

Blue Print for Component Engagement *Membership Development*

AHDI Goal: Bring together the healthcare documentation workforce as AHDI members to be a unified voice for document integrity, patient safety, and build a collaborative professional community.

Rationale: Coming together as a large, well-organized professional association will give healthcare documentation professionals a stronger voice in the healthcare community as an essential contributor in documenting patient encounters accurately, timely, and completely. Growing the association’s membership, recognizing and celebrating their contributions, and retaining members will expand the opportunities for members to build meaningful connections, exchange best practices, and advance their careers.

Component Engagement Objective

The goal of this blue print is to provide components with a comprehensive, but manageable, strategy for executing the association’s goals for growing membership and engaging members to be involved in AHDI. This would involve components serving as membership recruiters and organizations that *actively facilitate* member engagement at the local level through three key engagement touch points:

Organizing: A component firmly committed to creating the infrastructure to recruit and retain members and build a partnership with the national organization on membership initiatives.

- **Coordinator:** Appoint a membership coordinator to lead membership recruitment and retention initiatives at the local level. *(see Oversight and Management section)*
- **Communication:** Maintain open dialog with AHDI leaders across the association, the District Director, staff, and specifically the Membership Advisory Workgroup (MAW) to report on initiatives and share best practices.

Resource/Tool Kit	Available	Description	Status
Component membership coordinator/chair position description, to include communication and participation pathways in AHDI		Membership coordinators or chairs are invited to participate in monthly MAW meetings	
Component Officers Alliance (COA) Google Group	✓	Communication among component officers, the Board, and staff via email listserv	All new 2011 component officers are on the listserv

Resource/Tool Kit	Available	Description	Status
Monthly educational webinars for components	✓	Topics to cover advocacy, association management, credentialing, membership recruitment and retention, budgeting, etc.	MAW is recruiting speakers and confirming the dates and times.
Town Hall Meetings held via webinar	✓	Live webinars hosted by the Speaker of the House or Board of Directors	
Leadership Handbook (January 2011)	✓		
Orientation for component officers	✓	Recording of the webinar and PowerPoint presentations	Held each January

Reaching: A component actively engaged in promoting membership will develop strategies for reaching the following stakeholder groups in your local area:

- **Nonmembers:** Outreach to local healthcare facilities, MTSOs, educational institutions, and related healthcare associations to build awareness and increase the visibility of AHDI, and recruit new members into the association in the following categories:
 1. Individual Professionals
 2. Educators
 3. Students
 4. Postgraduates
 5. Companies/Organizations
- **Online:** Creating a dynamic online presence to expand the component’s reach and visibility in the healthcare documentation sector.
- **Underserved/Underrepresented Populations:** Reaching out to healthcare documentation professionals currently underrepresented at AHDI and embracing diversity in our profession.

Resource/Tool Kit	Available	Description	Status
ROAR Campaign	✓	Campaign to “Recruit, Orient, Activate & Retain” Members	Content not current; MAW and staff to update
Membership benefits highlights	✓	Flyer highlighting member benefits & breakdown of benefits by membership category	

Resource/Tool Kit	Available	Description	Status
Your Association, Your Benefits	✓	Free webinar for new or prospective members; provides an overview of membership benefits	
60 Tips for Member Engagement & Retention	✓		
AHDl Roadshow	✓	Products, resources, and events from AHDl	Staff to update for 2011; consider combining with AHDl Roadshow
Delegate Presentation Tool Kit	✓	Overview of AHDl mission, vision, and programs	
Open Letter to MTs	✓	Letter to all Healthcare Documentation professionals highlighting AHDl initiatives, encouraging their participation	Board and staff to updated for 2011
National Medical Transcriptionist Week	✓	Poster and supporting documentation to celebrate NMTW	Staff to update for 2011
Training in social media and creating dynamic online communities			OWNN to create training series for component social media coordinators
Technical resources to create and maintain a website			
Communications training for components			
Visually Impaired Transcriptionist Alliance (VITA)	✓	Listserv for collaboration and networking, webinars, special projects to improve accessibility of AHDl resources and products	
Tool kit to help components build alliances with schools to improve accessibility			

Resource/Tool Kit	Available	Description	Status
AHDI statement on diversity and inclusion for all those who want to pursue a career in healthcare documentation.			

Engaging: A component actively working on moving members up the membership engagement pyramid by developing relationships with:

- **Current AHDI Members:** Developing innovative ways of engaging and recognizing current members, understanding how we can best serve them as their professional association, and inviting members to get involved as a volunteer in AHDI.
- **Associate Members:** Building awareness of the value of AHDI and membership among associate members. Creating compelling reasons for them to upgrade to individual professional membership by including them in blast emails, newsletters, meeting notices, and any and all correspondence that goes out to members in your component area. Make them feel welcomed and a valued part of the component.
- **Component Organizations:** Sharing best practices and looking for ways to collaborate with fellow components of AHDI.

Resource/Tool Kit	Available	Description	Status
Special interest alliances and groups Networking groups that communicate via listserv and webinar Open to <i>all</i> AHDI and CDIA members	✓	<ul style="list-style-type: none"> • Educators • Legislative Issues • Managers/QA Supervisors • New Professionals • Visually Impaired Transcriptionists 	
Member recognition / loyalty program			
Integrity Awards program and Hall of Fame	✓	Components select a Member of the Year (Hall of Fame program) who are nominated for the	
Membership benefits highlights	✓		MAW to review and provide feedback to staff on how to better differentiate the benefits of individual professional membership

Resource/Tool Kit	Available	Description	Status
E-mentoring Program	✓	Matches students with a practicing MT	
Volunteer opportunities open to members	✓	Members can complete a volunteer application to join a national committee, workgroup, task team	
Your Association, Your Benefits	✓	Free webinar for new or prospective members; provides an overview of membership benefits	
Publish examples of collaborative programs and projects among components.			
Communication piece or established pathway among components to share what initiatives they are working to open up possible opportunities for collaboration			

Oversight and Management

Execution of these key strategies would be managed by a membership coordinator at each component with coordinators working under the oversight and management of the District Director, in partnership with AHDI's Director of Member Relations and the member relations staff. Component membership coordinators would connect to and collaborate with fellow coordinators through participation in the Membership Advisory Workgroup (MAW) . These membership coordinators would be extensively trained and resourced by AHDI through the following means:

- Initial training and orientation to be provided by AHDI director and staff
- Resources and tool kits, including handouts, PowerPoint presentations, and talking points for component customization and execution of key touch points outlined above
- Ongoing webinar training and update sessions with MAW and AHDI staff to coordinate membership goals across all organizational levels

Development of Resources

Most of the resources already exist and can be readily wrapped into a resource kit for components to execute this initiative on an ongoing basis.

Affiliate Agreement

It is the recommendation of this committee that components seeking affiliation with AHDI should, at minimum, be required to agree and attest to the following:

Agree to support the association's goals for membership by executing measurable strategies to (a) reach nonmember healthcare documentation professionals and recruit them into membership and (b) engage, recognize, and retain current AHDI members by empowering everyone involved in the association.

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