

# A CAREER MAP FOR A RAPIDLY GROWING FIELD

The health information management field (HIM) is evolving at lightning speed, and employment is expected to increase 21% by 2020. The demand for HIM professionals created a need to improve the learning and employment resources available to people interested in HIM careers, as well as for current workers wanting to explore opportunities for career growth. In response, the American Health Information Management Association (AHIMA) sought CAEL's assistance in the creation of an interactive and visual career development tool to help current and prospective HIM professionals navigate their options for career exploration and professional development.

With AHIMA, CAEL initially conducted a discovery process to uncover the desired goals and outcomes of the mapping project. CAEL then performed in-depth interviews to understand how and why AHIMA members would use the information. Combined, these discovery methods provided CAEL with everything needed to define the tool's architecture, the career-based information that would be part of the tool and the validation process that would ensure information accuracy.

The result of these efforts is the HIM Career Map, which has garnered tremendous feedback from users, the industry in general and the public sector.

To view the career map, visit AHIMA's Health Information [Careers](#) site.

*“This tool is getting so many people interested in HIM who up until now were not aware of the field. The ability to help illustrate the vast opportunity that exists in HIM today and bring it to life is really exciting and exactly what the Career Map was designed to do.”*

*Scott MacKenzie, AHIMA Senior Director, Member Engagement & Strategy*



**“The career map is a great resource tool that will help students, recent graduates and HIM professionals looking for new opportunities to plan a path to success. Not only is it a one-stop place to learn about HIM careers, it defines the profession like never before by showing where the field is now and where it is heading.”**

**Lynne Thomas Gordon,  
CEO of AHIMA**



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