



Our Vision

To ensure health information management is seen as a valued and valuable health profession.



Our Mission

To promote and support our members as the universally recognised specialists in information management at all levels of the healthcare system.



Our Purpose

To ensure the integrity and value of health information in the health ecosystem, by enabling health information management professionals to have the competency, support and services they need so they are respected and valued health care professionals.



Our Future Strategy

Our Future Strategy leverages HIMAA's reputation, capabilities and unity around a common purpose whilst positioning ourselves for growth.

To do that, we will:

- » Ensure the future sustainability of the health information management profession and HIMAA
- » Assist the broader health care ecosystem to understand, leverage and optimise the value of health information
- » Develop partnerships that recognise future health information needs and competencies
- » Embrace digital health and new technologies



Our Key Strategies

- » Developing the standards, accreditation and competencies needed for contemporary health information management now and into the future
- » Influencing and advocating for the national policies that impact health information management governance and practice
- » Developing and enabling delivery of a full range of education offerings to support health information management professional development
- » Creating a health information management community by connecting members with each other and valued services
- » Build the profession's knowledge base through a research and learning culture





Our Market Position

- » Be an advocate and thought leader in health information management within the broader health care industry
- » Broaden membership to all those working in health information governance ecosystem
- » Develop partnerships with like-minded organisations



Our People

- » Build new capabilities in HIMAA to enable expanded purpose and services
- » Increase member engagement through member services and digital platforms
- » Improve systems and processes for our staff to deliver services more efficiently



Our Products & Services

- » Build and protect our competitive advantage around “health information management”
- » Position our services to enable growth within health information management roles
- » Broaden education courses to upskill members aligned with industry requirements
- » Deliver events that raise profile and enable connectivity between members
- » Produce world-class scientific research and professional practice journals in health information management



Our Financial Sustainability

- » Increase membership reach and size
- » Diversify and increase revenue through member credentialing, broader education services, events partnerships and sponsorships in broader health ecosystem, international partnerships and online delivery

How will we know we have been successful?



We are sought on matters concerning health information and data governance by key bodies



We are offering deeper digital connectivity with members



We have increased member engagement and satisfaction



We have increased our revenue year on year