HFMA 101:
Realizing the Value of Your Professional Organization
Heart of America Chapter

Today's Presentation
- Organizational overview
- Current HFMA initiatives
- Member benefits and resources

Realignment Is Erasing Traditional Healthcare Boundaries
Driven by demands for care transformation, the healthcare industry is realigning at an unprecedented pace.

Organizational Overview

HFMA Changes Health Care

Thought Leadership Shapes the Future of Health Care
WHAT WE DO
- Share expertise to influence policy
- Develop strategic frameworks to build action
- Establish principles and guidance for capabilities
- Foster measurement and accountability for outcomes

OUR MISSION
Leading the financial management of healthcare

OUR VISION
HFMA will bring value to the industry as the leading organization for healthcare finance

SHARED GOAL
The Triple Aim
- Improve health
- Improve experience of care
- Reduce cost of healthcare

OUR MISSION
HFMA will bring value to the industry as the leading organization for healthcare finance

OUR VISION
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CHANNELS
- Media
- Chapters
- Other Associations and Industry Groups
- Public and Technology
HFMA Has a Large Member Base

- Current member count: 40,000+
- Retention rate: 86%
- Financial executive retention: 90% +
- The typical member has belonged to HFMA for 8 years

Provider Leaders Make Up Largest Segment of HFMA Membership

- Approximately two-thirds are in financial, revenue cycle, accounting, or payment roles

Executives Constitute the Largest Percentage of HFMA members

Our Members Belong to 68 Local Chapters

HFMA is Focused on Knowledge Transformation

- Membership
- Continuing education and training
- Career development and certification
- Small group-focused interactions
- Information analysis and perspective
- Standard setting
- Organizational performance management
- Virtual and face-to-face networking

National Leaders Oversee HFMA Governance and Management

HFMA 2015-16 Board of Directors
Current HFMA Initiatives

HFMA Guides the Value Transition

Enhance Price Transparency

• Clarifies basic definitions that are often misused
• Sets forth guiding principles
• Establishes roles for payers, providers, others
• Reflects consensus of key stakeholders

Improve Patients’ Financial Experience

Equip Staff for Success in the Consumerism Era

• Agenda for live onsite training for your patient access staff
• Slide deck that can be customized
• Sample financial policies
• Coaching guidelines

Achieve Recognition as an Adopter of Best Practices

• Demonstrates commitment to best practices in patient financial communications
• Based on HFMA review of application and supporting documentation
• Open to all provider organizations
• Recognition valid for two years
• Adopters may use the phrase “Supporter of the Patient Financial Communications Best Practices” in their marketing materials
**Educate Consumers**
- Describes how to request price estimates, step by step
- Clarifies what estimates may or may not include
- Explains in-network and out-of-network care
- Defines key terms
- Provides information on assessing healthcare quality

**MAP Sets the Standard for Revenue Cycle Excellence**

**HFMA Is Reaching Out**

**HFMA Launches HERe Initiative**
- National & chapter events
- Virtual tools & opportunities for engagement
- Ongoing discussion groups
- Newsletters, articles, & blogs
- Webinars
- Other resources

**HFMA Strives to Develop and Support Future Leaders in Healthcare Finance**

**Benefits & Resources**
Learn

- ANI: HFMA National Institute
  - June 25-28, Orlando
- Virtual Conference
- Seminars
- Webinars
- e2Learning
- Revenue Cycle Conference
- HFMA onsite programs

Explore Online Resources

- Reports
- Fact sheets
- Articles
- Analyses
- Roundtables
- hfm Buyer’s Resource Guide

Read

- hfm magazine
  - The #1 publication for healthcare CFOs
- Leadership publication
  - Reaches all levels of the C-suite
- Newsletters:
  - Revenue Cycle Strategist
  - Healthcare Cost Containment
  - Strategic Financial Planning
  - HERE e-newsletter
  - Physician Business Adviser

Listen to HFMA’s New Podcast

www.soundcloud.com/hfma

Become Certified

Certified Healthcare Financial Professional (CHFP)
Certified Revenue Cycle Representation (CRCR)
Maintaining Your Certification

www.hfma.org/certification

Stay Connected and Up to Date

- www.hfma.org
- Daily and weekly online news
- Social media:
  - Facebook
  - LinkedIn
  - Twitter
- HFMA Forums
Get Involved

- Take your place in one of HFMA's 68 chapters
- Pursue leadership opportunities
- Attend local education programs
- Take advantage of networking opportunities