



# HFMA Content Pillar: Embracing the Shift to Consumerism to Improve the Patient Financial Experience

**Sponsored by: CareCredit**

*View of Findings  
September 2019*



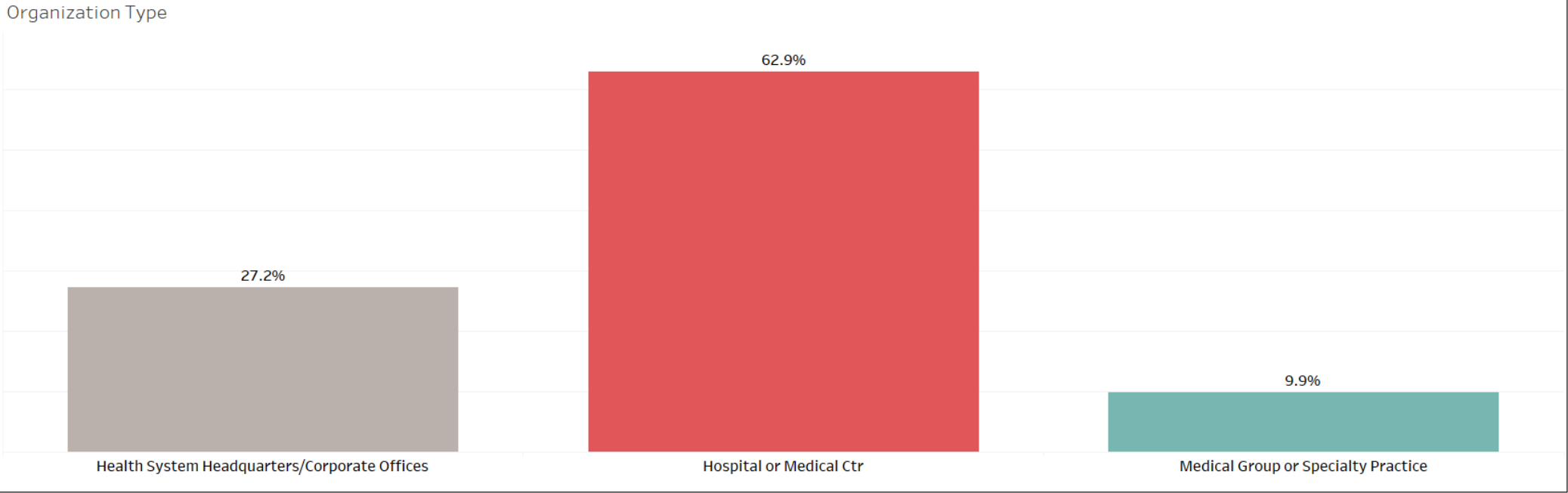
# About the Research

- CareCredit is the sponsor of the HFMA Consumerism Content Pillar.
- Research into consumerism (healthcare consumerism) will be carried out in 3 phases.
- This survey represents Phase 1 of the process.
- 286 HFMA members, primarily Directors and CFO's in Finance and Patient Financial Services completed the survey.
- The purpose of this survey is to gain a broad understanding of the priorities, purpose, progress and barriers existing the market relating to healthcare consumerism in order to identify the specific areas deserving deeper discovery in Phase 2 of this process.



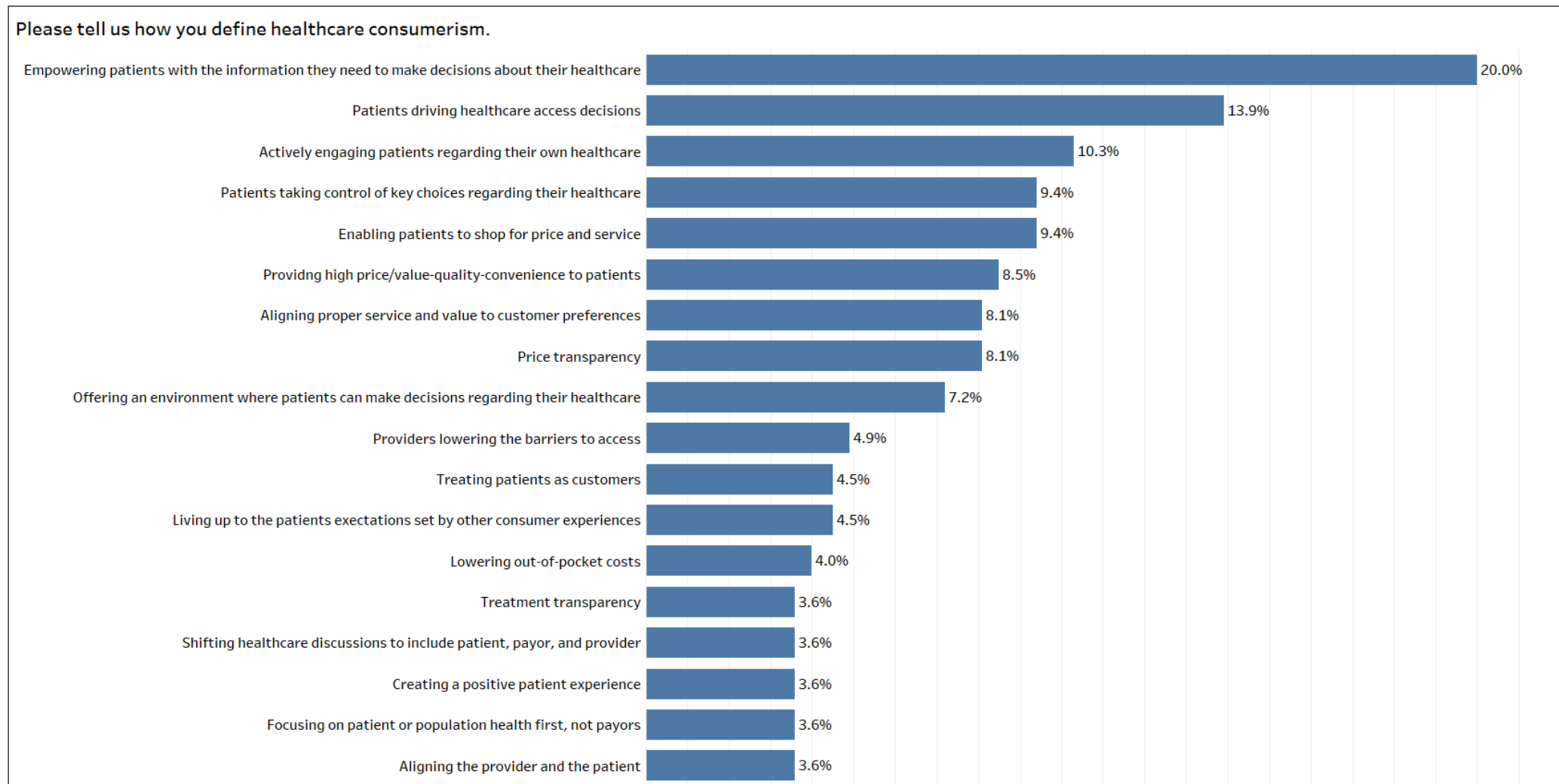
# Location and Type of Organization

N=286



# How Healthcare Consumerism is Defined

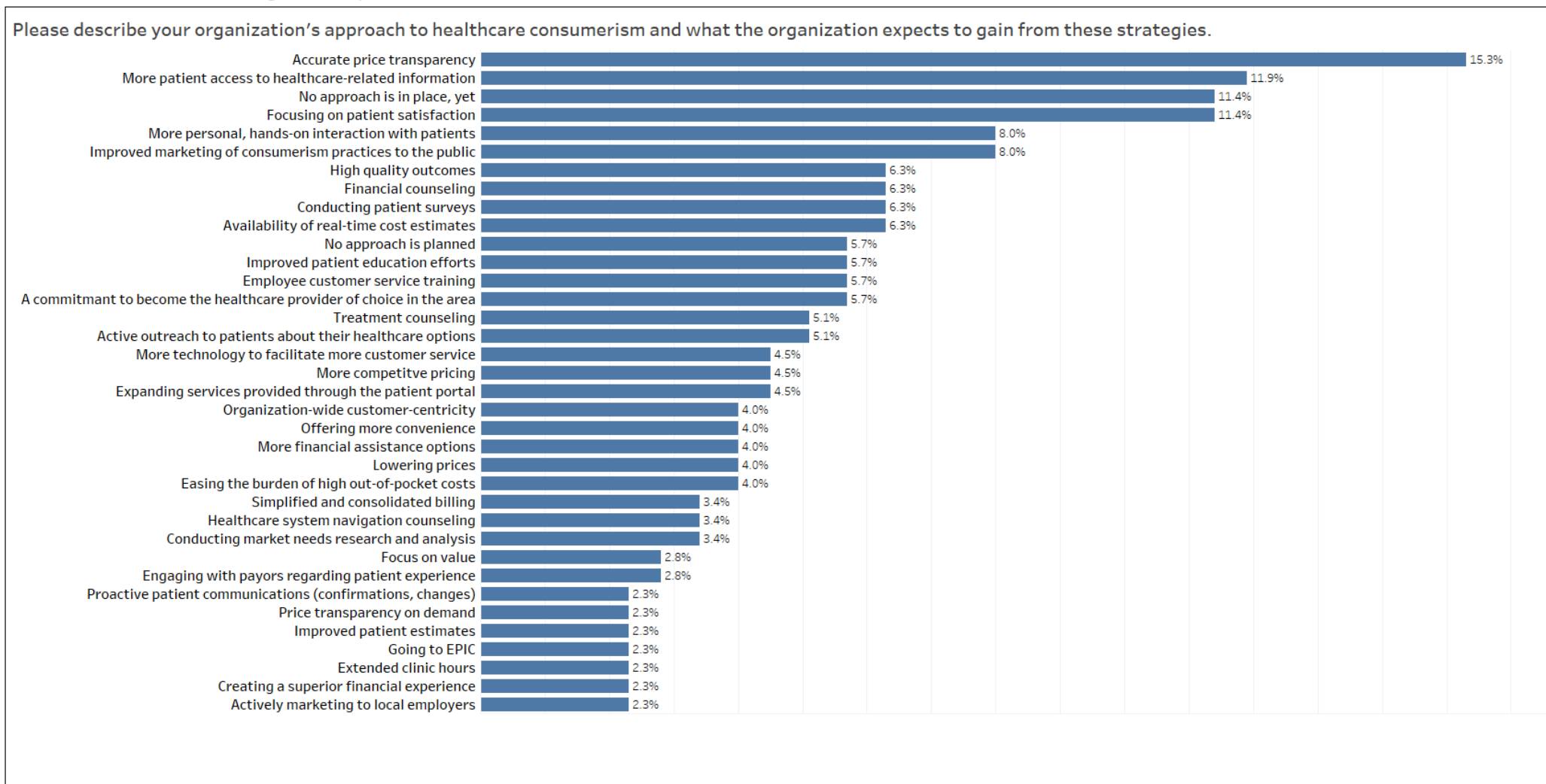
n=223 Total number of categorical responses=338



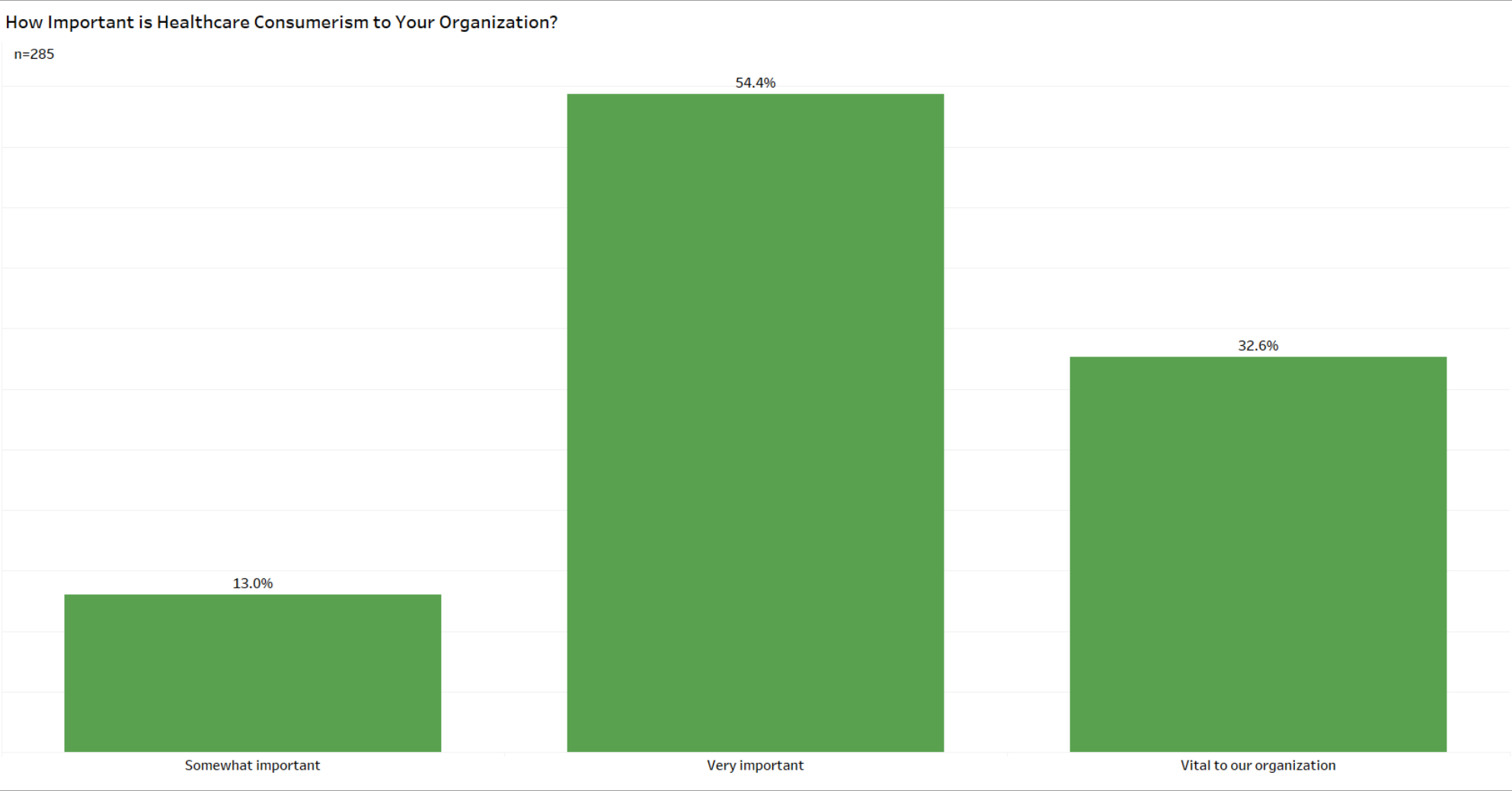


# How Organizations are Approaching Healthcare Consumerism

n=176 Total number of categorical responses=378

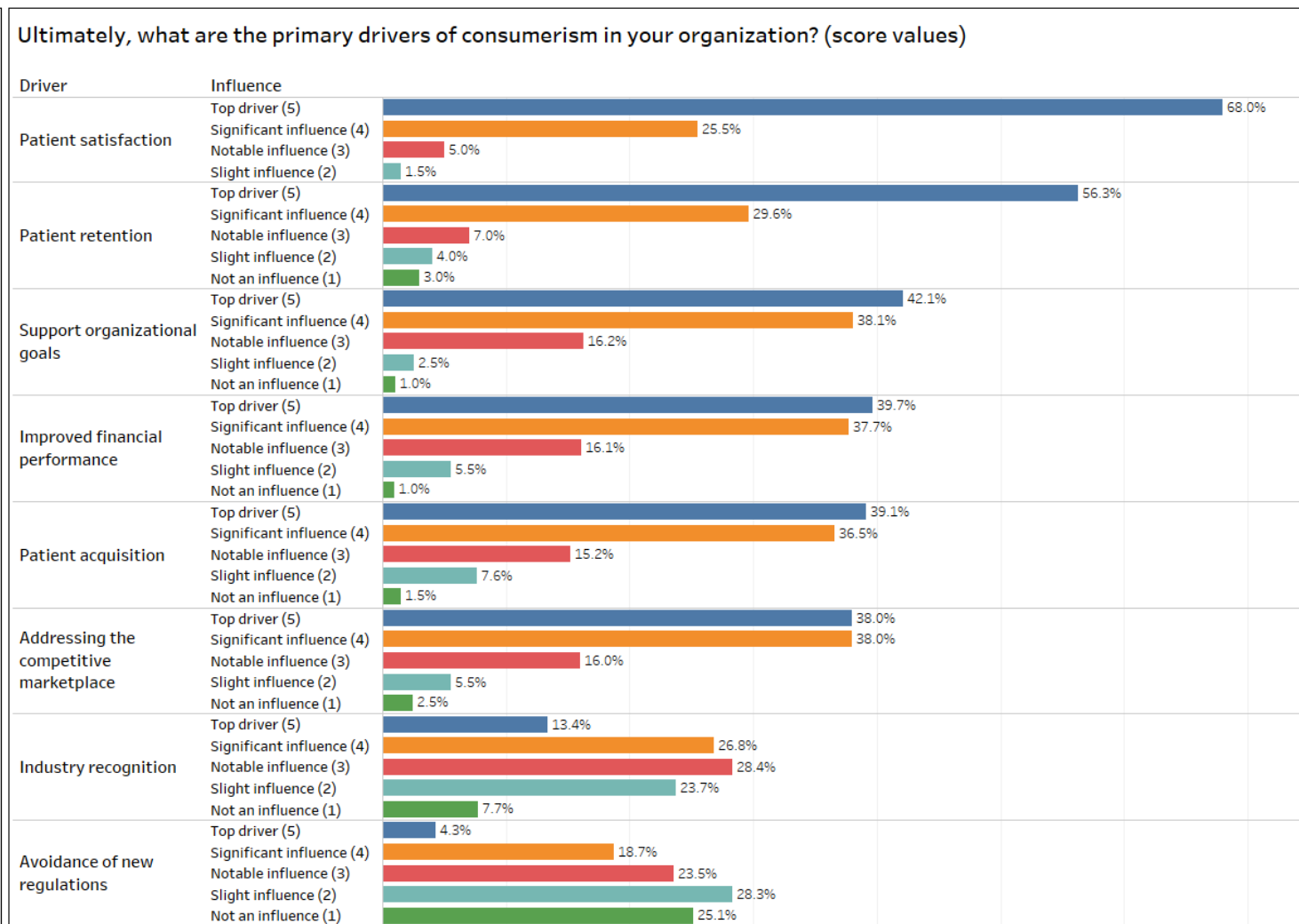
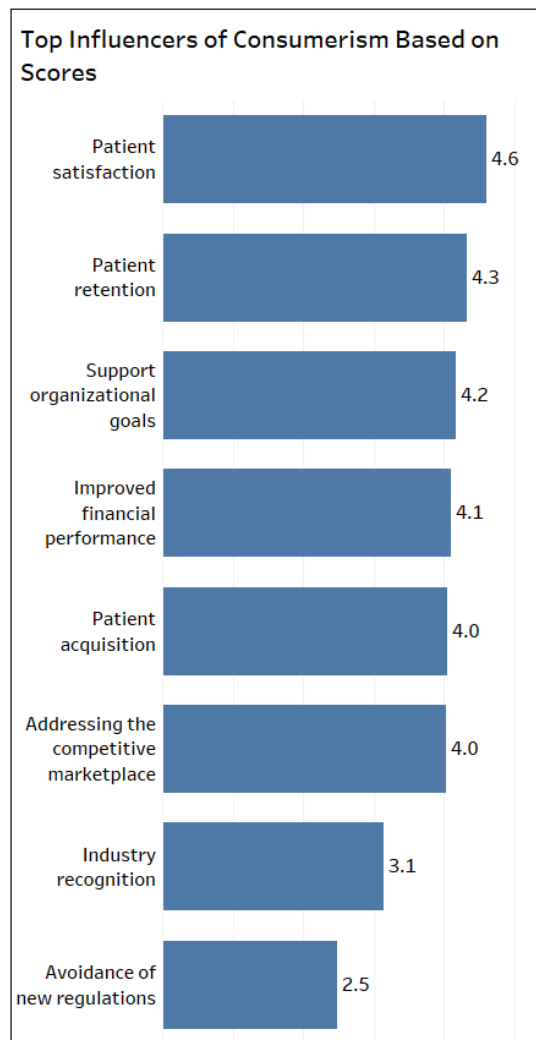


# Importance of Healthcare Consumerism



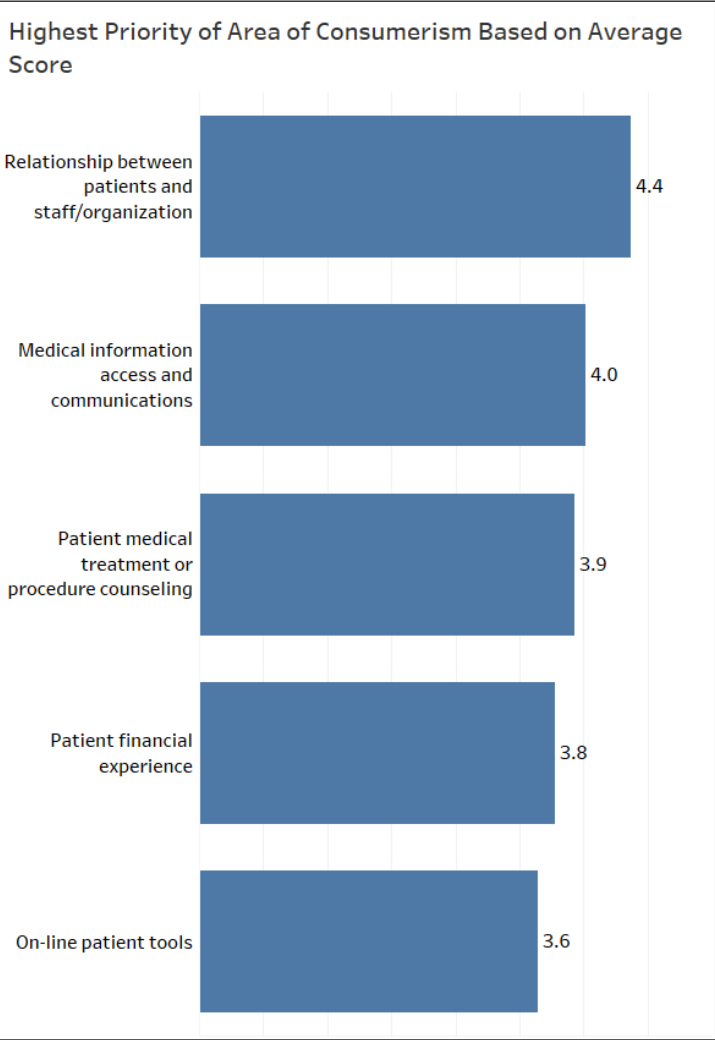
# Drivers of Consumerism

n=200



# Relative Priority of Various Areas of Consumerism

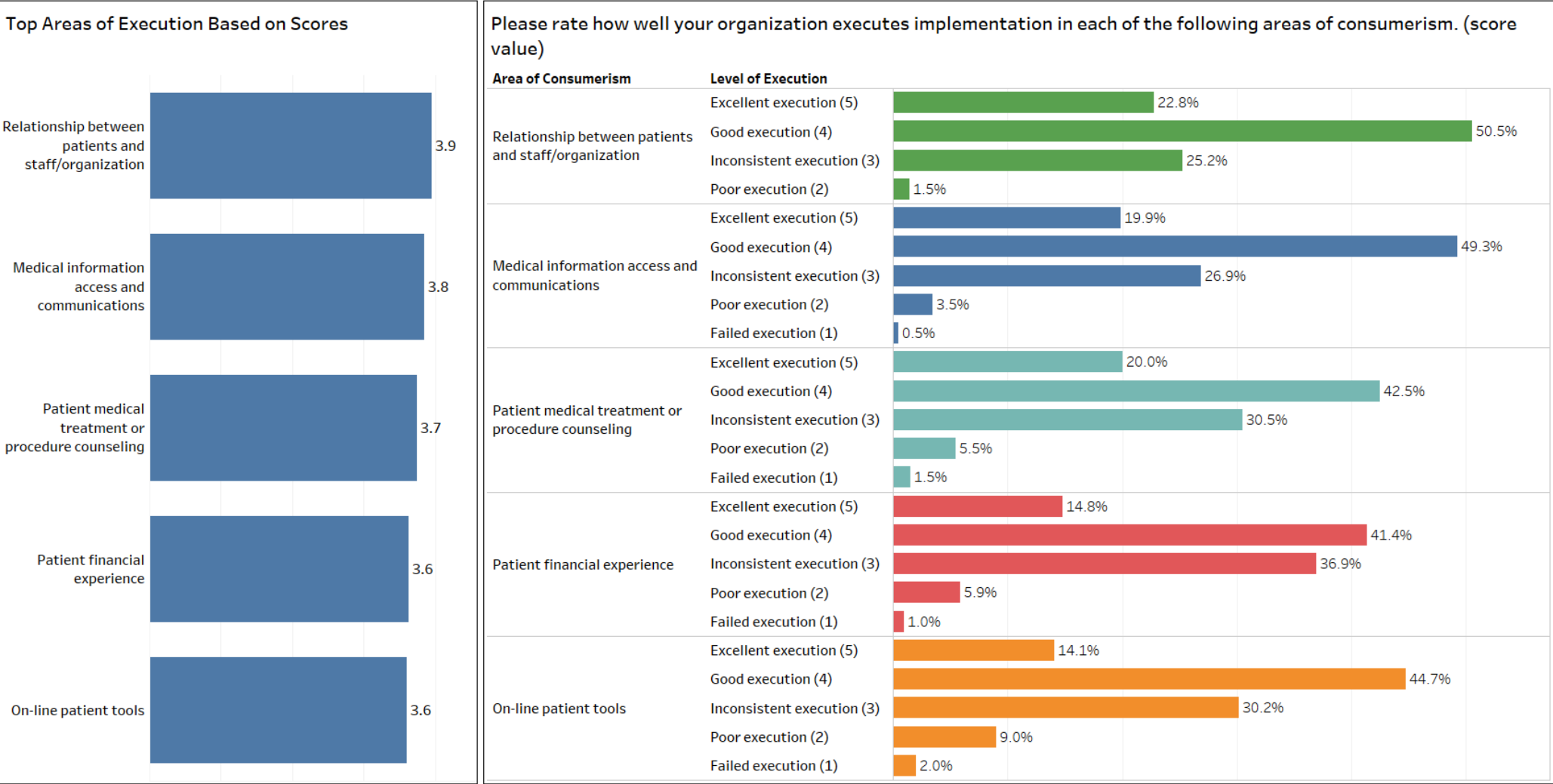
n=206





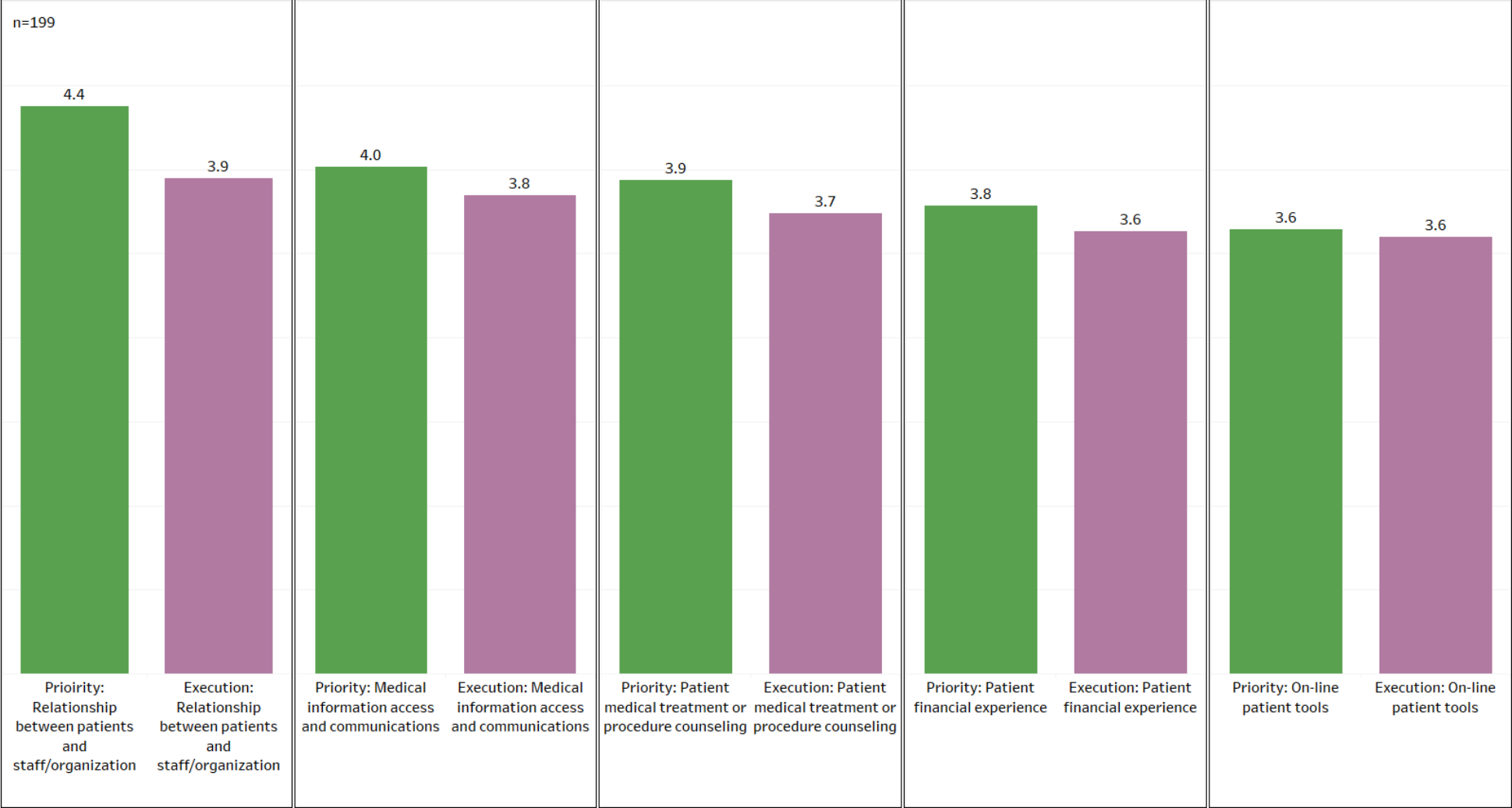
# Execution in Various Areas of Consumerism

n=204



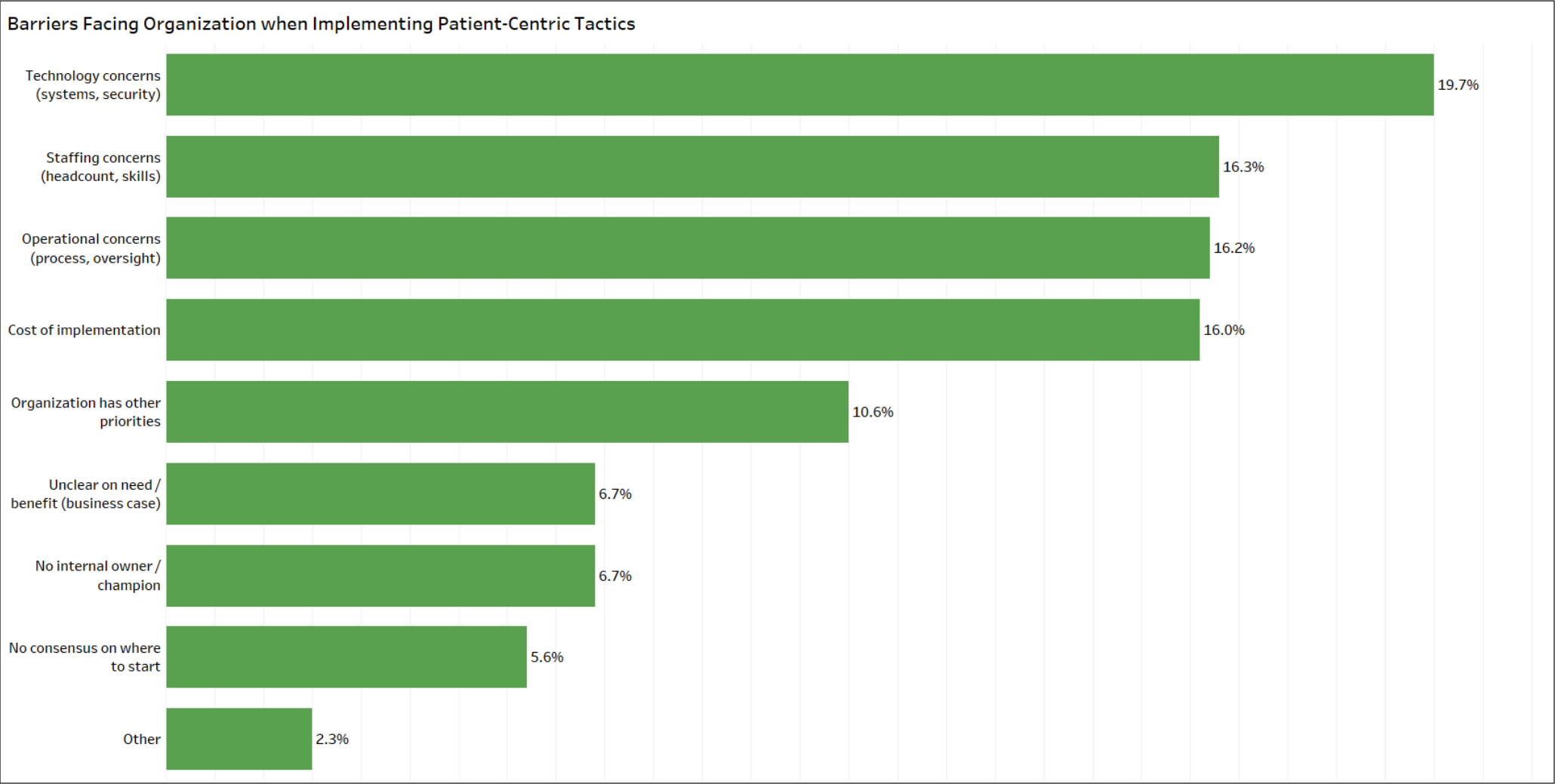
# Average Score Values of Priorities and Execution

Comparison of Priorities and Execution with Various Areas of Consumerism

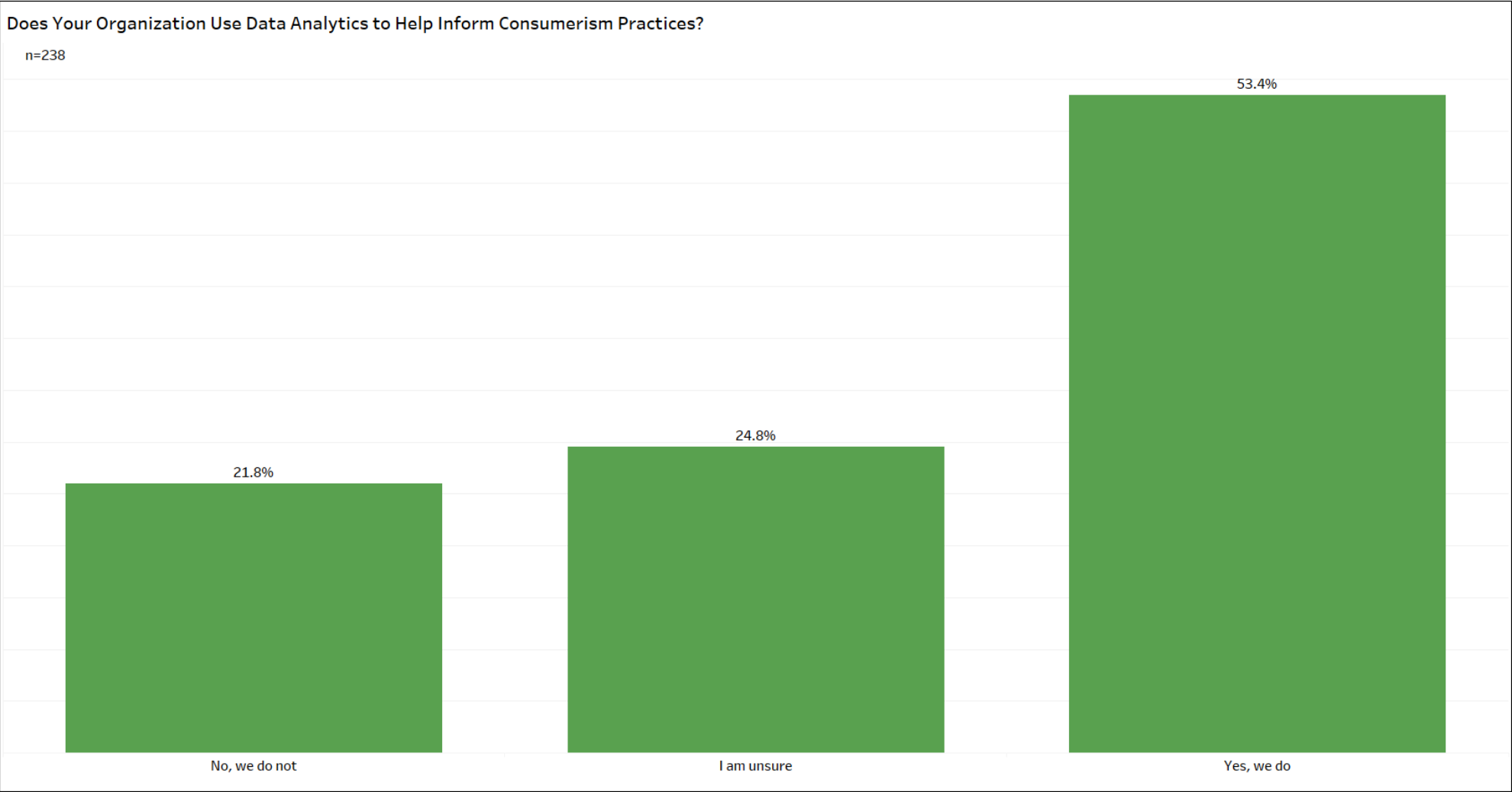


# Perceived Barriers to Patient-Centricity

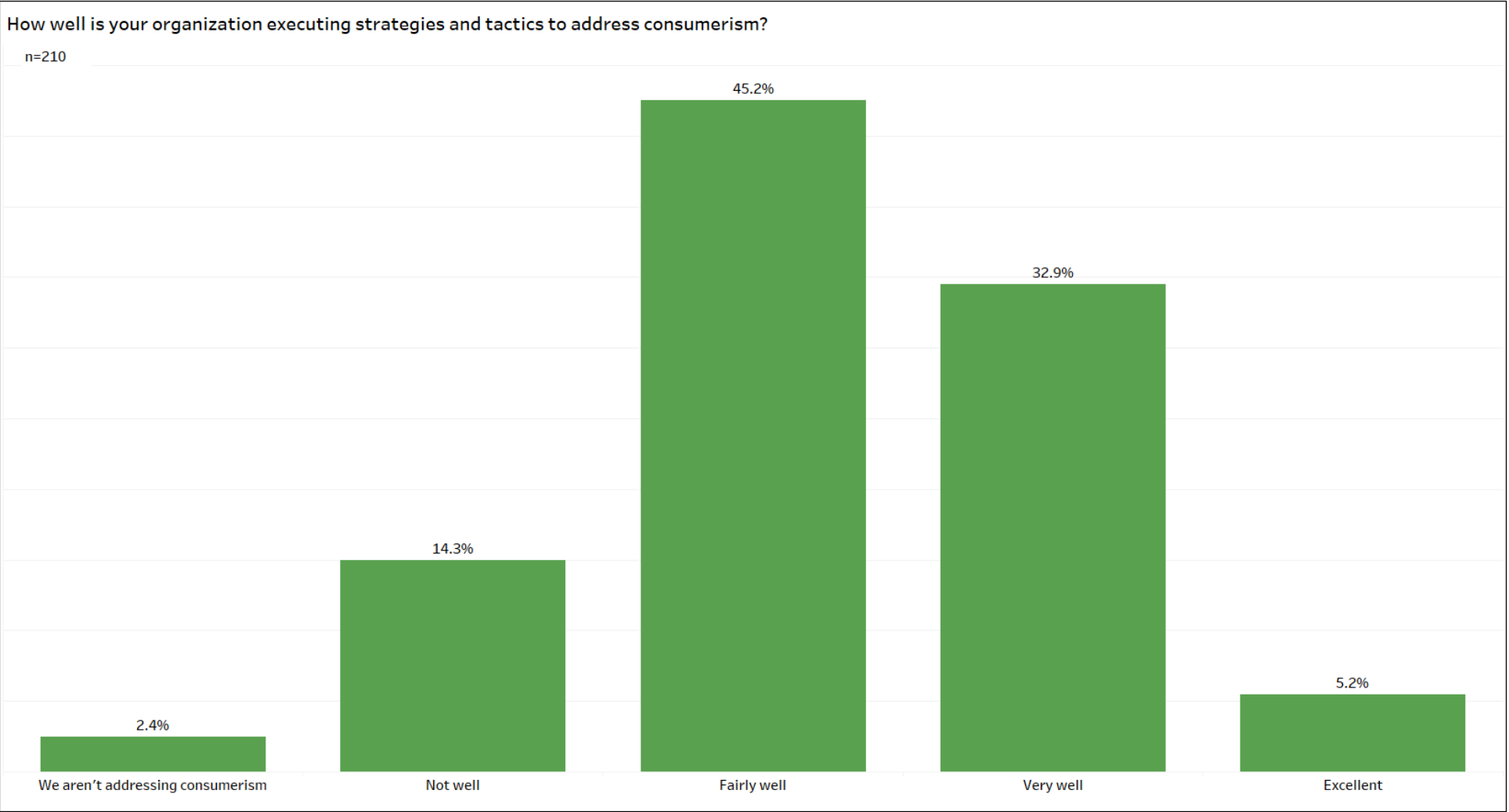
n=235



# Use of Data Analytics for Consumerism

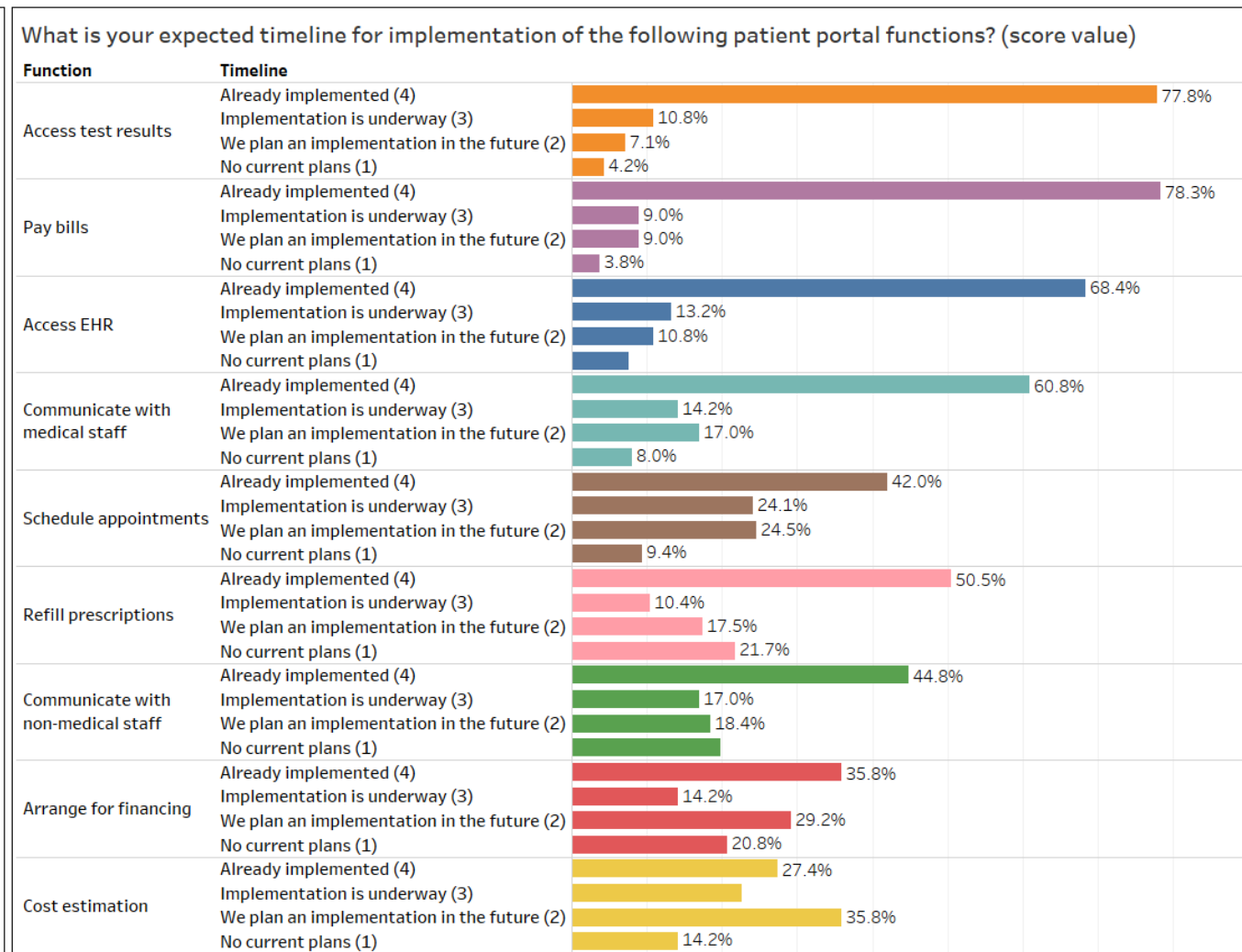
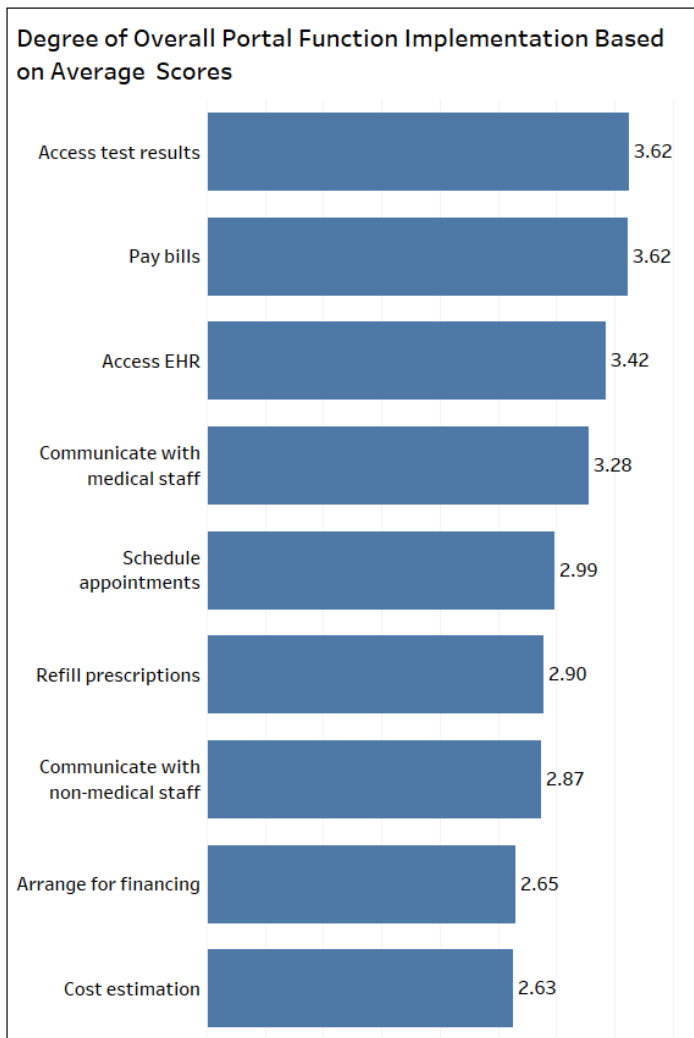


# Execution of Consumerism Strategies and Tactics



# Implementation of Patient Portal Functions

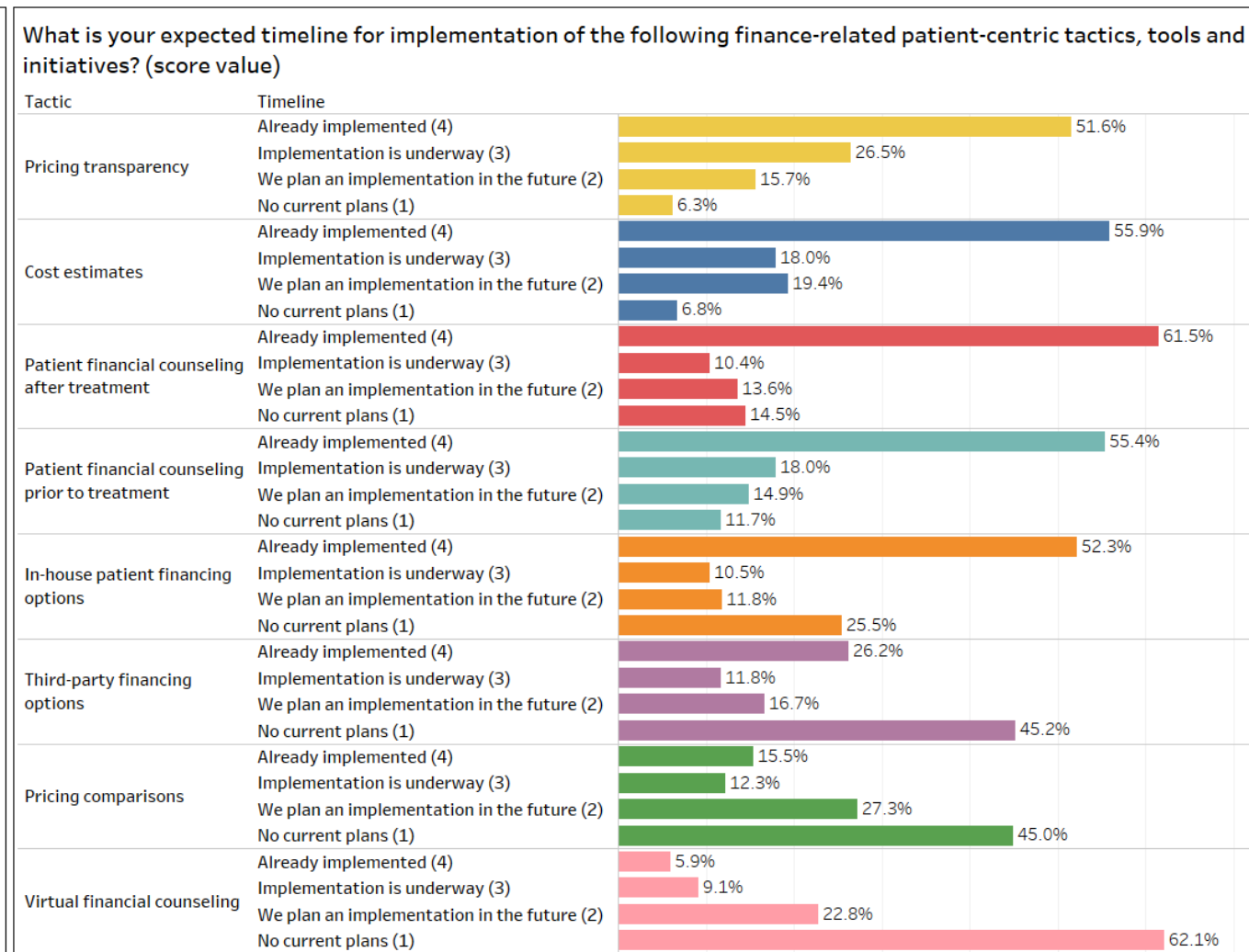
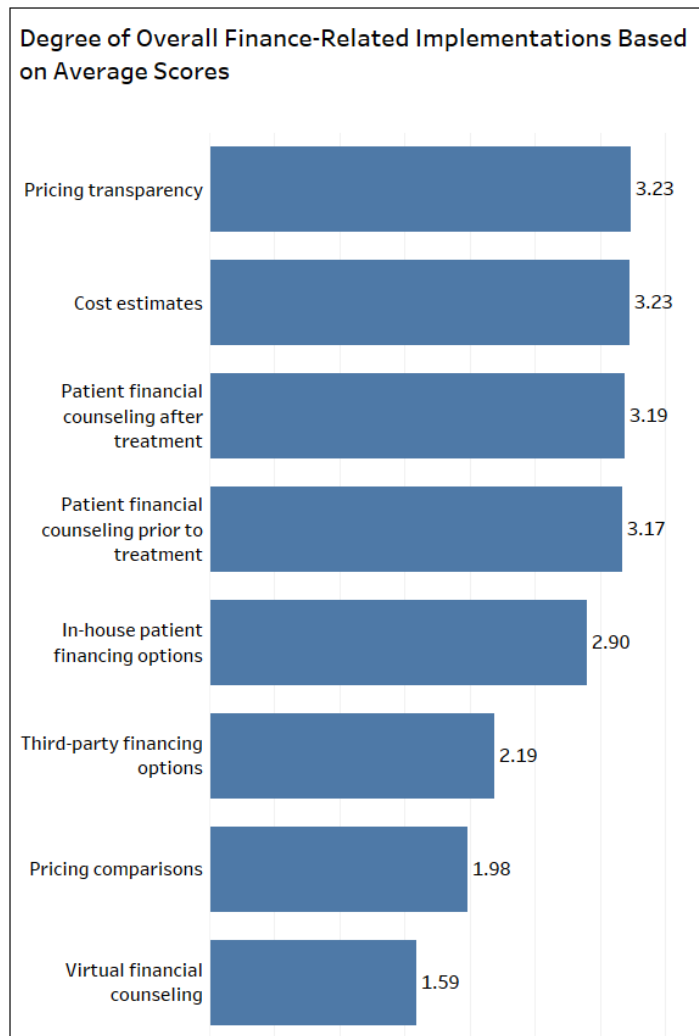
n=228





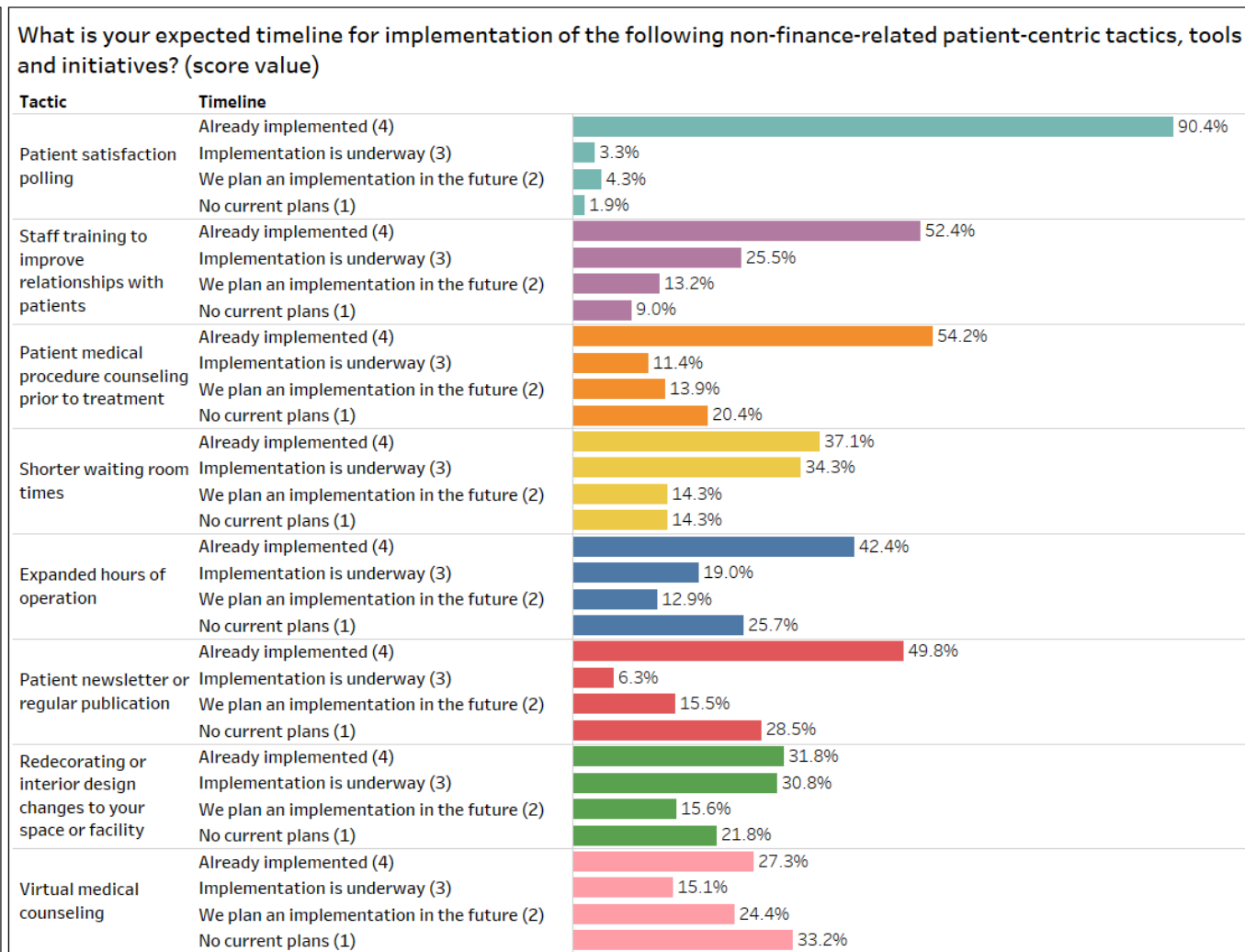
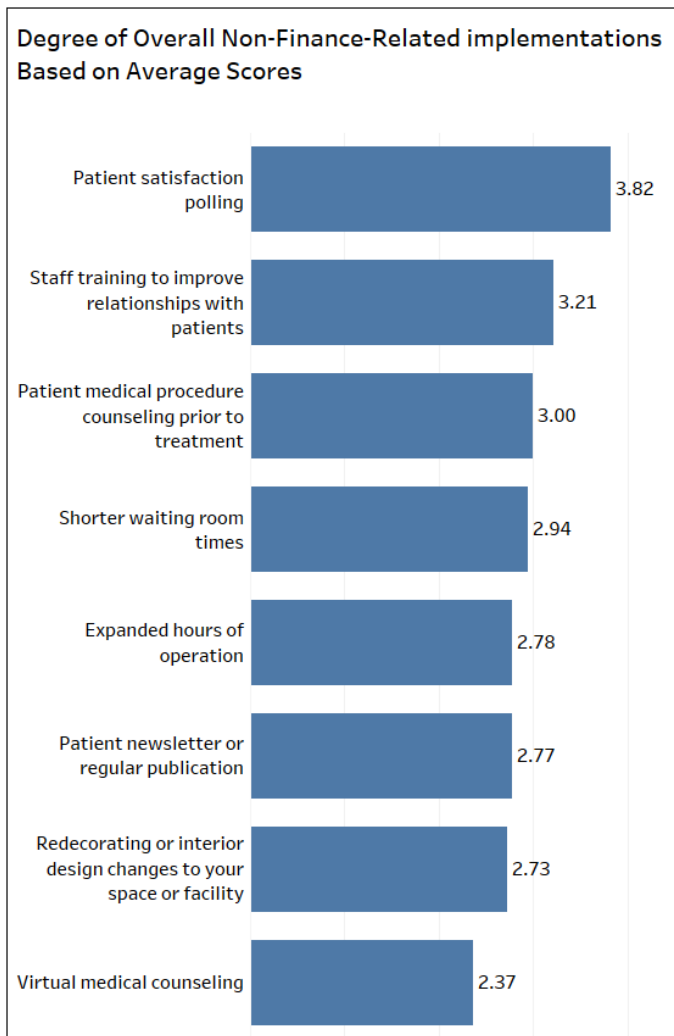
# Implementation of Finance-Related Tools

n=220

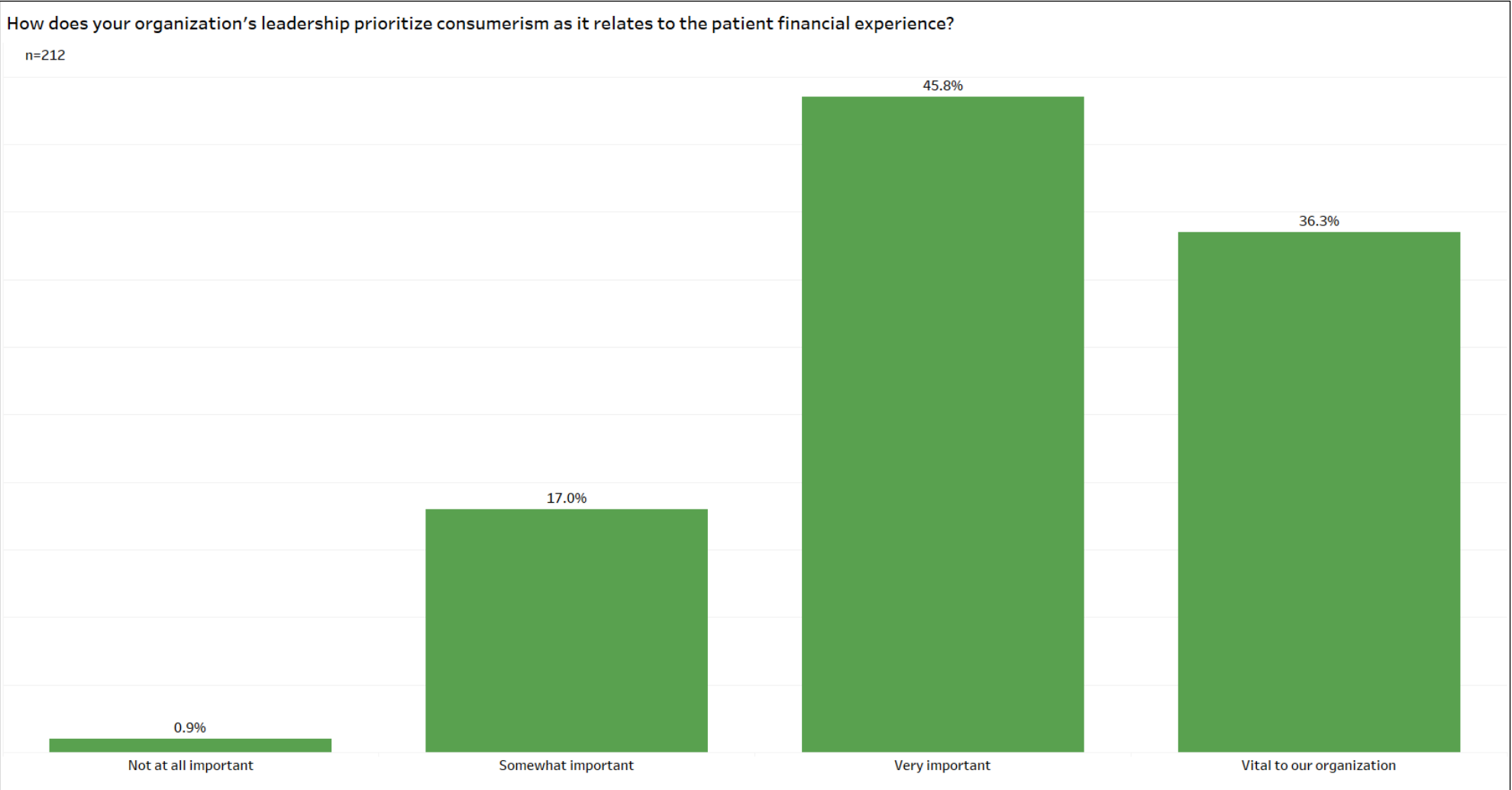


# Implementation of Non-Finance-Related Tools

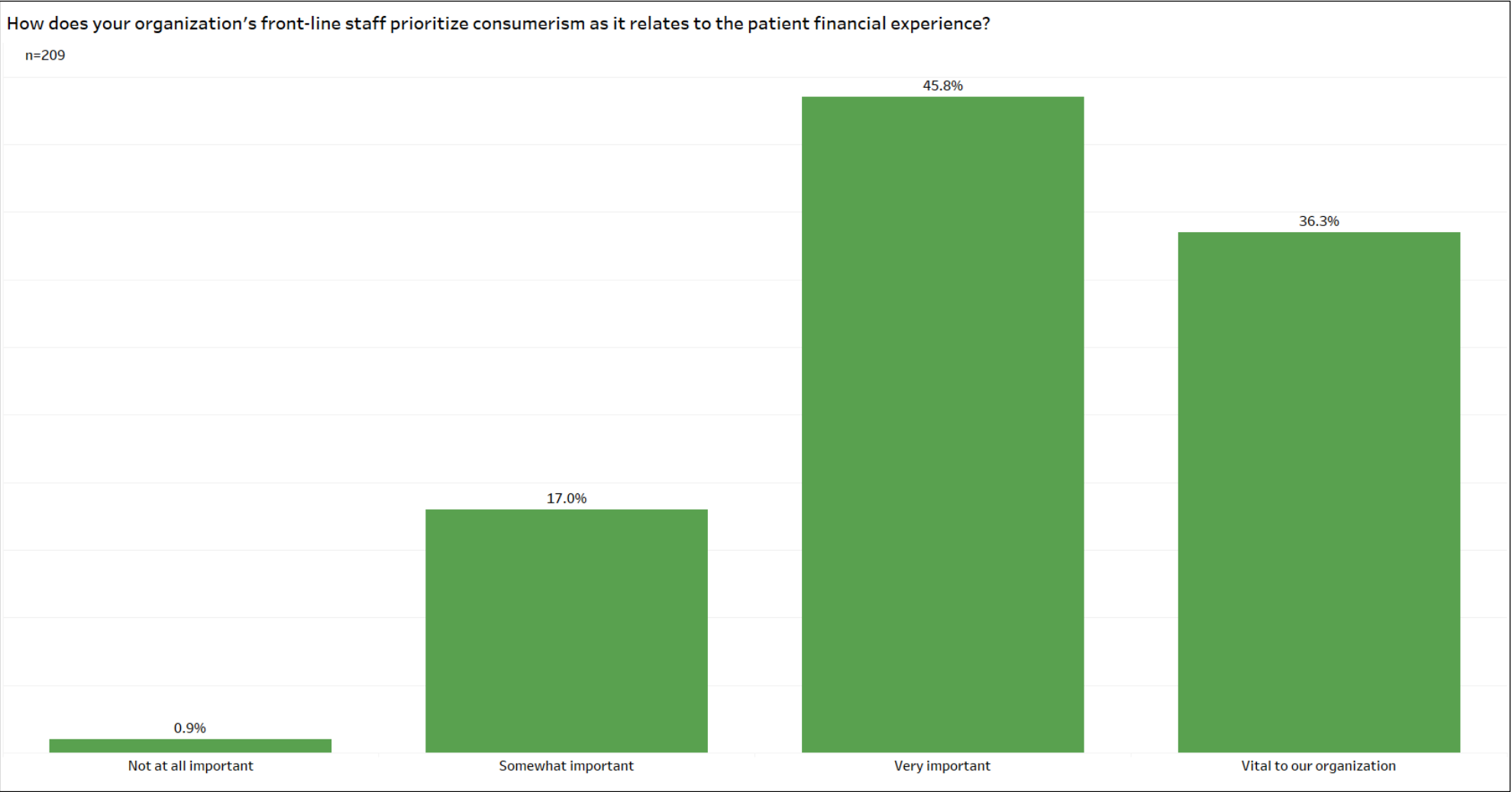
n=220



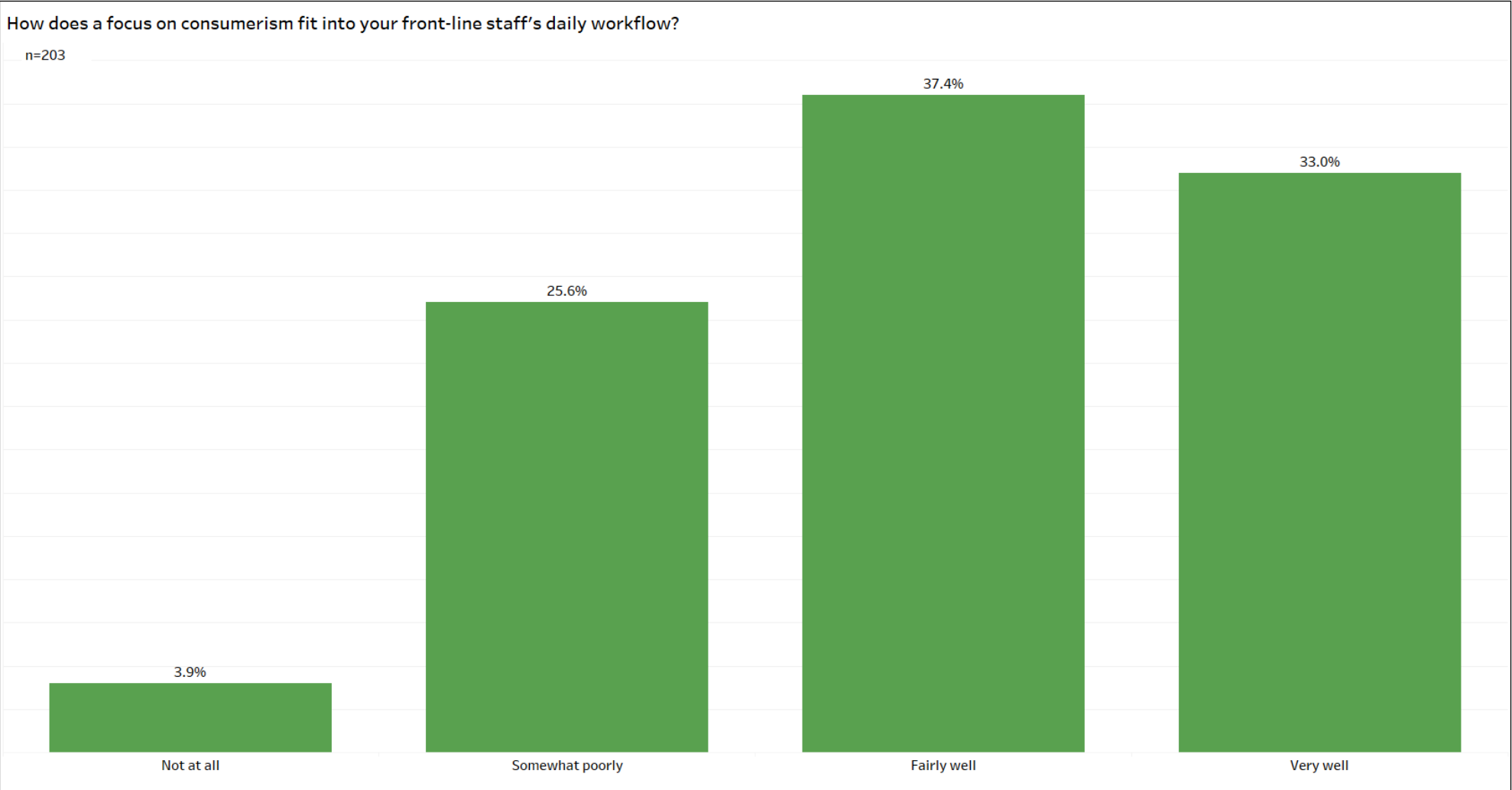
# Leadership Prioritization of Healthcare Consumerism



# Front-Line Staff Prioritization of Healthcare Consumerism



# How Consumerism Fits into Front-Line Staff Workflow



# hfma™

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