FAQ for Submitting a Speaker RFP
How do I complete an application?

1. Go to Annual Conference 2021 (hfma.org)

2. Select application link based on whether you are a business partner or a provider.

Providers include those who are employed by a hospital, health system, physician group or health plan. Can also include other provider facility types.

Business partners are those working for industry suppliers and service companies.

3. Create an account. To start an application, you must create an account on the Cvent platform. Set up a username and password to start the application process.
Why are there separate applications for Business Partners and Providers/Health Plans?

The business partner application also includes the application for exhibits and sponsorships at the HFMA Annual Conference. HFMA relies on the support of its Business Partners to be able to provide educational programming at the HFMA Annual Conference.

This year, HFMA is asking Business Partners that are involved in the educational programming of the event, to also support the HFMA Annual Conference through exhibits or sponsorship.
What are presentation format options?

• **10-Minute One-Slide Talk:** Share your story in a brief one-slide session. These short sessions highlight an initiative, challenge or innovative solution. Each talk will be presented in a short series to make up a 50-minute breakout session.

• **50-Minute Education Session:** An interactive presentation followed by Q&A. Can include thought leaders, panels, case studies or other formats.

• **3-hour Workshop:** A deep dive into a topic lead by an experience facilitator that creates an active learning experience. Can include breakout discussions, table exercises and opportunities to design innovative solutions.

• **Roundtable***: Small group peer-to-peer discussion on a topic to learn from experiences and approaches from others. 6-10 healthcare finance leaders will take turns answering questions and sharing successes and challenges.

• **Rapid Fire Case Study***: 10-minute presentation featuring a case study and key approach in addressing a challenge on a particular topic. Rapid fire case studies will be presented in succession in on 50-minute breakout session

• **Lunch and Learn***: 30-minute presentation followed by a facilitated discussion or activity that engages attendees in sharing their experiences related to a pressing topic

*Business Partner Only Formats*
Will there be a virtual option for attendees?

• HFMA is planning to provide both an in-person and virtual option for attendees.
• All General and Breakout sessions will be made available to the virtual audience.
• All sessions have the potential for being recorded and available to Annual Conference registrants in an on-demand format.
• All in-person and virtual attendees will have the opportunity to engage and participate in Q & A with speakers, while adhering to social distancing guidelines.
What are the primary topics areas?

- **Accounting and Financial Reporting**: Accounting, finance and auditing updates for the early careerist to the seasoned professional.
- **Compliance, Regulatory and Legal Update**: Sessions focus on recent regulatory developments, including such topics as price transparency, managing COVID-relief funds, Stark and AKS, cybersecurity and other compliance issues.
- **Consumerism and Patient Experience**: Sessions feature progressive organizations in engaging patients, patient financial communications, and providing more value and transparency. Explore insightful KPIs for measuring consumerism and improving performance.
- **Cost Effectiveness of Health**: Featuring efforts that move the industry toward cost-effective health through lowering costs, managing margins and optimizing outcomes.
- **COVID-19 Response and Recovery**: Organizations that met challenges, responded and enacted recovery plans, and managed volumes during the COVID-19 pandemic, share stories of perseverance.
- **Data and Analytics**: Sessions featuring ways to obtain a return on analytic investment tools, leverage actionable insights, and tie insights into improved financial performance.
- **Financial Sustainability**: From driving down today’s costs to investing in tomorrow’s new revenue streams, the spectrum of performance improvement opportunities is explored.
- **Labor Force of the Future**: Learn how providers from critical access hospitals to the largest organizations are re-examining their workforce, adjusting to the impact of COVID, promoting diversity, and preparing and developing for the skillsets of the future.
- **Leadership**: Learn to be a more effective leader who fosters collaboration, diversity and inclusion, and positively impacts organizational performance in today’s fast-changing environment.
- **New Payment or Care Delivery Models**: Insights on payment models that show promising results and new care models that support value in healthcare. Hear from disruptors and innovators on the trends in reducing costs while improving the quality of care.
- **Operations Management**: All areas related to operations including managing through organizational change, fostering clinical relationships, updating compensation plans and managing remote workforces. Hear key takeaways for optimizing operations.
- **Payment, Reimbursement and Managed Care**: Guiding through a shifting payor landscapes, these sessions feature successful health plan partnerships by reducing costs, streamlining care paths, and ensuring comprehensive networks.
- **Revenue Cycle**: Sessions that feature strategies for reducing denials and cost to collect, while optimizing revenue integrity and performance in industry benchmarks including HFMA MAP Keys
- **Strategic Partnerships**: Stories of effective collaborations to enact transformational change, address social determinants of health or facilitate access to care for patients. Organizations will showcase how reaching across boundaries can improve performance.
- **Technology and Digital Transformation**: Technology-enabled transformation across the continuum of care, including innovations in telehealth, digital health and AI/RPA/ML.
What is the selection process?

All sessions are reviewed by an Educational Review Team and selected on their merit and value of the educational content to attendees. Sessions must be educational and free from promotion or marketing.

Applicants will be notified in early May if their sessions have been selected. All sessions have the potential to be recorded and available on-demand and live streamed to a virtual audience.
Is there reimbursement for speakers to attend the HFMA Annual Conference?

For Business Partner Speakers:

• As part of a sponsorship and exhibit package, an assigned number of complimentary registrations are included.

• Business partners who require additional access for breakout session or lunch & learn speakers will be given speaker’s passes for the conference.

Provider and Health Plan Speakers

• Registration for HFMA Annual Conference is complimentary.

• Housing in the HFMA hotel block will be reimbursed for up to 3 nights per speaker.

Other travel expenses related to HFMA Annual Conference will not be reimbursed.
Additional questions?

• For questions related to the provider and health plan application, Contact Katie Gilfillan at kgilfillan@hfma.org

• For questions related to the business partner application, contact Rita Walker at rwalker@hfma.org