



August 3, 2021

IFHIMA invites sponsorship support for Information Governance Whitepaper at three levels

The International Federation of Health Information Management Associations ([IFHIMA](#)) is a nongovernmental organization (NGO) in official relations with the World Health Organization (WHO). For 53 years, IFHIMA has enjoyed supporting the health information management (HIM) profession through advocacy for education and quality health information. Our commitment is best articulated through our vision “a healthy world enabled by quality health information.”

IFHIMA is updating our original 2017 information governance whitepaper to reflect the importance of governance considering dramatic changes in healthcare transformation, digital applications and systems supporting health, creation and use of data, and privacy management. These changes, many driven by the COVID-19 pandemic, are clearly heightening the need for strong information governance. Our team of expert writers, who are steeped in information and data governance practices, are from member countries including Australia, Canada, the US and several other nations.

The IG whitepaper It will be published in September/October 2021. We invite you to support its publication and broad distribution by becoming a sponsor.

Sponsorship benefits for IFHIMA’s Information Governance (IG) Whitepaper include:

- Increased brand recognition for your organization and with WHO stakeholders, ministries of health, IFHIMA’s 20 member nations, and prestigious Board.
- Support for and association with IFHIMA, a nongovernmental agency, and the only HIM organization with non-governmental status with the WHO. This status affords IFHIMA voice and vote on select WHO committees.
- Recognition for encouraging information governance as a requisite in using data to support healthcare transformation, digital health, information sharing, and more.

In addition to direct distribution to IFHIMA membership, the Information Governance Whitepaper will be promoted by our speakers through conferences, webinars, and podcasts; it will be posted to the IFHIMA website and promoted in blogs and on our social media outlets.

The outline below summarizes the important content that will be covered in this whitepaper.

- Background
- Healthcare transformation and information requisites
- Importance of IG
- Data governance as a key IG component
- IG as stewardship
- IG and HIM Practice
- IG Learnings from global experience
- Conclusion and call to action
- Global case studies from US, Canada, Australia

We hope you will consider a sponsorship for this valuable resource which will aid organizations and professionals as they advance information and data governance activities and principles. Sponsorship details and timelines are included below.

We hope you will join IFHIMA in this information governance journey as we support our vision “a healthy world enabled by quality health information.”

Sincerely,

Lorraine Fernandes, RHIA
IFHIMA President

Vicki Bennett, CHIM, FAIDH, CHIA
IFHIMA President Elect

Marci MacDonald, CHIM
IFHIMA Immediate Past President and Membership Chair



Information Governance Sponsorship Details

IFHIMA is offering three levels of sponsorship for our updated Information Governance whitepaper.

Platinum Level - \$3000 USD – only one at this level:

- Includes a three year [Corporate Membership](#) (valued at \$1500 USD) which includes ongoing ¼ page ads in IFHIMA Global News (published three times per year) and on our website. One article per year may be published in Global News. Your Logo and 100-word marketing paragraph at the end of the whitepaper are also included.

Gold Level – \$1000 USD – three at this level:

- Your Logo and 75-word marketing paragraph at the end of the whitepaper.

Silver Level - \$500 USD – eight offered at this level:

- Your logo and 25-word marketing paragraph included at the end of the whitepaper.

Sponsoring organizations will also receive a link to this whitepaper which may be posted on their respective website or included in marketing activities with IFHIMA's permission.

To become a sponsor, please contact Lorraine Fernandes, IFHIMA President, at lfernandes54@gmail.com. A Sponsorship Agreement will be sent to you.

Any of the above offerings must be executed with payment received no later than August 31, 2021.

About IFHIMA

[The International Federation of Health Information Management Associations \(IFHIMA\)](#) is a non-governmental organization (NGO) in official relations with the World Health Organization (WHO). The Federation, founded in 1968, acts as the global voice of the health information management profession to support delivery of healthcare services and activities and to share best practices. IFHIMA is committed to the advancement of health information management practices and the development of its members for the purpose of improving health data and health outcomes. Learn more about IFHIMA on [LinkedIn](#).