

Chapter Name	Award Title	Submission Summary	Submission Category	Submission Type	Needs Identification (200 words)	Goals and Objectives (200 words)	Methodology (300 words)	Evaluation and Results (400 words)
Arizona	Igniting Engagement Through Certification	How does a chapter keep members engaged in a connection-based association in the midst of a pandemic that forces isolation? AZ leveraged multiple technologies, sparked innovation and strengthened community with a renewed passion for certification that spanned the state, the region and the US.	Best Engagement	Chapter	As a measure of engagement success, certification touches all aspects of our chapter goals: membership retention, education quality, enterprise communication and passion. Even before COVID, successfully engaging our membership was a multi-faceted challenge. Inaccessible locations, competing priorities and time constraints were overshadowed by COVID's health risks, social distancing and travel restrictions. Within a few months of decreased interpersonal interactions, members were also not obtaining the quality HFMA education that they historically had relied on to address day-to-day work challenges.	Knowing that improved engagement and member satisfaction would be byproducts of certification, the chapter set a goal to achieve a 37% increase in certified members, from 81 as of July 1, 2020 to at least 129 by the end of the chapter year. This would bring our percentage of certified members from 9.97% to 16%, matching the national certification levels. In addition to the measurable member numbers, we wanted to create a sense of renewed passion for certification and the education this provides, and establish a repeatable formula for success for future years. All of these goals also had to be achieved within the confines of a digital platform and still be interactive, fun and engaging.	The chapter developed a strategy around three core pillars: Celebrate, Educate, and Amplify.  The Certification and Communications Chairs collaborated to develop a set of interview questions for newly certified professionals, which would be regularly featured in our primary social media platform, LinkedIn. Celebrating certification and recognizing its importance became a highly engaging activity, prompting comments, likes and shares.  The Program Chair developed a 4-hour virtual CRCR Bootcamp, which was featured as a module in our 2020 Fall Conference on September 16, 2020. The bootcamp was led by expert instructors and featured interactive attendee engagement via Zoom chat and video features, and Mentimeter platforms. The bootcamp's success was repeated with a secondary cross-region event with Region 1 on March 12, 2021.  Looking to amplify our Enterprise member voices and deliver value, our Certification Chair created a competition among three of Arizona's largest Enterprise members: Valleywise Health, Mayo Clinic and Phoenix Children's Hospital. The Certification Challenge had two separate components. The first was specific to the CRCR Bootcamp, and rewarded a gift card to each member in attendance from the organization that had the highest percentage of post-event attendee certifications. The second competition was for the largest percentage increase in certified members from October 1st 2020 – December 31st 2020. The Challenge was supported by all Enterprise leaders and drove an increase of 17.22% in the winning organization. The chapter presented a perpetual trophy, sparking more excitement about future Challenges.  Going forward, the chapter will rely on this successful and repeatable framework to deliver quality education (whether online or in-person), strengthen community through friendly competition, and celebrate the success of our peers.	While the Arizona chapter had success with other experimental engagement vehicles like Grateful Gatherings, Bingo and unique conference networking events, the certification focus was the most meaningful for our chapter. We connected as a community, leveled-up on our industry expertise providing the education and learnings members were seeking, delivered membership value, and celebrated our successes along the way. This renewed passion for certification throughout our chapter has delivered great outcomes today, and has set us up for success in the future.  During the measurement period from July 10, 2020 to April 23, 2021 the chapter achieved the following results and met our Success Plan goals:  -Increased certified members from 98 to 153 with 173 certifications, a 39% increase -Increased certified member percent from 9.97% to 16.70%, a 40% jump -Engaged 189 CRCR Bootcamp participants on 9/16/20 with an average satisfaction score of 4.49 -Created and presented Certification Challenge Cup with Phoenix Children's Hospital as inaugural winner -Collaborated with Region 1 to present CRCR Bootcamp on 3/12/21 with 128 participants and 4.48% average satisfaction score -Created a repeatable formula for future Certification Challenges, Educational Bootcamps and social media posts -Shared those formulas and tools with other chapters in the region and across the US for the betterment of the Association
Oregon	Live Streaming Problem Solving	During the Patient Accounts Problem Solving sessions hosted by Oregon HFMA, healthcare providers, payors and vendors discuss hot topics and share potential solutions to emerging challenges all health systems are facing.  This has become a session that attendees do not want to miss!	Best Engagement	Chapter	Historically, the Patient Accounts Problem Solving sessions have been well-attended at quarterly educational conferences hosted by Oregon HFMA. However, due to the pandemic, we were not able to gather in-person and were at risk for not providing education to our chapter members.  Oregon HFMA quickly pivoted and opted to live-stream this session on (at minimum) a bi-monthly basis enabling healthcare providers, payors and vendors to discuss challenges and collaborative problem solve in a more timely manner as new and unique challenges arose.  It was also important to the Chapter to engage as many people as possible in these discussions and for it to be cost effective – both for the Chapter and our members as cash flow became uncertain due to the impact of COVID-19.	Oregon HFMA set the following goals when opting to live-stream the Patient Accounts Problem Solving sessions:  1. Continue to advance the healthcare industry by providing education and development opportunities to finance professionals 2. Provide a venue where healthcare providers, payors and vendors can network, discuss challenges and share best practices 3. Continue to ensure education and development opportunities are cost effective  Stated objectives to meet these goals included:  1. Offer the Patient Accounts Problem Solving session on (at minimum) a bi-monthly basis 2. Offer the session at free of charge to all healthcare professionals 3. Live stream the session and record it for those who were unable to attend in real time 4. Maintain evaluation scores when compared to in-person sessions	Oregon HFMA began to offer virtual education sessions in July 2020 as we were unable to meet in person due to the COVID-19 pandemic. Each 1-day conference included:  • Three 60 – 90-minute presentations focused on leadership engagement and healthcare finance topics • A 40-minute Patient Accounts Problem Solving session • A networking event to conclude the day  The format of the Patient Accounts Problem Solving session is an open discussion. To ensure the conversation is meaningful and topical, the Chair and Co-Chair of this committee solicit questions from our member base in the weeks leading up to each meeting. Once the discussion topics are finalized, these are shared with key Revenue Cycle leaders so that they can prepare. The Chair and Co-Chair then serve as the host of the meeting to facilitate the discussion.  As educational opportunities – including the Patient Accounts Problem Solving session – moved into a virtual space, the Oregon HFMA chapter invited other chapters to join us. All education was free for Enterprise Members – regardless of their home chapter – and our Patient Accounts Problem Solving session has always been offered at free of charge.  When individuals register to attend the Patient Accounts Problem Solving session, they receive a link for a Zoom meeting. Attendees are encouraged to be “on camera” and the Chair and Co-Chair host the virtual meeting. The meeting is recorded and, once edited, added to the Oregon HFMA website and YouTube channel.	The Patient Accounts Problem Solving session became invaluable throughout the pandemic while organizations were facing unprecedented challenges.  When evaluating our performance against the stated objectives, the Oregon HFMA chapter did not only meet our goals, we exceeded our own expectations!  1. During an 11-month period, the Patient Accounts Problem Solving Session was offered 7 times – compared to the chapter offering this 3 times during the same time frame when meeting in person. 2. It was important to the Oregon HFMA chapter to offer this session at free of charge as healthcare organizations were facing financial challenges. This resulted in attendance being maintained at pre-COVID levels (42 on average on in-person events with 43 on average at virtual events). 3. Offering these sessions at free-of-charge and virtually resulted in members from other chapters attending. Members from the Washington / Alaska and Idaho chapters regularly participated. 3. The Oregon HFMA Chapter was an early adopter to live streaming and recording our educational sessions so that our Enterprise Members were able to regularly participate. This practice has continued throughout the pandemic with recordings being available on the chapter's YouTube channel. • The Oregon HFMA YouTube Channel now includes 74 videos and has over 3600 views (as of June 11, 2021). 4. When we were able to meet in-person, the Patient Accounts Problem Solving Session received an average score of 4.64 (on a 5-point scale). The Chapter's original intent was to maintain this score – but we have seen improvement. The average rating for our virtual sessions is 4.89 (a 5% improvement) – with many individual sessions receiving a perfect score of 5!  Member comments include:  This is one of my favorite parts of HFMA. I love absorbing all the information and I love the collaboration.  Fun session. Was great having WA/AK join. Great interactions and helpful.  Great dialogue and discussion, transparent & smart surrounding current events we all need to know & understand!  I always learn something new  I love how all of our providers/vendors can collaborate together for best practices!  The virtual environment for this committee works very well.
Oklahoma	Best Virtual Conference Ever!	OHFMA's April conference resulted in 191 registrations and 151 participants, the highest noted in our records, due to quality speakers, including the OK governor and Aaron Beam; exciting presentations, a virtual magician; and interactive sessions, such as a wine tasting and "happy breakfast."	Best Engagement	Chapter	The Oklahoma chapter was facing pandemic challenges, similar to other chapters, but the member engagement was a struggle. We held our first virtual conference with 64 registrants and another in January 2021 with 85 registrants building on what we were learning in the virtual environment, but getting interaction from the members was proving difficult without the personal connections. We were holding periodic social hours, but at best we had 7 people attend and primarily the leadership team. The challenges were not unique to HFMA as the Oklahoma Hospital Association encountered similar experiences in its annual virtual conference. Members told us that they were seeking out quality education and useful information, but were burnt out with all of the "noise" flooding their inboxes. Nearly every organization and chapter was holding webinars on every topic related to COVID. They were also looking for connections to others, but lacking in available time given work environment constraints.  In order to continue being considered one of the most valuable resources for relevant health care education and collaboration, the chapter needed something that addressed the concerns and needs of members, while providing an experience that was too exciting to avoid. As Scott Sanders, president, would say, "We need this to be SEXY!" The leadership team and programming committee were aligned in this vision from the start and used these focus points as the basis for all components of this event.	During 2020, the Oklahoma chapter requested a CAT facilitator to improve the chapter's processes.  1) We established a goal to "develop a plan for attracting virtual attendees" through creating/establishing a value proposition; 2) creating/brainstorming ideas/activities/format for attracting vendors/providers; and 3) creating/brainstorming ideas for different or enhanced platforms/formats. We utilized this as a backdrop for designing the April 2021 Virtual Conference.  Our ultimate goal of the conference was to create an event that provided member value and engagement. While this could be measured in number of registrations and participants and/or survey results (all of which turned out outstanding as noted), we ultimately determined that this would be observed through activity and interactions. We wanted to see participants with their cameras on; we wanted questions and comments from numerous individuals; and we wanted participants to have a great experience. All of this with relevant and appropriate content.  The group also wanted a social event in connection with the virtual conference that created the same excitement and experience given our past struggles in this area virtually. Again, the goal was participants with cameras on and interaction.	The January virtual conference received some development opportunities from certain individuals through the survey process. We try to follow up and implement changes for future sessions if possible. In this case, we requested one such individual, who was also the conference's premier sponsor, to be on the programming committee. He also brought his co-worked to the group. This helped provide a different point of view and additional connections.  We focused on the value proposition for providers. Relevant, educational content was key, but just as important was excitement. During this process, we established a goal to "develop a plan for attracting virtual attendees" through creating/establishing a value proposition; 2) creating/brainstorming ideas/activities/format for attracting vendors/providers; and 3) creating/brainstorming ideas for different or enhanced platforms/formats. We utilized this as a backdrop for designing the April 2021 Virtual Conference.  We didn't want to just rest upon those sessions alone, so rounded out the topics with sessions on vaccine confidence from the regional medical director of Merck, healthcare process automation from PwC, and an entertaining discussion on price transparency from the co-CEO of ATEK. Finally, we wanted to provide ethics, but in a way that continued our theme of excitement, so we reached out to Aaron Beam, the former CFO of HealthSouth, to discuss his experience with major fraud.  To create the interactions among members and value for business partners, we needed added excitement for a social event. The OneHope wine company was chosen to host not only a wine tasting, but do it for a charitable cause. The chapter covered a portion of the wine flight costs and the Mental Health Association of Oklahoma was chosen as the beneficiary. Finally, we wanted to provide another connection opportunity for those not able or willing to participate in a "happy hour." So, we created a virtual breakfast social event.	The conference ended up being the highest registered and highest attended OHFMA event in comparison to any such records the chapter historically maintained. There were 191 registrations and 155 individuals actively participating. Feedback surveys were relatively simple to elicit responses: 1) How would you rate this event?; 2) Would you recommend another OHFMA virtual conference to your peers?; 3) Would you recommend we use CrowdCompass for future virtual conferences?; 4) Tell us what you liked about the event; 5) Do you have any suggestions to improve future events?; and 6) Would you attend another virtual conference/event? We received back 51 responses. For questions 1, 2 and 3, we received an average score of 4.667, 4.824, and 4.725 on a 5-point scale, respectively. For question 6, all but one individual responded that they would attend another virtual event.  Some of the specific feedback comments we received back on question 4 included, "Loved the Magic Show, Gov Slitt speak, and Aaron Beam's story so riveting!" "The flow, the content, the ease of use!" "Nice variety of content." "Speakers and interactions." "Quality presentations. Great information." And "Up to date, useful information presented clearly and succinctly." On question 5, the following were some of the feedback comments received, "Keep it interactive!" "Continue to get meaningful engaging content that is relevant and useful." And "This was my first meeting and I felt well informed the entire time and never felt confused or lost."  We had 29 individuals register for the wine event and order the tasters and 24 individuals participate in the event. The wine tasting social event had a separate survey and received 100% positive feedback with comments regarding how "super fun" and "interactive" it was with a comment to "do it again!" In comparison to other social events, we sent a box of "goodies" and held an afternoon happy hour and had 12 individuals participate. Our previous happy hours yielded 4 on 9 participants and our lunch social during the January conference had only 15 participants.  Those are all measurable statistics, but as noted in the goals section, our goal was cameras on and interaction. The magician, as the opening session, requested cameras on and participation and this set the tone for the remainder of the sessions. Certain sessions, such as the Governor and Secretary were presentations, so participants could not turn on cameras. To show the participation, we reviewed the Zoom records and noted that there were 44 questions generated with 31 coming from the governor's session. We know numerous comments were also shared throughout, but we cannot quantify.  Ultimately, the activity and participation of the membership and results noted above helped represent how our event created the best engagement the chapter has ever seen – even in a virtual environment. None of it would have been possible without the planning performed, the chapter's efforts to continually improve, feedback from members, and the ability to take risks.
South Texas Chapter	Chapter/Regional Success Awards (STX)	Membership growth and value are closely linked. By increasing the value of our professional organization, we also encourage and increase membership. STX has implemented marketing campaigns and strategies to encourage membership growth and certification, as well as increase the value of membership.	Best Membership Growth	Chapter	For the past year, our South Texas Chapter of HFMA set a membership growth goal of 3% to 5%. We also set a goal to increase membership value and have 20% of our members certified for 2020-2021.	Our goals and objectives are three-fold: retaining current members, increasing membership, and educating future professionals on the benefits of membership. Firstly, we work extremely hard to engage our enterprise members and student members. Our most important goal is retention. Our second objective is to maximize the enterprise memberships by encouraging new members to join. Lastly, we strive to engage and educate students and future leaders on their career development and the importance HFMA can play in their professional growth	When members do not renew their membership, our chapter sends a confirmation email to acknowledge the membership expiration. These emails have been helpful as reminders for members to renew and let them know we appreciate their membership. Our efforts in membership have been to send welcome emails to all new members. These emails give them information about our chapter and introduce our chapter leaders. We want new members to know that we are accessible and available to help them navigate their membership. When we receive information about a new enterprise company, we schedule an orientation to educate their employees on the benefits of our professional organization and encourage as many employees as possible to take advantage of the great opportunities from HFMA. Other techniques include hosting orientations to new members and encouraging referrals. During seminars, as a chapter, we seek out our new members, make every effort to welcome them in person, and engage them to actively participate in new events and volunteer opportunities. We take pride in involving our members for panel discussions, presentations, and the ability to speak at our seminars with information helpful for our members. This engagement is to keep our members active in our chapter and promote chapter inclusiveness. We speak with graduate classes and inform them about HFMA, how they can participate, the benefits in career development, and the importance of certifications as they begin their careers in healthcare.	As a result of all our combined efforts, we have been able to retain and grow our membership by 4%. We have increased participation in volunteering and attendees at our events. By taking time to reach out to our members, we strive to give them a sense of their importance and value. We try to ensure all members in our chapter are valued and represented.  During conferences and other events, it was evident that members did not know that certifications were included in their membership. The strategy was to engage members and encourage them to get certified. Blogs were posted on the website and newsletters were shared with all members on a quarterly basis. Every publication included a section to acknowledge all newly certified members and provide tips and tricks to pass the exams. Newly certified members also received personal email from the Certification Chair congratulating them for their achievement and encouraging them to share their advice for taking the exams. This email was also used to recruit volunteers. So far these emails have generated two solid/active volunteers and have provided half a dozen leads. In the blogs and newsletters, we also highlighted detailed the accomplishments of selected members. Recently, we highlighted the achievements of one of our newest volunteers who also happens to be a student. This publication has opened the door to work with Texas State University to help students get exposed to potential employers (a win-win for everyone). Certifications have been a gateway to expand memberships and volunteerism of young adults in our chapter.
Lone Star	Virtual Education and Networking for FREE during a Pandemic	In support of the Chapter's commitment to educational programs for members and networking opportunities for sponsors even with a pandemic, the Chapter modified its one-day Summer and Winter Educational Institutes from an in-person setting to a Virtual format at the most affordable price: FREE.	Best Value	Chapter	The Lone Star Chapter currently has 1,856 members which encompasses a significant geographical portion of Texas. Chapter membership covers Central Texas (Austin) and extends to East Texas (Texarkana) and West Texas (El Paso). Historically the Chapter annually provides a significant amount of education hours to our membership.  The events are typically held in-person in the Dallas/Ft. Worth area however, in-person attendance by membership during the pandemic has been impossible. The Lone Star Chapter recognizes not only the importance of providing high quality, affordable education to the membership but also recognizes the significance of network opportunities with (vendor) sponsors present at program events.	The Chapter's mission is to ensure members of the Lone Star Chapter have access to educational programs in areas that include: compliance, internal audit, medical groups, Medicare/Medicaid, patient care, and managed care. However, the pandemic halted in-person educational programs and meetings and the associated networking and social activities; jeopardizing membership satisfaction and retention.  Therefore, the Chapter needed to pivot and adopt to the new environment. A new format for education program and networking activities was born. However, the new approach had to also be affordable to members as employers began to scale back controllable expenses. Also, the new approach needed to be valuable to sponsors that now faced limited networking opportunities.  The Chapter's adapted goals became:  1: Provide alternative to in-person educational program meetings for members of the Chapter.  2: Provide education to Chapter members that is affordable and attractive to members whose employers have restricted travel and scaled back controllable costs (i.e. employee education and development).  3: Retain member engagement in Chapter activities by providing newly developed educational program and networking activity format.  4: Facilitate networking opportunities via Virtual rooms (exhibit hall) for vendors which will encourage sponsorship.  Goal success would be evidenced by attendance, renewed membership and sponsorship.	As our program chair and committee planned education for the Chapter, the planning committee worked with Communications and Finance to leverage a virtual product that could be used as a meeting environment. The Zoom application was the software platform utilized for the educational program sessions.  The education program committee formed an event agenda like the one created for an in-person event; arranging timely, relevant topics; and identifying speakers. However, the program chair established a new committee consisting of approximately 25 chapter volunteers responsible for planning and execution of these events. The program committee held weekly calls to plan the virtual events which consist of an educational session of approximately 8 hours of CPE, followed by a 1 or 2-hour virtual networking event.  The educational events are typically held at a public location which included costs for rental of the site and food for meals and refreshments. The virtual platform allows the chapter to provide the education at a cost that is affordable for membership while still being attractive to vendors. The technology used to create the program allowed for a breakout room for the vendors. The vendors could attend the program and were given a "room" that program attendees could enter the room at breaks and have a face to face conversations like if they were in an in-person setting.  The low-cost event generate to decision to pass the savings to members and vendors by providing the education/networking event at no charge.  In preparation for the event, periodic marketing emails were sent to Chapter members through the "Lasso" weekly update which included a speaker lineup.	It is the goal of the Lone Star Chapter of the HFMA to support and administer the organization's goals of advancement of the healthcare profession and industry by:  •Providing relevant education and professional development opportunities. •Building coalitions with other healthcare associations to achieve solutions for the challenges facing the U.S. healthcare industry. •Educating key industry decision makers on maintaining fiscally healthy organizations. •Working with stakeholders to identify gaps in knowledge, best practices, and standards.  The pandemic created an impediment to conducting education and networking events in an in-person arrangement. However, to be successful at retaining current members and attracting new members by meeting the organizational goals stated above, events needed to be provided. So, the Lone Star Chapter had to pivot and get creative about providing educational and networking events. The virtual capability was improved and accepted as a mode of meeting. Since moving to a virtual platform, the Lone Star Chapter has provided 2 recurring education/networking events that had traditionally been provided as an in-person event. Since the events were virtual and at a low cost, the members and vendors could attend for no charge. Our chapter has provided continuous communication to members informing them of the event through our weekly emails and have encouraged feedback from membership attending the event.  The results were a success. The results of the Summer Institute (Aug. 2020) included 236 registrants; 99% satisfaction rating for the event overall. 100% of the respondents would recommend future events.  Feedback included: •I was pleased with all the sessions and the quality of the virtual interface. I can tell that a lot of thought and planning went into this virtual conference. Thank you for putting it together. •Great that it was free for HFMA members.  The results of the Winter Institute (Jan. 2021) included 196 registrants; 100% excellent or above average satisfaction rating for the event overall. 100% of the respondents would recommend future events.  Feedback included: •I enjoyed the conference and the ability to attend virtually. Good topics for what we are currently going through. •The break times were good. kept the meetings moving. good topics, especially cybersecurity. loved the networking.  Moving to the Virtual format allowed the Lone Star Chapter to continue providing educational events within focused areas and retain members by providing a platform for membership involvement and engagement. Ultimately, the goal of continuing education and advancing the profession was achieved.



South Dakota	Revenue Cycle A-Z for Critical Access Hospitals	Best Value	Chapter	<p>The past few years, SD HFMA has provided with much success in in-person Medicare Bootcamp for our CAH members. SD HFMA collaborated in partnership with Eide Bailly and the SD ORH to provide a virtual Revenue Cycle A-Z for SD CAHs during the COVID pandemic</p>	<p>Reviewing the FY19 and FY20 Chapter Survey a concentration of revenue cycle topics were identified as an educational necessity amongst members, for example an increase of 25% from FY19 to improve the front end revenue cycle and an increase of 40% from FY19 to improve the patient financial experience. In addition, members highlighted the geographic frontier distance of our state and would appreciate a virtual educational experience - members highlighted in the chapter survey attendance barriers such as the locations are not accessible or the conferences are always three hours away or more. During our virtual strategic FY21 planning meeting, committee members mentioned cost constraints due to the COVID pandemic and to explore collaboration sponsorship opportunities to keep registration costs conducive to members as well as facilities.</p>	<p>The education committee committed to provide SD HFMA members an excellent low cost opportunity through virtual educational sessions discussing topics pertinent to the Critical Access Hospital Revenue Cycle during the COVID pandemic. The program committee secured \$15k in grant funds from the South Dakota Office of Rural Health thru the Flex Program to help assist with the objective of keeping costs low to members and South Dakota providers. Discussing the educational opportunity with our platinum sponsor Eide Bailly, the program committee was able to obtain an agreement with content experts on providing an all-encompassing A-Z revenue cycle virtual class room style education sessions for our SD CAHs providers.</p>	<p>Eide Bailly provided two and a half day webinar series for 30 participants covering the Revenue Cycle within Critical Access Hospitals. The program was presented in five half day (four-hour sessions) webinar increments from November 12 thru November 24, 2021. South Dakota HFMA was responsible for the registration, communication, and Zoom technology platform for providing the education to members and providers. Eide Bailly provided all education session handouts to South Dakota HFMA and South Dakota HFMA facilitated the distribution of the handouts to participants. The Syllabus for the series included: Medicare Program, Claim Forms, Medicare Notifications, UB-04 Claim Format, CAH IP Services, CAH Swing Bed, CAH OP Services, KPIs, Infusion/Injection/Blood Administration, Laboratory, Radiology, Therapy Services, Surgery &amp; Anesthesia, Supplies, Pharmacy, Emergency Room, Professional Services, Enrollment, Direct Date Entry, Coding/Modifiers, Edits, and Clinics, COVID-19, Claim Submission, Payment Posing, Denial Management and APR Analysis. With the partnership of the South Dakota Office of Rural Health with the allocation of grant funds, SD HFMA was able to offer the educational program to individual members at \$100 while CAH providers at \$200.</p>	<p>Overall, the virtual sessions went well – Eide Bailly had a few technical issues but their Leadership &amp; Development team seamlessly was able to remedy those. It was nice to have the Eide Bailly team run the zoom meetings. What was the struggle with these types of virtual educational offerings is that it is tough to get engagement from the participants in a virtual event. It is also tough when the participants either do not have the technology needed (camera/video capability) or choose to not have that function turned on periodically during the training. Eide Bailly also tried on numerous occasions to ask the participants if they had any things they would want to share on various topics discussed and/or questions. It was pretty much non-existent for feed back. Some things as a program committee we will be implementing going forward to hopefully make this a more interactive environment: Add polling questions. The Polling Questions would be relevant to the session being covered and would hopefully improve engagement and offer up some additional discussion. We could provide CPE if need be using these questions. When virtually provided we could bring in a few of our other consultants from time to time to sort of break up the sessions so participants are not having to listen to the same person or persons over and over again. The booklet of the presentations were handed out after the educational sessions. This would be distributed in the future up front and would serve as the handouts for the training. The results were 4.3 out of 5 ligand scale and the theme from registrants was "Very valuable. The information provided is excellent. I look forward to sharing many different portions with my staff."</p>
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First Illinois	Region 7 Virtual CHFP Practicum	Innovation	Region	<p>During the challenges facing our membership over the past year and a half, Region 7 collaborated to host a virtual CHFP Practicum for members pursuing their Certification efforts. The combined efforts of our chapters' leadership led to 34 attendees with at least 10 achieving their CHFPs.</p>	<p>The First Illinois Chapter has had a great deal of success in recruiting and having our members move through the CHFP certification process. One of the chapter's biggest efforts to support membership through certification has been an in-person CHFP Practicum focused on teaching attendees the material and strategies to approach the exam with the opportunity to take the Operational Excellence exam and leave the Practicum as a CHFP. With the challenges facing the chapter and the Region in 2020 and 2021, the chapters of Region 7 collaborated to host the event virtually. The Certification chairs of each Chapter created a communication plan to recruit Practicum attendees and ensure that they had all completed the Business of Healthcare module in advance of the event. The timing of the Practicum also coincided with the launch of HFMA's new eLearning system, and we were able to help our members navigate the new system and provide direct feedback to Shirley Heavlin and team on the challenges of the new system.</p>	<p>Among other initiatives to add value to the chapter and in addition to retention of currently certified members through completion of education hours and membership renewal, the Region's goal was to have at least 80% of Practicum attendees complete their CHFP by the end of the year. The target audience comprised all Region 7 members who had not yet achieved their CHFP. We strategically targeted members who had previously expressed interest in Certification through past participation in Certification related events such as prior Practicums and webinars as well as those who had achieved other Certifications from HFMA such as the CRCR.</p>	<p>The Certification Committees began outreach in November and December via e-mail and phone calls to certification candidates, and specific committee members focus on enterprise membership recruitment. The Certification committees are comprised of individuals from both provider and non-provider organizations, and they were instrumental in helping build the outreach pipeline that led to a number of candidates attending the Practicum or pursuing the CHFP certification on their own time. We tried to more actively engage members in certification this year through several initiatives. A bi-monthly CHFP Webinar served as a platform for a Committee member to deliver a webinar to any chapter members interested in learning about the CHFP/HFMA As the Practicum is one of our cornerstone events each year in generating new certified members, we closely track attendee registration and progress. This year's event had 34 enrollees. Of the 34 registrants, 28 attended. Of the 34 registrants, 24 were from the Indiana Pressler Chapter, and 6 were from the Wisconsin Chapter.</p>	<p>To determine the level of impact of our outreach and practicum efforts, we are tracking the exam progress of all the candidates. We have worked closely with Shirley Heavlin and her team at national to build a custom report that provides the status of our CHFP candidates' progress through the modules. These reports are provided on a bi-weekly basis and reviewed with the entire committee. Additional reports from the chapter reporting dashboard in the HFMA portal, including the Certified Members roster and CPE/EDU hour log are reviewed on a bi-weekly basis as well. Progress is recorded in a shared, secure Google spreadsheet document to which each of the Certification Committee members has access. This is the central location for tracking all metrics and ongoing initiatives of the committee. As the Practicum is one of our cornerstone events each year in generating new certified members, we closely track attendee registration and progress. This year's event had 34 enrollees. Of the 34 registrants, 28 attended. Of the 34 registrants, 24 were from the First Illinois Chapter, 4 were from the Indiana Pressler Chapter, and 6 were from the Wisconsin Chapter.</p>
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Puerto Rico	HFMA Finance Academy	Innovation	Chapter	<p>A joint educational program between the Healthcare Financial Management Association, PR Chapter and the University of PR Healthcare Services Administration Graduate Program to introduce students general financial management concepts of the healthcare industry.</p>	<p>During the past 5-7 years, PR Chapter membership has diversified among healthcare professionals not necessarily with a robust financial background. HFMA's membership invitation to early careerists and physicians created a heterogeneous group of professionals with different backgrounds and education.</p>	<p>Understand healthcare market in PR and US; examine the financial framework of healthcare entities; explain methodologies of reimbursement in healthcare; explore diverse options of negotiation processes with third party payers; discuss the fundamental elements of the investments markets; understand the complete revenue cycle in healthcare; and discuss the Medicare and Medicaid fundamentals.</p>	<p>The program consisted of nine courses presented in live two-hour virtual sessions. Active participation of attendees was promoted during each session with a Q&amp;A session at the end.</p>	<p>Feedback from attendees:      -"Very useful and extraordinary speakers"      -"I received in-depth and practical information not always provided by the academy"      -"The kind of information needed from professionals already working in the diverse fields of the healthcare industry"      -"The academy must consider the integration of this kind of workshops in the curriculum"</p>
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San Diego Imperial	Daring to Embrace Change	Innovation	Chapter	<p>After postponing our 5th Women's event for the second time due to the pandemic, the San Diego Imperial Chapter and the So. Cal Chapter decided to move forward with a virtual event, but just not your average virtual event!</p>	<p>Virtual platform that was reliable, had broadcast quality and was easy to use          Sustain our Sponsors/demonstrate value          Sustain our prior event registrations          Sustain our charity affiliation          Meaningful and engaging speakers          Create a virtual event in which could compare to an in-person experience          Post event social</p>	<p>Our goals were first to pick a virtual platform that offered an experience most closest to being there live for both our members and our sponsors. We also wanted to create a lasting memory of the event with an experience box. Secure great speakers that could elevate our event. Event format needed to be structure to keep attendees active and participating          Create a post event social that would allow for continued networking</p>	<p>The virtual event platform is like the venue where we normally would have hosted our live event. It needed to be the place where our speakers, attendees, sponsors, and any other participants go to interact with each other. The demo virtual platform was selected as it gave us the most in-person like functionality. This platform enabled us to have a on stage like session delivery, a lobby where attendees could sit together and network, an exhibitor expo for our vendors to meet with attendees, break out rooms for your yoga, mindfulness and retail therapy that highlighted handmade craft vendors in which a percentage of the proceeds went to our Charitable Treasures Foundation. Key note speakers and topics had an engaging and empowering message. Panel speakers comprised of HFMA members. Create memories with our experience boxes were created to replicate that in-person experience and were packed with sponsor gifts, such as well as a Women's event branded water bottle. Provide and easy avenue for engagement with Q&amp;A and chat. The more sessions can seem like a dialogue with an engaged and interested audience, the more successful and productive it will be. Virtual scavenger hunt game to encourage vendor/provider networking.</p>	<p>You know the feeling when you walk into a ballroom, hear the music playing, and feel the excitement in the room, anticipating what's to come? Well this event had all of that and more! We not only managed to sustain our vendor partners, but we were able to add new vendor partners in part due to the value created by the functionality of the virtual platform and the opportunities for networking. We retained all but a couple of our registered attendees as well as added to our registration totals with our extensive marketing. Interactivity was the key element that brought together our presenters and attendees for deeper engagement and conversation around the content. When our 167 attendees look back on this event, what they will likely remember most are the speakers who connected with them in some way - the ones who made them see new possibilities, or who overcame challenges similar to those the attendees are facing, or who simply got them laughing. During our livestream, attendees were able to engage and interact with Q&amp;A and chat. Q&amp;A sessions are an important part of in-person events, and we were able to have them play the same role in our virtual one. The chat not only gave our attendees a chance to interact with each other, but it also enabled them to share information. Our Yoga, mindfulness and retail therapy breakout rooms kept our attendees active a participating throughout the event. We even had an in-person feel to our lunch break by providing a Grub Hub gift card so our attendees didn't even miss lunch! Our post event wine tasting was also well attended and provided attendees and sponsors an additional networking opportunity. If not for the passion and innovative ideas of the San Diego Imperial and So Cal. WE committee, such a successful event could not have been possible.</p>
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First Illinois	Member Engagement During the Pandemic	Innovation	Chapter	<p>Through creative uses of video communications, focus on social media and intentional outreach to annual partners, the First Illinois Chapter successfully navigated the challenges posed by the pandemic. We achieved strong attendance at our key events and grew our annual partners.</p>	<p>With the onset of the pandemic, chapter leadership needed to find ways to perform outreach to our members and annual partners that kept the chapter connected and to allow us to deliver on our mission of providing our members top quality education in healthcare finance. Our business model was at risk. We were uncertain if our annual partners would renew their sponsorship. It was unclear if our members would pay to attend our key events. It was also unclear how we would deliver a quality, virtual conference experience to our members. We developed a plan to ensure our revenue streams, encourage strong participation at our key events and keep people connected.</p>	<p>Our objectives included:          1. Utilizing digital platforms that enabled conference attendees to participate in an easy way as well as providing our annual partners a way to promote themselves in a digital booth          2. Using new digital formats to deliver communications to our members including the Monthly Presidents' message via video and LinkedIn site          3. Providing our annual partners new avenues of recognition and specific actions that we delivered on to ensure they would receive value for their annual support and increase the probability of supporting the chapter in the new year</p> <p>Our goals included:          1. Achieve significant attendance in terms of registrations at our key events          2. Grow the number of followers on our LinkedIn site          3. Retain our annual partners and ideally maintain our revenue stream          4. Do the above on a balanced budget</p>	<p>We began to deliver our monthly President's updates via video. In the past, the President's message had been delivered in writing. The videos featured recognition of our annual partners, a "Committee Corner" where key volunteers and their contributions would be recognized, an update on upcoming events and then typically a closing section with reminders to members. The videos ranged in time typically about 3-4 minutes. We also made a deliberate attempt to talk with our annual partners to let them know what we were doing to ensure they were still receiving value for their contributions to the chapter. Each annual partner received a letter from the Chapter President, Bart Richards and former Chapter President and CEO of Northwestern North, Rich Franco (Partnership Chair), Rich Bart and Eileen Crow, our partnership coordinator, met with each annual partner to explain what we were doing differently in the virtual environment and to listen to their needs. We navigated our way through our key events. We held our executive golf outing in person in August 2020 which was a significant achievement given the state of the pandemic. We also held our Fall Summit. And with the help of a conference software platform called Engage, we delivered our Fall Summit in October in a high-quality manner giving our members a positive experience to achieve their professional development goals and giving our annual partners the ability to have digital exhibit booths. We successfully delivered our other key educational events virtually later in the year including our Managed Care Symposium, Accounting and Reimbursement and Revenue Cycle conferences. Please see the links below for the President's messages.          March 2021: <a href="https://www.youtube.com/watch?v=sBwZbeekV0">https://www.youtube.com/watch?v=sBwZbeekV0</a>          April 2021: <a href="https://www.youtube.com/watch?v=H9E2m9RSE">https://www.youtube.com/watch?v=H9E2m9RSE</a>          May 2021: <a href="https://www.youtube.com/watch?v=NgI_eD8B8CU">https://www.youtube.com/watch?v=NgI_eD8B8CU</a></p>	<p>We moved forward with our key events. We held our executive golf outing in person in August 2020 which was a significant achievement given the state of the pandemic. We also held our Fall Summit. And with the help of a conference software platform called Engage, we delivered our Fall Summit in October in a high-quality manner giving our members a positive experience to achieve their professional development goals and giving our annual partners the ability to have digital exhibit booths. We successfully delivered our other key educational events virtually later in the year including our Managed Care Symposium, Accounting and Reimbursement and Revenue Cycle conferences. Evaluation and Results (400 words)          We delivered over 14 President's messages via video during the chapter year (see attached). On a few occasions additional video messages were developed to promote specific events and posted on the chapter's LinkedIn site. We have been told by CAT team members and our Regional Executive that the video format was unique and great way to connect with membership. It put a face to the message and hopefully provided our membership a way to feel connected with chapter leadership. Our LinkedIn membership grew over the chapter year from 170 to 345 (and counting)          The First Illinois Chapter is part of Region 7. Region 7 typically holds a region-wide conference once every two years. It was our turn to host the event. As you can appreciate, volunteers across the chapter spent a lot of time preparing for the Region 7 conference typically held in the fall. The pandemic caused us to reevaluate our plans, and the leadership of all the chapters across the region decided not to hold the conference. True to form, our chapter quickly pivoted and made plans to hold our Fall Summit in its place. Our ability to turn on a dime and hold our Fall Summit virtually, with our own technology platform including live and recorded sessions, virtual booths for our annual partners and most importantly high-quality content for our members was outstanding. That work led to just over 400 members registering for the Fall Summit. Other registration totals include:          •Managed Care Symposium - 122          •Accounting and Reimbursement - 154          •Revenue Cycle - 107</p>
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Arizona	Regional Collaboration At Its Finest	Passion	Region	<p>Regional collaboration and deepened camaraderie became unexpectedly wonderful side effects of the pandemic for Region 10.</p>	<p>During the early throes of the pandemic, Region 10 leaders formed a virtual social support system through monthly BYOB Zoom calls. During early discussions, we learned that some chapters were struggling with resources (sponsors, volunteer time, speakers, etc.) to deliver quality education to their members in the absence of normal in-person events. As a result of this void, members would not get the quality educational programs on timely topics that they had historically relied on to perform their day-to-day jobs, improve their organizations and advance their careers. The leaders identified the need for a region-wide, virtual program that would provide timely COVID information, leadership guidance and tactical education that would be free for providers to attend.</p>	<p>With Arizona taking point on organizing and hosting the event, the Region set the goal to host a successful multi-day Fall Conference that incorporated expert panelists from throughout the region, peer-to-peer round table problem-solving discussions, certification prep educational hours, and a healthy dose of camaraderie on networking and fun. The success of the conference would be measured by a) regional collaboration and support, b) attendance numbers over 200; c) 4.5 or greater attendee satisfaction scores; d) fiscal break-even.</p>	<p>Each chapter heavily promoted registration through their websites, chapter newsletters and direct communications to ensure that registration was robust, especially from providers, physicians, physician groups.</p>	<p>The average attendee satisfaction score was 4.80, making it one of the highest-rated events (virtual or in-person) in the region. Attendees praised the timeliness of topics, the diverse options for discussion, and the ability to interact with other attendees.</p>
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Nebraska	Networking during hybrid meetings and giving back to the community	Passion	Chapter	<p>The Nebraska Chapter has had a strong commitment to giving back to the community and ensuring that we are supporting local organizations across the state to provide needed resources. The pandemic increased the need across the state for a greater percentage of Nebraska's to have access to the basic daily needs including the need for food for them and their families. The Food Bank of the Heartland stated "in their 40 year history they have never experienced a hunger crisis like the current one caused by the pandemic". The Chapter aligned with the goal outlined in the Success Plan Metric 4, Objective 4. "Reconnect members that have been isolated. Zoom participation of members and sponsors in virtual socials until in-person meetings can resume." The Chapter also wanted to continue to create networking events that also provided a way to support an organization that would have the ability to impact not just one community but to put resources where there was the greatest need across the state. The decision was agreed upon to partner with the Foodbank of the Heartland. The foodbank provides resources across the state of Nebraska as well as counties in the connecting state of Iowa. Each dollar that would be raised would provide 3 meals to those in need.</p>	<p>"The goal was to hold a unique virtual networking event as part of a quarterly meeting that would bring members together from across the state while also supporting a charitable organization. As part of our success plan for innovation, Objective 4. During the planning meeting for the Spring meeting it was also discussed to continue the focus of supporting a local charity as part of the networking event."          •The Objective was to partner with a local artist to provide interactive entertainment that would align with the focus on supporting a Nebraska based organization that would have the ability to impact the entire state. The objective was not to limit the involvement to the members who attended the Spring meeting but to make the networking and charity event available to all members. We also wanted to create awareness that would encourage our members to contribute their support to the charity as part of the networking event.</p>	<p>•The programming committee discussed creative ways to engage chapter Members not only in education, but also in networking/fundraising event. It was decided to engage a local Nebraska artist to perform an interactive virtual concert that would be used to promote a local charity as part of the networking event.          •The chapter agreed to focus on increasing awareness of those facing food insecurity across the heartland caused by the impact of the pandemic.          •We wanted to encourage all members to participate in the networking event, therefore a separate event was created. This allowed members who were not able to attend the Spring meeting to still participate in the networking event.          •We promoted across the entire Nebraska Chapter weeks in advance and provided access to donate to the charity even if they did not attend networking event. This allowed all members the opportunity to support the charity before, during and after the event.          •Kaylyn Saha, a rising country singer/songwriter from Nebraska, agreed to partner with the Chapter. She was familiar with HFMA through a performance with Past National Chair, Mike Allen. Kaylyn agreed to create an interactive/virtual concert that was used as the Spring Meeting networking/fundraising event. The Chapter surprised Kaylyn with a videotaped introduction from Mike Allen, as part of promoting the event as well as to highlight the positive impact that Kaylan was having with her music. Kaylyn promoted the Foodbank of the Heartland as part of her performance and shared statistics about the impact of hunger in the state of Nebraska. She also performed a song that highlighted the needs of those experiencing food insecurity. Throughout the event, Attendees were able to engage with each other as well as Kaylyn.</p>	<p>•The overall attendance of the virtual education event was 52 members, compared to prior year live event at 51 members. This demonstrates the consistency of participation across the Nebraska chapter. As a team we agreed that we would look to have this type of interactive entertainment during a live event in the future and can see the positive impact we are able to have by engaging our members in advance of the event.          •The interactive virtual concert created opportunities for Chapter members to interact with others from across the state as well as provided the opportunity to engage with the artist in an intimate setting. We capitalized on the opportunity to leverage the National Chair to support the event.          •The Chapter had the goal of raising \$1000.00 to donate the Foodbank of the Heartlands. The final result was \$1,300.00. This equated to 3,900 meals that would be provided to those in need in the Heartland which includes the state of Nebraska and Western Iowa.          •Overall the virtual networking event met the needs identification of bringing people together across our State to support a charitable organization.</p>
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