

STRATEGIC PLAN – 2010-2013

Approved by AIRA Board of Directors 4/21/2010

I. EXECUTIVE SUMMARY

The American Immunization Registry Association (AIRA) promotes the development and implementation of immunization information systems (IIS). A strong, unified voice for standards, policy and funding, AIRA is a resource for data exchange standards development, information sharing and education/training for IIS managers and staff.

AIRA's work and accomplishments are a tribute to the commitment and professional contributions of the volunteer Board of Directors, staff and AIRA membership. As AIRA progresses as an organization it remains committed to promoting and supporting the use of standards, sharing collective knowledge and successes, representing IIS programs on emerging public health issues that may impact IIS operations and to ensuring advocacy for funding for IIS through legislation and policy development.

AIRA remains committed to the development of strategic partnerships that it views are critical to the accomplishment of its vision and mission. To that end it will continue to expand partnerships with key stakeholders, and cultivate and further develop relationships with other organizations that will assist AIRA in the achievement of its mission.

The strength of AIRA as a membership organization committed to preventing and controlling vaccine preventable disease through the effective use of IIS, has the potential to increase the overall effectiveness and performance of immunization programs across the country. AIRA will leverage its volunteer membership strength through the ongoing work of its committees and ad hoc workgroups to position the organization as a central resource for IIS initiatives and information.

II. Mission/Vision/Purpose Statements

Vision: A healthy, fully immunized community supported by the electronic sharing of information.

Mission: The American Immunization Registry Association (AIRA) is an organization whose mission is to promote the electronic use, tracking and sharing of complete immunization records for people of all ages.

Purpose /Value Statement:

The purpose of the American Immunization Registry Association (AIRA) is to support and promote the development, implementation and interoperability of Immunization Information Systems through partnerships, peer and professional education/training, and resource development. AIRA values the voluntary and collaborative interaction of all of

its members and interested others to develop the electronic health care infrastructure necessary to prevent and control vaccine preventable diseases.

III. ORGANIZATION HISTORY AND PROFILE

The American Immunization Registry Association (AIRA) is a volunteer membership organization founded in July 1999 to advocate for immunization information systems (IIS) development and sustainability. The organization is governed by a volunteer Board of Directors and carries out its work through a committee structure. There are currently nearly 200 members of AIRA representing both public and private sectors including public health, health plans, community coalitions, computer consultants and hardware manufacturers.

From 2000 until September 2010, AIRA has been affiliated with the Public Health Solutions (formerly the Medical Health and Research Association (MHRA) of New York City, Inc.) that acted as its fiscal agent. In April 2009, AIRA incorporated in the State of Delaware, and in November 2009 submitted an application for tax-exempt status to the Internal Revenue Service. AIRA intends to transition from being a program within Public Health Solutions to being an autonomous, non-profit, tax-exempt corporation.

The AIRA Board of Directors is composed of officers including a President, Vice-President/ President-Elect, Treasurer, and Secretary, six voting Board of Director members, and two non-voting members. Staff employed by Public Health Solutions currently include: an Executive Director, Resource Development Manager and a Research/Knowledge Manager. When AIRA transitions to its new corporate structure, the Board intends to contract with an Association Management Company to provide the staffing services needed to operate the organization.

AIRA's activities are carried out by members who participate on AIRA standing and/or ad hoc committees or workgroups. Current standing committees include the AIRA Board Executive Committee, the Bylaws Committee, the Nominating/Membership Committee, and the Finance Committee. Additional core committees are: the Education Committee and the Data Exchange Standards Steering Committee, and the Modeling Immunization Registry Operations (MIROW) Steering Committee. Active ad hoc committees currently include the PROW Steering Committee, the Provider Participation Committee, and the IIS Performance Improvement Workgroup. These committees are involved in activities that support the organizations goals and objectives and address issues and initiatives that are more immediate in nature.

IV. STRATEGIC ISSUES AND CORE STRATEGIES

Working with private providers requires more than a technological solution.

Immunization provider participation is critical to the success of IIS. Strategies to increase participation by providers that address provider needs and expectations must be identified. Education and marketing efforts need to address the benefits of IIS as

indispensable tools that should be used by providers to improve overall healthcare delivery.

Working to integrate IIS into the broader health information world requires technical, legal, and logistic/operational solutions with a broad set of partners. Strategies for the identification and/or development of technological solutions for IIS data exchange with provider EHRs/practice management systems should continue to be enhanced and promoted. Strategies also should be developed to promote the use of IIS for personal immunization health record management of individuals and families. Strategies should be developed to ensure that IIS data exchange with existing and new partners comply with existing and new and best practices that protect the confidentiality and privacy of health information. Operational solutions are needed to maximize the benefits that IIS offers providers (such as decision support tools) that are often lost in an interface situation.

Promoting the use of IIS in support of immunization program core functions

IIS are powerful tools that support important core functions of immunization programs. These functions include: facilitating vaccine delivery, availability and accountability, improving personal health status and knowledge; and improving community health. IIS need timely and accurate immunization data and rely on the development and use of standards for clearly defined data codes, data exchange and data quality. They also require understanding of the changing needs of the public health community and growth of functionality to meet these needs. IIS should be used as a role model and catalyst for development of other efforts to support the data needs of other public health purposes, such as counter-response management, communicable disease investigation and other population based areas.

Advocacy and Education in support of IIS

AIRA is viewed by its members as the centralized core of activity for immunization registry development, standardization, and best practices. AIRA's external partners view it as an active voice in the development of patient and immunization data exchange standards, interstate sharing policies, advocate for continued IIS funding and resources. AIRA's role also includes the promotion of IIS inclusion in emerging public health information infrastructure activities at the national level. Strategies that AIRA can strengthen include: increasing the visibility to IIS as a unique and valuable public health resource; and increasing AIRA's visibility as the IIS voice within public health informatics groups such as PHIN, NCPHI, ONC, eHealth Initiative, and AHIC¹. Strategies should include priority areas identified in the AIRA Education Strategic Plan, the documentation and dissemination of advocacy-related best practices for state and regional IIS advocacy activities including the development of policy and white paper statements on key issues affecting IIS.

¹ PHIN= Public Health Information Network; NCPHI= National Center for Public Health Information; ONC= Office of the National Coordinator for Health Information Technology; AHIC= American Health Information Community now known as National eHealth Collaborative.

Sustainability, Partnerships and Member participation

The ongoing development of AIRA as an organization that promotes partnerships and collaborative work, consensus building, use of standards and sharing of collective knowledge and successes is important to its continued growth and sustainability. Strategies designed to continue to build AIRA's capacity to provide these services should include ongoing membership recruitment, volunteer development and recognition activities, diversification of funding sources and development of new partnerships. Current and potential partnerships should be evaluated to determine their value and benefits to AIRA.

STRATEGIC GOALS

Strategic goals that incorporate strategies and issues for the **2010-2013** period include the following:

PROGRAM GOALS

1. To promote, advocate for, develop, and disseminate immunization information systems (IIS) data exchange standards that are consistent with national standards and that increase the visibility of IIS as public health best practice models for interoperable and integrated health management systems.
2. To contribute to the ongoing development and evolution of IIS through knowledge sharing opportunities and capacity building activities that strengthen IIS operations.
3. To advocate for funding of IIS development and enhancement through legislation, policy development and public information, and to support the goal of interoperating with other health information systems.
4. To build and maintain strong partnerships and create new opportunities with other organizations on issues of common concern to IIS.

MANAGEMENT GOALS

1. To maintain qualified staff to carry out AIRA services and activities.
2. To maintain an effective, active and informed Board of Directors whose governance and support roles help achieve the AIRA vision and mission.
3. To seek and secure diversified funding to ensure sustainability of the organization.
4. To increase AIRA visibility as a voice for IIS policy and best practices.
5. To ensure that AIRA services and activities meet the needs of its members.
6. To build a network of AIRA volunteer members that support AIRA project activities through committee participation.