvement and participation in the advocacy process in various capacities, ranging from keeping informed of public policy developments to direct interaction with policymakers. Provide staff support to the Policy Steering Committee (PSC) to include, for example, assistance in responding to federal agency rules and other relevant directives and legislative proposals.**

#### 2010 Activities

- A. Using the Principles and Positions (revised 9/09) identified by the ALT and endorsed by the Board, continue to build the PSC and ALT leadership capacity to develop CHIME position statements to inform legislative and regulatory action.
- B. Facilitate future surveys of ALT and CHIME members to identify and develop leadership for national and state-based advocacy activities and for other purposes.
- C. Organize workgroups within ALT as appropriate to develop CHIME advocacy positions.
- D. Identify opportunities for PSC/ALT members to represent CHIME at federal and Congressional events as appropriate.
- E. Continue to convene ALT monthly meetings and invite collaborating partners and Hill staff 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. Convene at least 8 monthly ALT meetings during 2010.
3. Support the PSC in developing a response to the CMS Proposed Rule and the ONC Interim Final Rule.
4. 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.
5. Facilitate press communications working with CHIME Communications staff to identify CHIME CIOs, case studies and best practices for use in advocacy activities.

#### **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.**

#### 2010 Activities

- A. Continue to schedule meetings with Capitol Hill Offices as well as work in collaboration with the HIMSS Government Relations staff on joint meetings. Priorities are the House Committee on Ways and Means Subcommittee on

Health, House Committee on Energy and Commerce and Senate Finance and HELP Committees.

- B. Continue to selectively monitor health IT bills and regulations to support CHIME positions on adoption of health IT with specific focus on oversight of the HITECH Act and relevant segments of health reform legislation.
- C. Collaborate with the HIMSS E-Health Policy Institute to include CHIME CIO members in sessions of the 2010 Congressional Luncheon Seminar Series.
- D. Participate in national coalitions addressing health IT 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 30 meetings with selected offices of House and Senate members and key staff.
- 2. Collaborate with the HIMSS E-Health Policy Institute to include CHIME members in at least one session of the 2010 Congressional Luncheon Seminar Series.

**Strategic Goal III**

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

**HIMSS/CHIME Activities**

- Assistance with monthly CHIME Advocacy Leadership Team (ALT) teleconferences to discuss federal and state HIT issues and impacts; and StateNet
- Assistance with legislative and regulatory analysis, development and modification of policy materials, web resource development, and communications
- Assistance with outreach to Federal agencies to facilitate meetings with CIOs
- HIMSS' support in developing white papers, fact sheets and other written material
- Periodic updates through HIMSS electronic, written or verbal format on key HIT issues
- 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
- Other duties as mutually agreed upon by both parties

Specific Outcomes:

1. Assist CHIME with developing the capability and effectiveness of StateNet for purposes of ensuring CIOs can leverage State-level HITECH implementation through support of activities, such as a template for data collection, analyzing data for web posting and other relevant tasks.
2. Assist in setting up CIO meetings with Federal agencies for purposes facilitating CIO input to HITECH implementation and other relevant health IT initiatives
3. Facilitate CHIME collaboration/co-sponsorship in at least 5 state Advocacy Days
4. Coordinate with HIMSS Government Relations staff to build collaborative sessions for CHIME ALT members at HIMSS '10
5. Engage the ALT in 2010 National HIT Week (June 2010) and facilitate CHIME participation in HIMSS Public Policy Conference State Awards event during NHIT Week.
6. Participate in HIMSS' weekly Congressional Affairs staff meetings

**Strategic Goal IV.**

**AHA - Build upon the Board-approved collaboration agreement and work with the AHA's D.C. staff (Don May, Vice President for Policy/AHA) to continue 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 health IT-related policy development
- Increase CHIME member involvement in AHA's regulatory and advocacy initiatives
- 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 health 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

#### 2010 Activities

- A. Maintain regular communications with AHA staff to identify collaborative projects, to adapt resources, and to seek input on policy analysis.
- B. Position CHIME as a resource to AHA on health IT trends and critical thinking through CHIME's capability to develop/launch CIO rapid response surveys.
- C. 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. Build on existing productive relationship for purposes of aligning positions on CMS Proposed Rule on the EHR Incentive Program and ONC Interim Final Rule on Standards.
2. Continue to participate in AHA regularly scheduled HIT Network Policy calls for purposes of coordinating on hospital-related policy areas, including rule-making and selected legislative issues.

#### **Strategic Goal V.**

**State Advocacy. Develop the capability and effectiveness of CHIME's newly-created CIO Network (StateNet) to ensure that CIOs can leverage State-level HITECH implementation through resources for gathering and communicating relevant in-state developments; continue to work 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.**

2010 Activities

- A. Establish a network of CIOs to build understanding of the role of states in HITECH implementation and build capacity of CIOs to leverage such activity on behalf of their hospitals and health systems.
- B. Create toolkit with template of data points for use by CIOs in gathering key information for documenting State HITECH activity.
- C. Work with CHIME staff to develop webpages for posting state HITECH content.
- D. Explore development of new CHIME communication “State HITECH Watch” working with CHIME PR team to report State developments and document/share best practices across States.
- E. Facilitate the development of state listservs to enable same-state CIOs to communicate with one another on HITECH issues.

Specific Outcomes:

- 1. Create initial draft of toolkit with template for use by CIOs in gathering key information for documenting State HITECH activity.
- 2. Work with CHIME staff to initiate dedicated webpages for documenting state-level HITECH developments.
- 3. Hold initial organizational call(s) with CIO volunteers to outline objectives and dialog with participants; consider ongoing periodic calls (quarterly).
- 4. Facilitate the development of state listservs in at least three states.
- 5. Collaborate with HIMSS State Virginia Chapter to co-sponsor 2010 HIMSS Day at the General Assembly, including such activities as a CIO survey and promotional activities to enhance CIO participation.

**Strategic Goal VI.**

**ONC/Other Federal Agencies. Maintain close communication with Office of the National Coordinator/HHS and CMS, seeking opportunities for CHIME to support their initiatives of relevance to healthcare CIOs with a focus on implementation of the HITECH Act; build relationships with other relevant agencies, 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**

2010 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 health IT policy goals.
- B. Work with HIMSS Federal Affairs on interactions with ONC, CMS and other Federal agencies.

Specific Outcomes:

- Enhance working relationship with ONC and CMS on HITECH implementation and other relevant health IT initiatives to further CHIME's advocacy agenda and CIO leadership opportunities.