

The American Health Information Management Association (AHIMA) Case Study

How AHIMA's adaptability allowed them to continue their mission during COVID-19



To survive and thrive in the face of this world-changing pandemic, organizations must learn to be nimble and act like startups—even if they've been doing what they do for nearly a century.

The American Health Information Management Association (AHIMA) has been dedicated to improving health data integrity for almost 100 years. "We deal with patient records, coding, privacy and security of health data, and all things related to a patient's information" says Vicky Betzig, Director of Meetings at AHIMA. "And since COVID-19, so many of the guidelines and regulations seem to have gone right out the window! So much has changed so fast for the members we serve, and in turn, we have had to change quickly in order to meet their new needs."

Here are some of the innovative ways that the AHIMA is helping its members and exhibiting companies at its annual events.

Knowing What You Don't Know

Like many associations, annual events are a key revenue driver for AHIMA. But all of the uncertainty of when states would re-open (and if anyone would come even if they were) led AHIMA to do something they've never done in their long history: convert from in-person to virtual events.

In addition to the internal staff, AHIMA brought in outside help to make sure the experience was not just a stitched-together series of video calls and presentations. It was essential to get the industry expertise to reinvent and rethink what they offered their members.

Ultimately, AHIMA created many engaging and interactive components to make an experience beyond the recorded sessions. A Concierge Desk with a live AHIMA staff to answer questions, high-level staff leading dance breaks on camera and technology to facilitate face-to-face virtual networking were just some of the ways the organization reimaged their event.



I am very proud of the association. We're backing it up by utilizing powerful technology to constantly communicate, giving members and non-members alike the resources that they need to further their careers and improve the industry for everyone.

VICKY BETZIG

*Director of Meetings,
American Health Information
Management Association*

Nurturing Relationships

AHIMA used Personify's A2Z Events as their exhibitor and sponsor database, and they relied on that technology heavily when they made the quick change from in-person to virtual. Betzig explains that they saw competitors cancel events with little warning—and seemingly zero regard for their partner relationships. "They did not offer exhibitors any refunds or chance to recoup their losses, and that did not go over well," she notes. AHIMA learned from the reactions to that, and thanks to their database, were able to efficiently and effectively communicate with their partners.

Having Empathy for Members

"We've had a lot of people in our profession who have experienced salary reductions or lost their jobs entirely. So, at the association, there's been a lot of advocacy around helping them find resources for employment," explains Betzig.

In addition, AHIMA has been assisting out-of-work industry people in transferring their skills to new endeavors like contact tracing and knowing that the pandemic has put many people in challenging financial positions.

Highlights



Developed resources for members to find new employment and new skills to rebound from the impacts of the pandemic



Provided reduced pricing for member resources



Leveraged A2Z Events to manage their exhibitor/sponsor relationships

About A2Z Events

Personify's event management solution enables organizations to meet their goals, even during challenging times. Associations trust our solutions to:

- **Create Experiences:** Online event tools to maximize your event experiences, whether they are in-person, virtual or both.
- **Streamline Operations:** Manage and market events on the device of your choice. With a robust collection of easy-to-use tools, automate administrative tasks and provide exhibitors and attendees the power of self-service.
- **Grow Revenue:** Increase exhibit sales, amplify digital revenue and expedite cash flow with secure technology designed to sell space and promotional opportunities with simplified payment collection.
- **Make Data-Driven Decisions:** Understand member behavior with actionable insights.



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