HEALTH INFORMATICS AND INFORMATION MANAGEMENT (HIIM)

ADVISORY COMMITTEE

November 3, 2022

2:30-4 PM

Community Members		Shoreline Representatives
Leticia Parks, MSHI, RHIA – CHAIR Health System Specialist VA Health System	**Amy Hertel, RHIT –** **VICE CHAIR** Director, Health Information Operations – Seattle Children's Present	**Mary Burroughs, MSN, RN, CNE** Dean, Health Occupations Present
Gail Ayers, RHIT, CCS HIM Coding Auditor & Educator PeaceHealth Present	**Joyce Kobayashi, MBA, RHIA** HIM System Director Providence Health Present	**Melanie Meyer, PhD, MHA, RHIA,** **CPHQ, CCS** HIIM Director & Professor Present
Lara Broussard, MS, RHIA Sr Director of Coding Quality and Education Optum	**Jodi Moore, RHIA** Senior Consultant- OP Clinical Coding Claro Healthcare	**Gloria Anderson, MEd, RHIA, CCS** HIIM Professor
Stephanie Callahan, RHIT Mgr, Embedded Inventory Ciox Health Present	**Brandon Nettlekiss, RHIA** Health Information Management Supervisor Providence Mother Joseph Care Center Present	**Lauren Hadley** Director of Workforce Education Present
Lynette Colis, RHIT HIM Consultant Kaiser Permanente Present	**Peggy Ostergaard, CCS, CTR** Owner PRO-scription	
Sharon Curtis, RHIT, CCS, CST Compliance Analyst Revenue Integrity/Radiation Oncology | UW Medicine Present	**Salome Scherer, MHIHIM** Data Analyst CDC Foundation Present	
Jennifer Foskett, MBA, RHIA, CPC Operations Mgr, Revenue Integrity UW Medicine	**Syreeta Kinnard, MSHI, RHIA** Associate Director of Local Affordability UnitedHealth Group Present	
Kim Glockner, RHIT Revenue Integrity Analyst UW Medicine	**Jim Condon, EdD, RHIA, CTR** Program Director and Associate Teaching Professor - HIHIM Department of Health Systems and Population Health - UW	
Mary Huston, RHIT, CCS Medical Coder VA SORCC White City Present		

MEETING NOTES

TOPIC	NOTES
A. Welcome • New committee members	Welcome to Brandon Nettlekiss and Mary Huston – both are former Shoreline students. We are excited to have them join the Advisory Committee!
B. Minutes Review – May 5, 2022	Lynette made motion to approve

C. Environmental Scan
 • Hiring Trends
     o Top 3 Positions
     o Opportunities for entry level coders
 • What Skill Gaps Exist
	Remote vs onsite – what are organizations currently doing? When do staff need to come onsite?
	
	 Amy has found that candidates are looking for remote options. Seattle Children's is ~ 90% remote – still some paper records that require onsite staff.
	
	 Seattle Children's hiring – ROI (2), also My Chart support, amendments/requests
	
	 Joyce/Providence – organization covers 7 states, 50 hospitals. Currently about 80-90% remote. Onsite scanning requires staff. ROI is mostly remote. Indexing remote.
	 Hiring – ROI, data integrity – tied to new sites – more data conversions. Looking for qualified coders.
	
	 Mary/VA – most all coders are remote. Advice for entry level coders (GS level 4-8) – apply, apply – continue to apply. More challenging to move across positions
	
	 Students may start in one position (e.g., ROI) to get their foot in the door then try to transfer into coding. This can work but depends on organization.
	
	 Amy said she would query coding leadership regarding entry level coding positions and best way to get started.

D. Marketing Campaign • Student Success Stories • Marketing Campaign Results	We completed seven student success story video clips over the summer. Will try to share an example once these are posted. Initial marketing campaign (Facebook / Instagram) ran for two weeks before the quarter start. Our HIIM campaign clickthru rate = 1.96% vs. Industry average clickthru rate = .95%

	So there was lots of interest / engagement with the content. Demographic info was captured for the campaign. Interestingly, we had stronger interest from males vs. females. We had interest across a broad set of age groups. We will use our findings from this initial campaign to better target the next campaign in late November/early December (before winter quarter).
E. Ellen Caldwell Scholarship Fund • In Memorial • Starting Fall 2023 (applications in Spring)	The Shoreline HIIM program received an amazing donation from Ellen Caldwell's estate this fall - $150K. Money will be used to support student scholarships – starting Fall 2023. Ellen was the former HIIM Program director – it is wonderful that she remembered the program in this way.

F. Program Status & Evaluation
 • Program Stats
     o Fall Graduates
     o RHIT Exam Results
 • HIIM Program Evaluation 2022-2023 - Goals
	We have seven students graduating from the coding certificate program this fall; others will graduate in the spring when they also complete their HIT AAAS degree.
	
	Our RHIT exam pass rate increased to 86% this past year – the last few years had been usually low due to the pandemic.
	
	We reviewed our program evaluation goals for the year – we will report back on these in the spring. We usually have our program and graduate survey results then.
	
	PPE Update: We will have 17 students moving to PPE in winter quarter. We work with employers on what option works best for them – in-person or virtual. 12 new PPE sites were added last year – we look for a range of settings to place students.

G. Program and Course Review:
 • HIIM 240 Health Data Project
     o Final Project Assignment
 • Health Data Analyst Certificate
     o Program Outcomes
	We reviewed the HIIM 240 final project assignment. This project is meant to represent about 50 hours of work. Ideally, we want students to do a "real world" project – either through work or for another organization – so they can target their analysis to audience needs. Always looking for ideas on how best to identify these projects. If you have ideas or interest, please let Melanie know.
	
	Amy mentioned the importance of meeting customer needs when doing a project like this.

	We reviewed the Health Data Analyst Certificate planning guide including course list and program outcomes. This is the second year for this certificate – we have been refining prereqs to ensure an appropriate path and timeline for students to graduate. There has been interest from HIIM students as well as others not currently working in the healthcare industry. There was a suggestion to consider PowerBI vs Tableau. Joyce shared that Providence is moving towards PowerBI. We also need to consider which database program to teach as Microsoft Access will be going away soon.
H. Committee Schedule, Reminders • Proposed Next Meeting: May 4, 2023	Confirmed next meeting date of May 4, 2023
5 Adjournment	3:30pm