



The HFMA Peer Review Designation Provides a Competitive Edge

With the vast and growing array of products designed for healthcare facilities, HFMA's Peer Review process can set your product apart by:

- Generating the greatest market reach
- Creating instant differentiation and credibility
- Assuring prospective customers they are buying a product they can trust

The Value of This Designation is Quantitatively Confirmed. An Independent 2005 Readex Study Shows That:

- **47% of HFMA members find Peer Review highly valuable for making product decisions.**
- **42% find the process highly valuable for awareness of products and companies.**

"As the healthcare industry continues to change, our focus is on cost of services and our ability to meet ongoing demands. One of the areas we evaluate are new products and services which have the HFMA Peer Review label. This distinction signifies that the vendor has met the stringent guidelines for HFMA and is a product we can trust."

*Stephen R. Thompson FHFMA, MBA
Director Patient Financial Services
Marin General/Novato Community Hospitals*

HFMA's Rigorous Testing Process Screens for the Highest Standards.

Customers recognize that the Peer Review designation means your product has demonstrated superior:

- Effectiveness
- Quality and usability
- Price
- Value
- Customer and technical support

more...

*HFMA staff and volunteers determined that this product has met specific criteria developed under the HFMA Peer Review Process. HFMA does not endorse or guaranty the use of this product.

You Gain Exposure Through a Marketing Relationship with HFMA. Earning the Peer Review Designation Means:

- Using the designation on your product, website, sell sheets, ads and tradeshow booths
- Establishing a cost-effective marketing relationship with HFMA
- Receiving HFMA's support in promoting your product through targeted advertising
- Leveraging your marketing budget exponentially through other valuable activities offered by HFMA
- Getting quarterly status reports on HFMA's Peer Review awareness campaign so you can plan complementary promotions

What Creates Distinction?

HFMA's Peer Review designation. It's the competitive edge that distinguishes your product, confirms its excellence, and ensures that both your customers and your peers know its value instantly.

About HFMA

HFMA is the nation's leading membership organization for more than 34,000 healthcare financial management professionals employed by hospitals, integrated delivery systems, managed care organizations, ambulatory and long-term care facilities, physician practices, accounting and consulting firms, and insurance companies. Members' positions include chief executive officer, chief financial officer, controller, patient accounts manager, accountant and consultant. HFMA offers educational and professional development opportunities; information on key issues affecting healthcare financial managers; resources, such as technical data, checklists and research reports; and networking opportunities—all of which provide members with the practical tools and ideas they need to ensure career and organizational successes. For more information, visit HFMA's website at hfma.org.



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