

**December 30, 2015**

**Email from Debi Kuchka-Craig and Joe Fifer to Chapter Leaders**

**Re: Chapters 2.0 Update**

Dear Colleagues:

We're quickly coming up to the end of 2015 and wanted to share a progress report related to the work of the Chapters 2.0 Steering Committee.

As a reminder, Chapters 2.0 was undertaken to help HFMA face the challenge of continuing to sustain the high levels of performance delivered by chapters. This includes assessing the current state, looking at trends in volunteerism, membership and the profession, examining current chapter boundaries and seeking alternatives that will reduce the administrative burden on chapter volunteers. The Chapters 2.0 Steering Committee is comprised of volunteer leaders with representation from each region and is tasked with overseeing this important initiative over the next several years.

In 2015, the Steering Committee met a number of times to discuss and agree on the various elements to ensure we continue providing member value at the local level by building on current and past success as we evolve along with the healthcare industry. Most recently, the Steering Committee met to take on the task of completing the first element of this initiative – Defining Success. The committee is in agreement that success principles of the chapters of the future will be driven by:

- The local chapter, working seamlessly with the national organization in ways that:
  - Focus on the member developing critical thinking, problem solving and leadership skills
  - Bring members together to share ideas, address issues, solve problems and have fun, and
  - Enable the voice of thought leadership locally in the arena of healthcare financial management both inward (to the members) and outward (to the financing and delivery of healthcare through legislative, regulatory and other means).
- Chapters organized as nimble structures responding to the rapidly changing healthcare landscape.

The Steering Committee went on to define the future view and measures of success in the delivery of education, chapters serving as incubators for ideas and solutions, resolving local issues, connecting with others, providing mentoring and leadership development along with developing our next generation of leaders using the success principles above as a backdrop to this work. This will serve as the guiding principles for all future Chapters 2.0 task forces as we also align these efforts with other initiatives HFMA is focused on such as expanding into the payer and physician markets, women in leadership, early careerists and diversity.

Also in 2015, the first three task forces were named and will soon begin their work. There were a number of individuals that volunteered for these task forces. We greatly appreciate everyone's interest and please know if you weren't chosen for one of the first three task forces, there will be more opportunities in the future. Those first three task forces are:

### Defining the Local HFMA

The current delineation of chapter boundaries fails to effectively leverage regional constructs within the healthcare marketplace and creates silos that duplicate many services. This task force will explore new local models. The ultimate goal is an identified space that maximizes the opportunity for member interaction and community, facilitates regional collaboration and resource sharing, and captures the story of the member, highlighting the quality and value of education. This task force will be co-chaired by Jeff O'Malley and Kiran Batheja, FHFMA. Jeff is the past-president of the Arizona Chapter and will be the Regional Executive for Region 10 in 2017-18. Kiran is a former chapter president of the Metropolitan New York Chapter and also served on the HFMA National Board of Directors in 2010-2013.

### Administrative Support Quick Opportunities

This task force will work to identify ways that the volunteer administrative burden could be immediately reduced, resulting in volunteer activities that are centered around HFMA's mission and core purpose rather than administrative duties. Chairing this task force will be Cynthia McBride, a former chapter president of the Tennessee Chapter.

### Regional Executives

The task force will reexamine the role of the Regional Executive and make recommendations to strengthen the position and establish greater consistency in the selection process. Chairing this task force will be Paul Pedersen, a former chapter president of the Montana Chapter. Paul served on the National Board of Directors from 2009-2012 and was the Chair of the Regional Executive Council in 2010-11.

The roster of volunteer leaders serving on the Chapters 2.0 Steering Committee and the above task forces is attached. Please feel free to reach out to these individuals with your thoughts and ideas related to their task forces. This information will also be housed on the HFMA Chapter Leader Website. If you have any questions about the Chapters 2.0 initiative in general, please contact Susan Brenkus, HFMA's Senior Vice President – People & Culture at [sbrenkus@hfma.org](mailto:sbrenkus@hfma.org) or 1-800-252-4362 x317.

You may be familiar with the stages of group development – forming, storming and norming. 2015 was our year of forming Chapters 2.0 – envisioning what the future looks like, defining success and bringing the right people together to lead us into the future. We look forward to storming into 2016 with these important efforts. The National Board of Directors and Regional Executives will receive regular updates on task force progress throughout the year. We will also communicate directly with you about key learnings and decisions as well as the formation of future task forces.

Thank you for your continued interest and support of HFMA. Your leadership and efforts are greatly appreciated. Have a joyous holiday and a happy new year.

Debi Kuchka-Craig, FHFMA, Chair Chapters 2.0 Steering Committee  
Joe Fifer, CPA, FHFMA, President & CEO, HFMA