

- **Respond to declining volumes, margins and non-operating income.**
- **Align with physicians to cut costs and improve quality.**
- **Preserve cash and improve ability to access capital.**
- **Get ready for healthcare policy and payment reform.**
- **Keep your career on track.**

Join the Healthcare Financial Management Association



hfma[™]

healthcare financial management association

**New Member
Discount!**
Details Inside.

The Healthcare Financial Management Association (HFMA) is the nation's most respected resource for healthcare finance executives. HFMA supports more than 35,000 members representing hospitals and systems that face the same challenges as you.

Respond to declining volumes, margins and non-operating income.

FEATURED HFMA RESOURCES:

- *Healthcare Financial Pulse* initiative tracks the financial performance of U.S. hospitals and health systems in real time, with survey data, resources, educational opportunities, current news and reports.
- HFMA's *Strategic Financial Planning* newsletter contains insights from healthcare finance's top thinkers about maintaining liquidity and allocating funds.
- Timely HFMA webcasts feature pragmatic advice: For example, *Maintaining Profitability in Today's Economy* shows how successful hospitals have enhanced revenue and contained costs in key service lines, despite volume challenges.



Align with physicians to cut costs and improve quality.

FEATURED HFMA RESOURCES:

- Leading HFMA publication *Healthcare Cost Containment* outlines how hospitals can manage costs, such as a points-based, online shift management system allowing a hospital to reduce external contract agency use by 93%, while improving quality of care.
- HFMA's Physician Alignment Forum provides a professional networking group, peer-to-peer discussions and "how-to" from other healthcare finance leaders on topics like the benefits of using intensivists or critical care specialists and how your hospital can successfully engage physicians.
- Sessions from HFMA's Executive Conference demonstrate how leading organizations implement infrastructure and cultural changes to link physicians and hospitals in the effort to drive up quality and drive down costs.

Membership Benefits

- A subscription to *hfm Magazine*, ranked #1 by healthcare CFOs.
- *Weekly News*, featuring breaking and topical news tailored to healthcare finance, posted every weekday and e-mailed every Friday.
- Members-only access to *hfma.org* resources and tools, including the **Online Resource Library**, which offers a collection of tools and solutions on current healthcare finance topics.
- Free **Chapter Membership**, offering you a local, in-person network of other professionals facing the same challenges.

Preserve cash and improve ability to access capital.

FEATURED HFMA RESOURCES:

- The industry's leading publication, *hfm* magazine, identifies alternative capital sources, such as how a healthcare system in the Northeast uses third-party capital and a leaseback to support a new 150,000 square foot ambulatory care facility.
- HFMA's Financial Pulse project shows capital access approaches such as the new HUD refinancing option, directed retail bond sale and rethinking risk tolerance.
- HFMA online educational reports provide helpful best practices: For example, *Strategies for Reducing Bad Debt* shows how one provider increased up-front cash payments by 50 percent.



Get ready for healthcare policy and payment reform.

FEATURED HFMA RESOURCES:

- HFMA's payment reform project shows how providers must prepare for reform—no matter what legislation is passed—to maintain high quality and competitive position.
- The online resource, *Readying for the RACs: What You Should Know*, offers key recommendations and insights from providers and industry experts on how to prepare for RAC audits through process change and technology.
- An HFMA series of free presentations tracks healthcare reform as it develops with specific implications for providers.

Keep your career on track.

FEATURED HFMA RESOURCES:

- HFMA's Online Job Bank is the go-to resource for healthcare finance professionals seeking new positions.
- Free membership in one of HFMA's 68 local chapters provides a professional network that starts in your hometown.
- HFMA's ANI: The Healthcare Finance Conference gives you the opportunity to connect with your peers at the industry's largest gathering for healthcare finance professionals.
- HFMA's new Virtual Conference and Career Fair is free to members and offers up to 8 CPEs for live educational programming.



A membership with HFMA delivers a network you can count on and solutions and resources you can use immediately.
JOIN TODAY!

- **National Online Job Bank** provides free access to job listings, as well as free resume posting for HFMA members.
- **HFMA Forums: Targeted Online Communities** are HFMA members-only groups that provide best practices and expert insight from peers about pressing challenges.

- **Certification Designations**—available only to members—are professional designations that distinguish expertise and support your career.
- **Continuing Education** offers member discounts on seminars, conferences, audio webcasts, e-learning and ANI: The

Healthcare Finance Conference and is led by the industry's best.

- **Thought Leadership resources** on **PATIENT FRIENDLY BILLING®**, payment reform, cost management and healthcare financial forecasts give you a voice in shaping industry issues, while preparing you for the impact of imminent change.

JOIN HFMA TODAY!

HFMA MEMBERSHIP DUES

Use this table to determine the appropriate dues for the month in which you would like to begin your membership. Determine the amount for any Special Interest Group Forums you would like to join. Fill in the dues information on the application page.

| Membership Dues (through May 2011) | | | HFMA Forums, Targeted Online Communities** (through May 2011) | |
|---------------------------------------|--------|----------------------------|--|---|
| MONTH JOINED | DUES | NEW MEMBER DISCOUNTED DUES | MONTH JOINED | CFO, REVENUE CYCLE, MANAGED CARE, HEALTHCARE COMPLIANCE, MEDICARE PAYMENT AND PHYSICIAN ALIGNMENT |
| DECEMBER | \$ 411 | \$ 311* | DECEMBER | \$143 |
| JANUARY | 393 | \$293* | JANUARY | 135 |
| FEBRUARY | 371 | \$271* | FEBRUARY | 127 |
| MARCH | 356 | \$256* | MARCH | 124 |
| APRIL | 335 | \$235* | APRIL | 116 |
| MAY | 316 | \$216* | MAY | 108 |

*New Members Save \$100 off your membership dues! Just pay for your membership through May 2011.

**You must renew your HFMA membership through 2011 to take advantage of these rates. Visit www.hfma.org/forums to learn more. Price listed is per Forum, and includes subscription dues for upcoming membership year.

| Or pay through May 2010 and be billed \$267 in June. | |
|--|--------|
| MONTH JOINED | DUES |
| DECEMBER | \$ 144 |
| JANUARY | 126 |
| FEBRUARY | 104 |
| MARCH | 89 |
| APRIL | 68 |
| MAY | 49 |

MEMBER PROFILE

Complete the member profile, making one selection from each of the organization, position and function areas that best describes your professional position.

Organization

Select one code that best describes your work setting.

Provider Payer Settings

- 0001 Hospital or Medical Center
- 0010 Health System Headquarters/ Corporate Offices
- 0002 Ambulatory Care Clinic
- 0038 GPO or Purchasing Alliance
- 0022 HMO, Health Plan or Insurance Company
- 0003 Home Health Agency
- 0006 Medical Group or Specialty Practice
- 0043 Physician Practice Management Firm
- 0005 Skilled Nursing, Rehab or Other Subacute Facility
- 0039 Third Party Administration
- 0004 Other Provider or Clinical Service (Lab, Imaging Center...)

Other Settings

- 0031 Accounting Firm
- 0032 Collection and A/R Recovery Service
- 0034 Consulting Firm
- 0036 Law Firm

- 0040 Professional or Trade Association or Publisher
- 0041 Educational Institution or Library
- 9999 Other Non Clinical/ Non Provider Setting

Position Level

Select one code that indicates your level of responsibility.

- A President, CEO, Executive Director, Administrator
- F CFO/Controller
- G Other Chief Officer NOT CFO or CEO (CCO, COO, CIO...)
- H Vice President
- J Assistant/Associate VP or Assistant/ Associate Administrator (NOT CFO)
- K Director/Manager/ Supervisor
- N Staff Specialist or Professional (Analyst, Accountant, Consultant)
- C Partner, Principal or Owner
- L Clinical
- R Attorney
- Q Other Level

Function

Select one major functional area most relevant to your position.

- AA Accounting
- BF Administration or Operations
- AE Audit/Internal Audit
- AL Budget
- AN Business Development or Marketing
- AP Compliance
- AS Decision Support/ Information Technology
- AB Finance
- AH Health Information (Medical Records)
- AU Managed Care
- AC Patient Access (Admitting, Registration...)
- AF PFS, Patient Billing and Collections
- BA Physician Practice Management
- AJ Reimbursement— Government (Medicare/Medicaid)
- AI Reimbursement— Commercial (Managed Care)
- AK Reimbursement—General (Government and Commercial)
- AX Sales or Customer Service
- BD Utilization Review or Case Management
- ZZ Other Responsibility



hfma[™]

healthcare financial management association

Two Westbrook Corporate Center, Suite 700
Westchester, IL 60154-5700
(800) 252-4362, extension 2

Presorted Standard
U.S. Postage
PAID
Permit No. 2862
Chicago, IL

**CAN YOU AFFORD
NOT TO JOIN?**

**To join, visit hfma.org/join or
call (800) 252-4362, extension 2.**