

President Annual Report 2010

September 2010

Dear Members,

This year was a year where the executive reflected on our successes, celebrated on our milestone of 60th anniversary, and committed to ensure a healthy association for the future.

Towards the future, the executive worked on 5 key areas: accountability, growth, member services, brand identity and 60th anniversary.

Accountability

To ensure transparency, the executive used the member resources area to post financial statements, annual reports and general policies governing operations. To ensure executive oversight on finances, the budget was discussed at every executive meeting and the treasurer provided a financial report.

The executive also examined operating costs to ensure costs are appropriate. As a cost saving measure, accounting software was purchased which will save on annual auditing cost and receipt cost but most of all reports are easily generated as with continuity of finances. The association is in process of renegotiating our mailbox fee with Regus (Willingdon Business Park Centre).

On budgeting, the conference budget was separated from the P&A chair's budget to reflect better accounting process - the conference itself was budgeted as revenue neutral. As well, conference fee for executive will now be budgeted in each executive's budget as with accommodation and travel.

Sustainability was a high priority! The executive examined the costs of providing member services as well as the operational costs of running the association and one common driver appeared – the association has encountered increasing costs year after year, 1.69% inflation per year. To ensure the association has equity and sufficient funding, a membership fee increase is tabled at the AGM. The last increase was 7 years ago and if the motion is passed, the association should be in a healthy financial situation for many years to come.

Growth

Membership drive wasn't as successful as planned. The target was 60 new members and the actual was far off. There are about 550 CHIMA members in BC and only 290 belong to HRABC so the association (every member) has more work to do to market HRABC and to attract more HIM professionals to join. The association is only as strong as its members! On corporate sponsorship, a strategy is underway with the aim of signing more corporate sponsors to our website and conference.

Member Services

The executive recognizes that the association must provide value to its members. The three most popular member services are our annual conference, professional practice teleconferences and education assistance program. The latter two services are new but are extremely popular and the executive must ensure they are sustained and improved. The website is being examined and work is underway to improve user friendliness, layout and content. Communicating with our members is important so email blast, Printout and website including member resources were all examined to ensure their effectiveness. Every opportunity to improve is examined. The executive resources section has also been expanded to include more content so that the executive can work more effectively together.

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Brand Identity

Although a name change wasn't possible due to another association registering the name of health information management before us, the trademark contest enables us to brand our association using the winning trademark of "Your Leaders in Health Information Management." The trademark contest winners were Laurie Kenward and Brenda Nadeau. As of February 1, 2010, our association name plus the trademark will be the corporate identity of the association.

60th Anniversary

Wow! Our 60th ... my first reflection of this milestone was when I received the list of previous presidents. To have my name as the 60th is an honor! To be bestowed with leading the association sent chills down my spine knowing that our founding mothers and previous presidents all felt the same weight of the presidency and hopefully I did them proud.

What can I say? Tena Peters and her committee members (Sharon Baigent, Denise Jensen and Sue Joly) did an awesome job in organizing the conference. The conference is about celebrating our successes and looking forward to our future. The program is rich and will include celebration, reflection and aspiration.

It was a busy year full of discussions for the future and setting the right course to ensure a bright future for the association. All 5 key areas worked on by the executive are interrelated – the sum is greater than the parts and the devil is in the details. I can't thank my team enough – Nancy, Jane, Shirley, Denise, Bindy, Claire, Tena and Bonnie. I couldn't have piloted without you. And you, members, it was an honor to serve you and to represent you as your president and I didn't take your trust in me lightly. I have many fond memories of my term. I really enjoyed being your president. The chorus of this George Strait's song sums up my feeling – *"And my heart is sinking like a setting sun, setting on the things I wish I'd done, it's time to say goodbye to yesterday, oh the last goodbye's the hardest one to say, and this is where the cowboy rides away."* I've no regrets, just hard to say goodbye.

Thank you and I wish you good health and happiness.

Sincerely yours,



Gerald Yu, MHA, CHIM
President