



American Immunization Registry Association (AIRA)

STRATEGIC PLAN 2007-2010

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.

In addition, 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 further its partnerships with key stakeholders such as the CDC/NCIRD, the Public Health Informatics Institute (PHII), ECBT, and will continue cultivating and further developing relationships with organizations that are potential allies and supporters such as AAP, AHIP, AAHP, HL7 and the Public Health Data Standards Consortium (PHDSC).

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 STATEMENT AND VISION STATEMENT

Mission Statement

The American Immunization Registry Association (AIRA) is a membership organization to promote the development and implementation of immunization information systems (IIS) as an important tool in preventing and controlling vaccine preventable diseases. The organization provides a forum through which IIS programs, interested organizations and individuals and communities combine efforts, share knowledge and promote activities to advance IIS and immunization programs.

Vision Statement

The **vision** of AIRA is a nationwide network of interoperable population-based immunization information systems (IIS) that help ensure all people are appropriately immunized and are thereby protected against 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.

AIRA is affiliated with the Medical Health and Research Association (MHRA) of New York City, Inc. that acts as its fiscal agent. The current AIRA Board of Directors is composed of officers including a President, Vice-President/President-Elect, Treasurer, and Secretary, six Board of Director members, two Ex-Officio members and two Advisory Members. In addition ad hoc membership of partner organizations including ECBT, and AIM, participate in AIRA Board activities. An Executive Director, Resource Development Manager and a Research/Knowledge Manager staff 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 Committee, the Education Committee and the Technical Committee that is comprised of the Data Exchange Standards Steering Committee and Workgroups as well as the Modeling Immunization Registry Operations (MIROW) Steering Committee. Active ad hoc committees currently include the PROW Steering

Committee, the Provider Participation Committee, the IIS/Health Plans Capacity Building Committee and the IIS/Schools Committee. 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. Strategies for the identification and/or development of technological solutions for IIS data exchange with provider EHRs/practice management systems should be outlined.

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

Developing highly functional, flexible, and effective immunization information systems (IIS) that provide timely and accurate immunization data through the development and use of standards will further highlight the importance of IIS as a tool to ensure that all children and/or adults are protected against vaccine preventable diseases. Strategies to increase the use of IIS by immunization programs for VFC vaccine management and accountability functions should be outlined and implemented. Strategies that promote the use of IIS for pandemic flu/all hazards emergency planning should be initiated and information shared on best practice models. The further development and implementation of the Modeling Immunization Registry Operations (MIROW) Guidelines for IIS should be a priority. Strategies for promoting the use of IIS in support of the national public health eHealth agenda and that increase IIS visibility should include participation in standards development activities within organizations that might include the CDC/NCPHI, PHDSC, HL7 and ONC. The Standards of Excellence for IIS should be promoted through ongoing education and recognition.

Advocacy and Education

Strategies identified to strengthen AIRA as a unified voice for data exchange standards, policy, funding and other resources and inclusion in emerging public health information infrastructure activities at the national level should include the development of strategies that give greater visibility to IIS as a valuable public health resource, leveraging and sharing best practices in IIS local advocacy activities and increasing AIRA's visibility within public health informatics groups such as PHIN, NCPHI, ONC, eHealth Initiative, and AHIC. Education strategies should include priority areas identified in the AIRA Education Strategic Plan and should also include the development of policy and white paper statements on key issues affecting IIS.

Governance and Structure.

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, and diversification of funding and development of new partnerships.

V. STRATEGIC GOALS

Strategic goals that incorporate core strategies for the 2007-2010 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 delivery 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 increase AIRA visibility as a voice for IIS policy and best practices.
4. To advocate for IIS development and enhancement and for IIS funding through legislation, policy development and public information.
5. To build stronger partnerships with and between current partner organizations and create new public/private partnership opportunities with other national 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 ensure that AIRA services and activities meet the needs of its members.
5. To build a network of AIRA volunteer members that support AIRA project activities through committee participation.