



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

Sponsored by: CareCredit

*View of Findings
September 2019*

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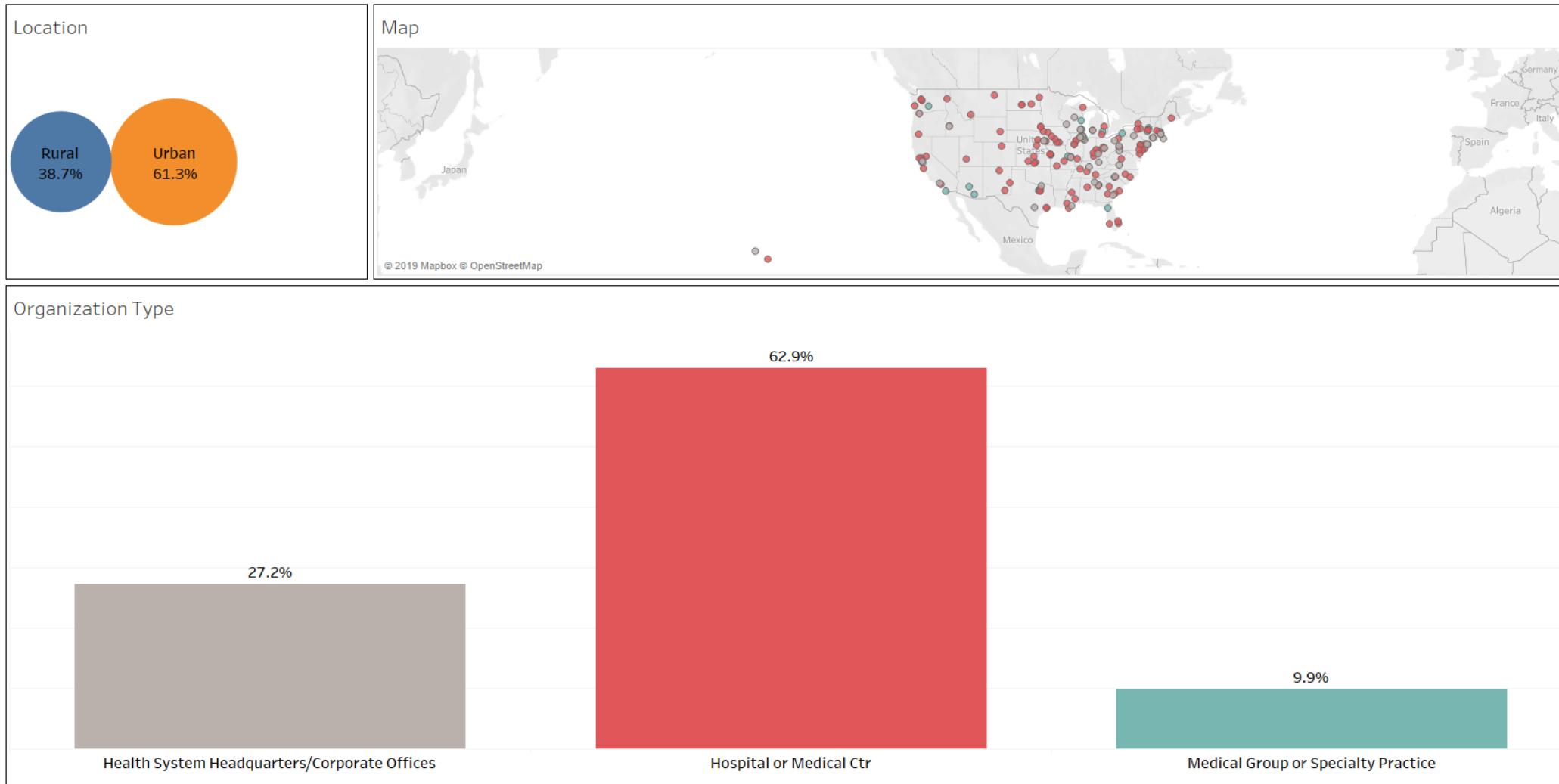
About the Research

- 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.



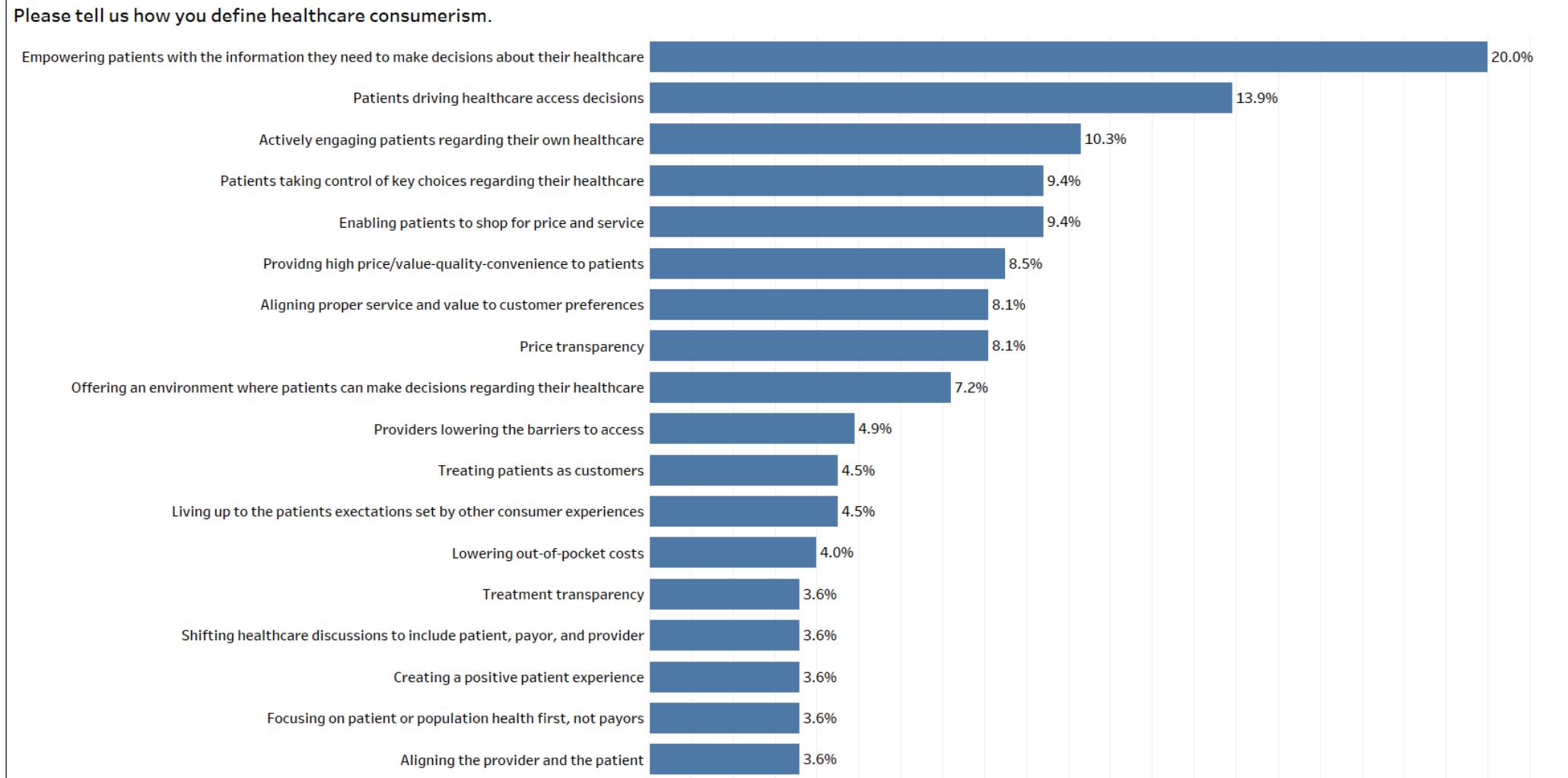
Location and Type of Organization

N=286



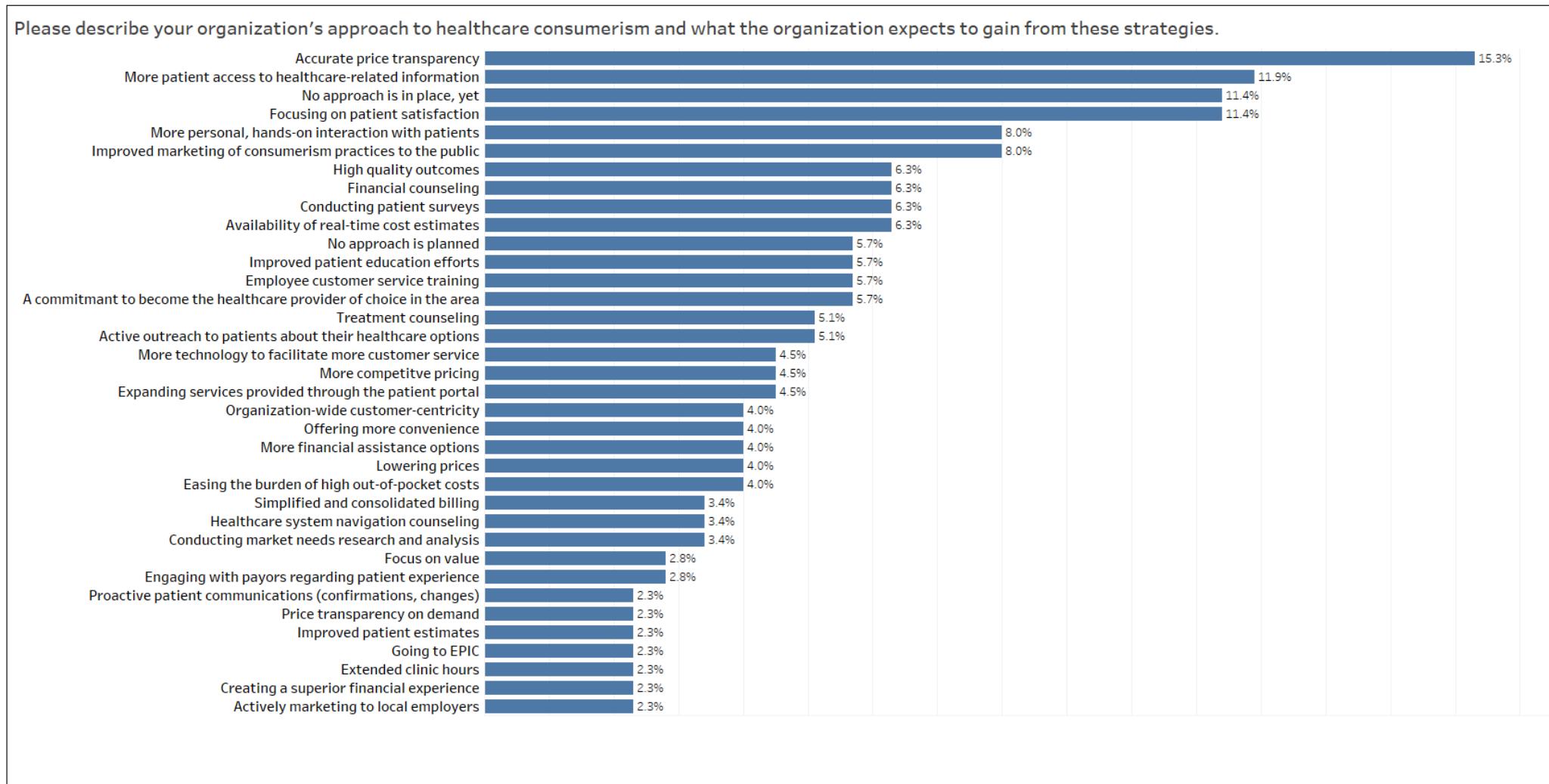
How Healthcare Consumerism is Defined

n=223 Total number of categorical responses=338

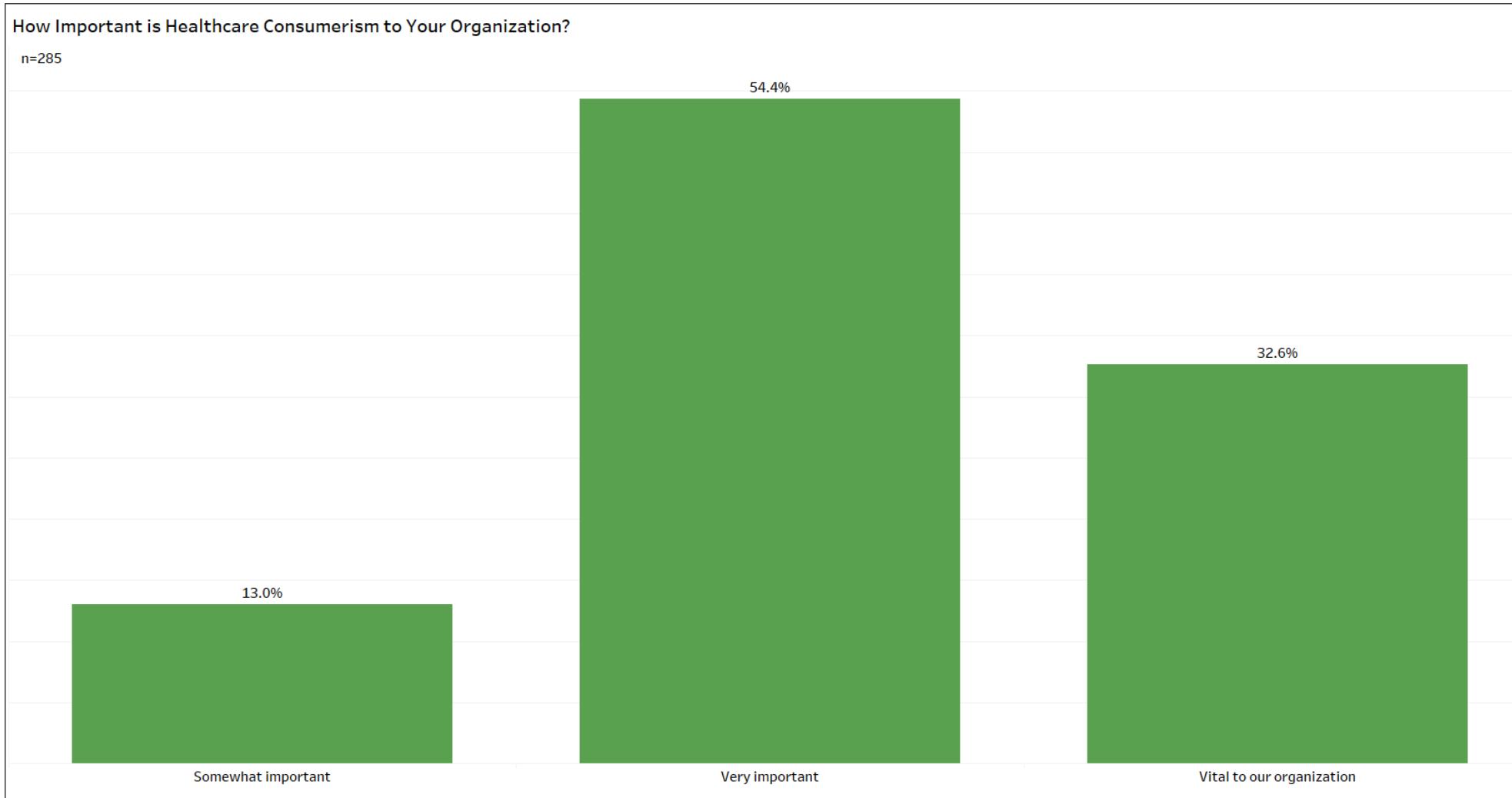


How Organizations are Approaching Healthcare Consumerism

n=176 Total number of categorical responses=378

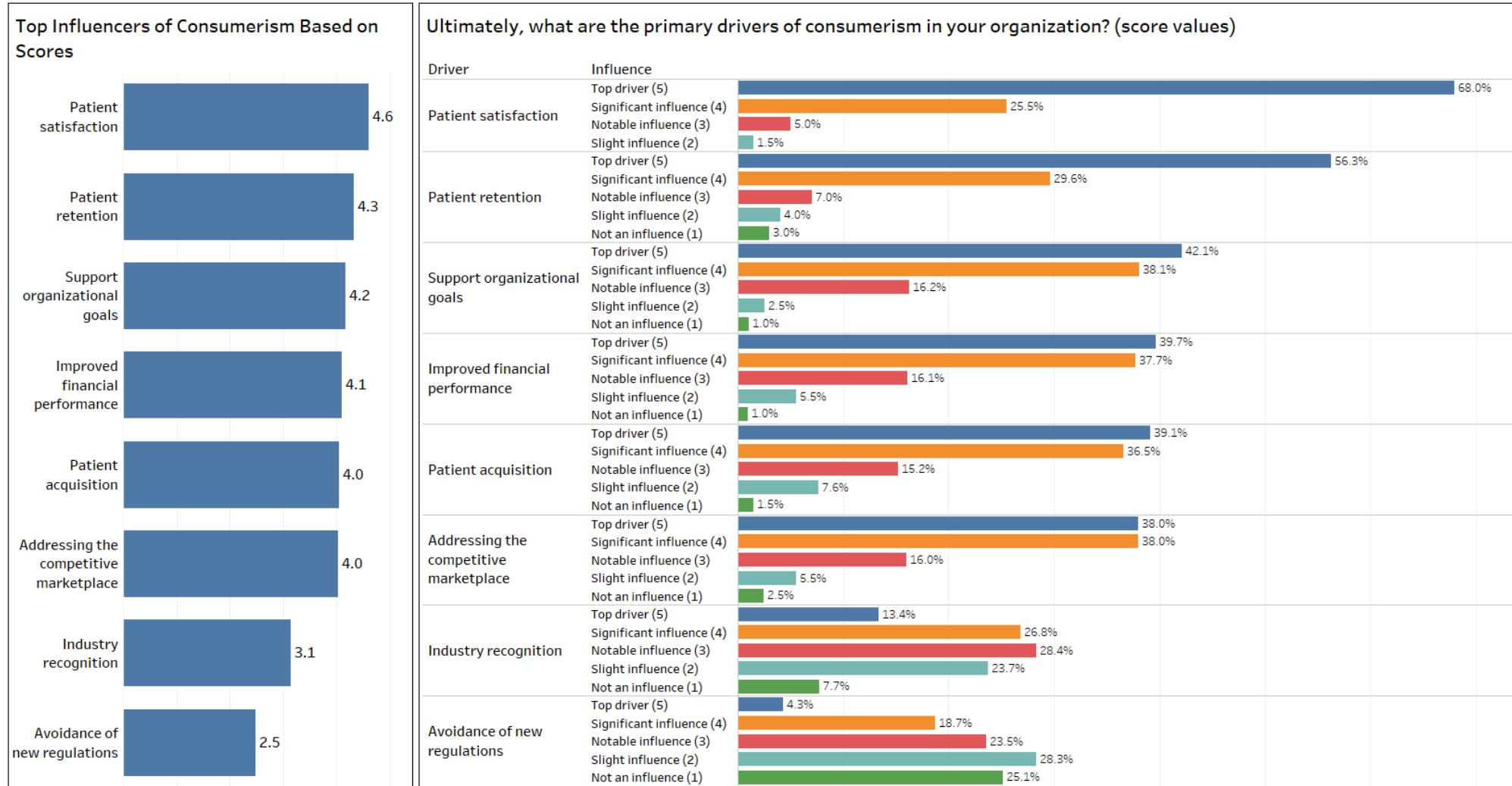


Importance of Healthcare Consumerism



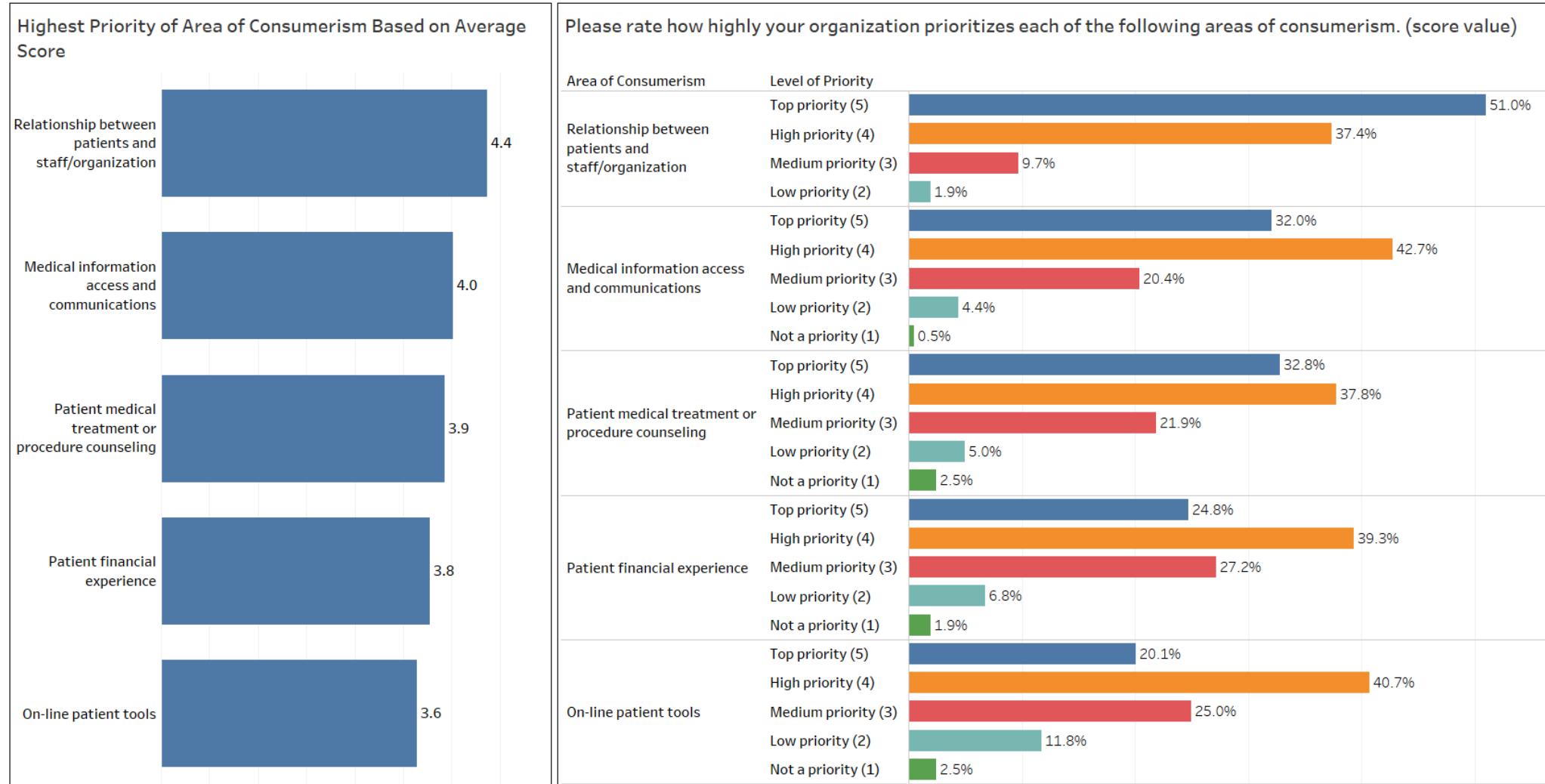
Drivers of Consumerism

n=200



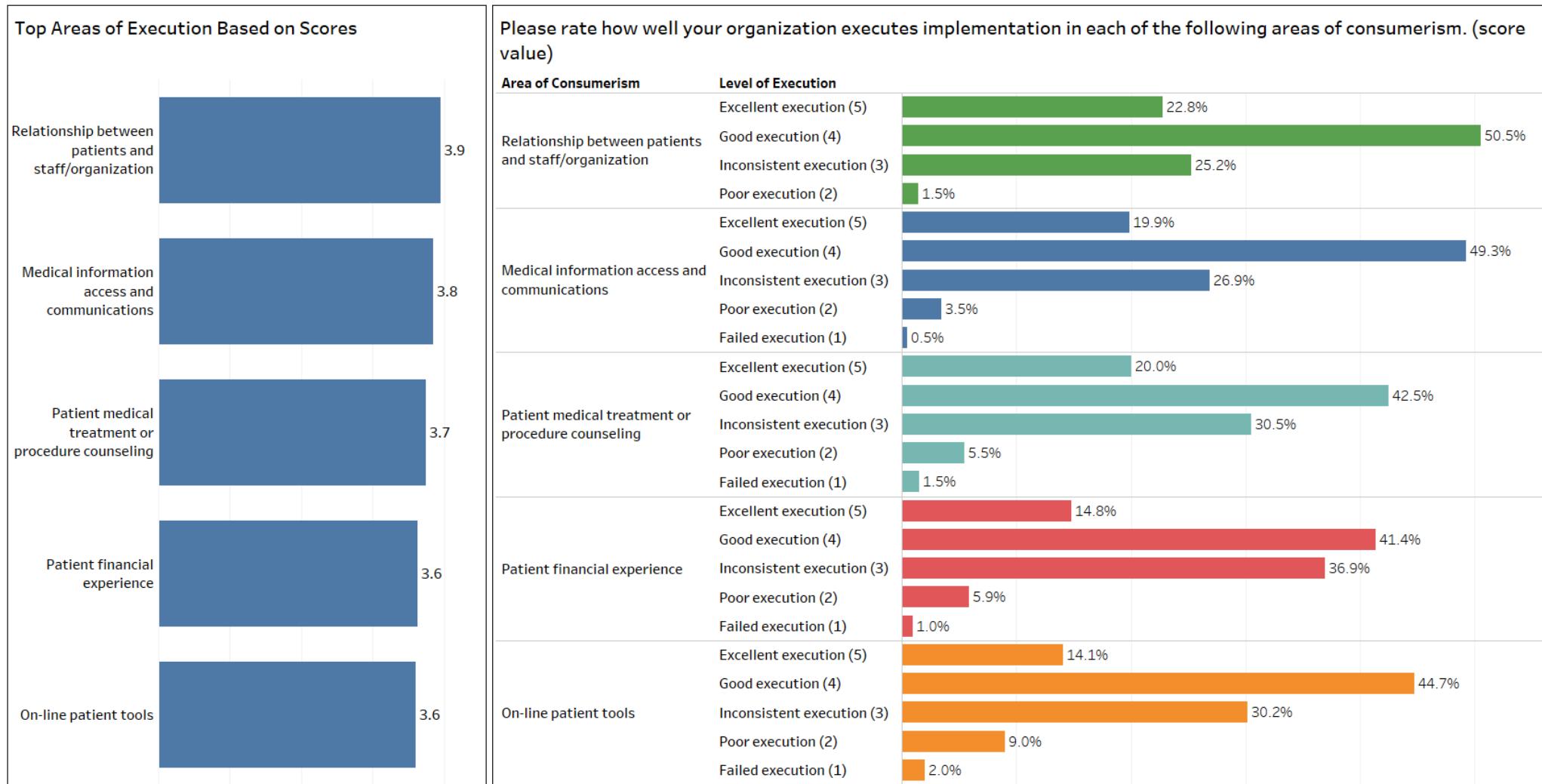
Relative Priority of Various Areas of Consumerism

n=206



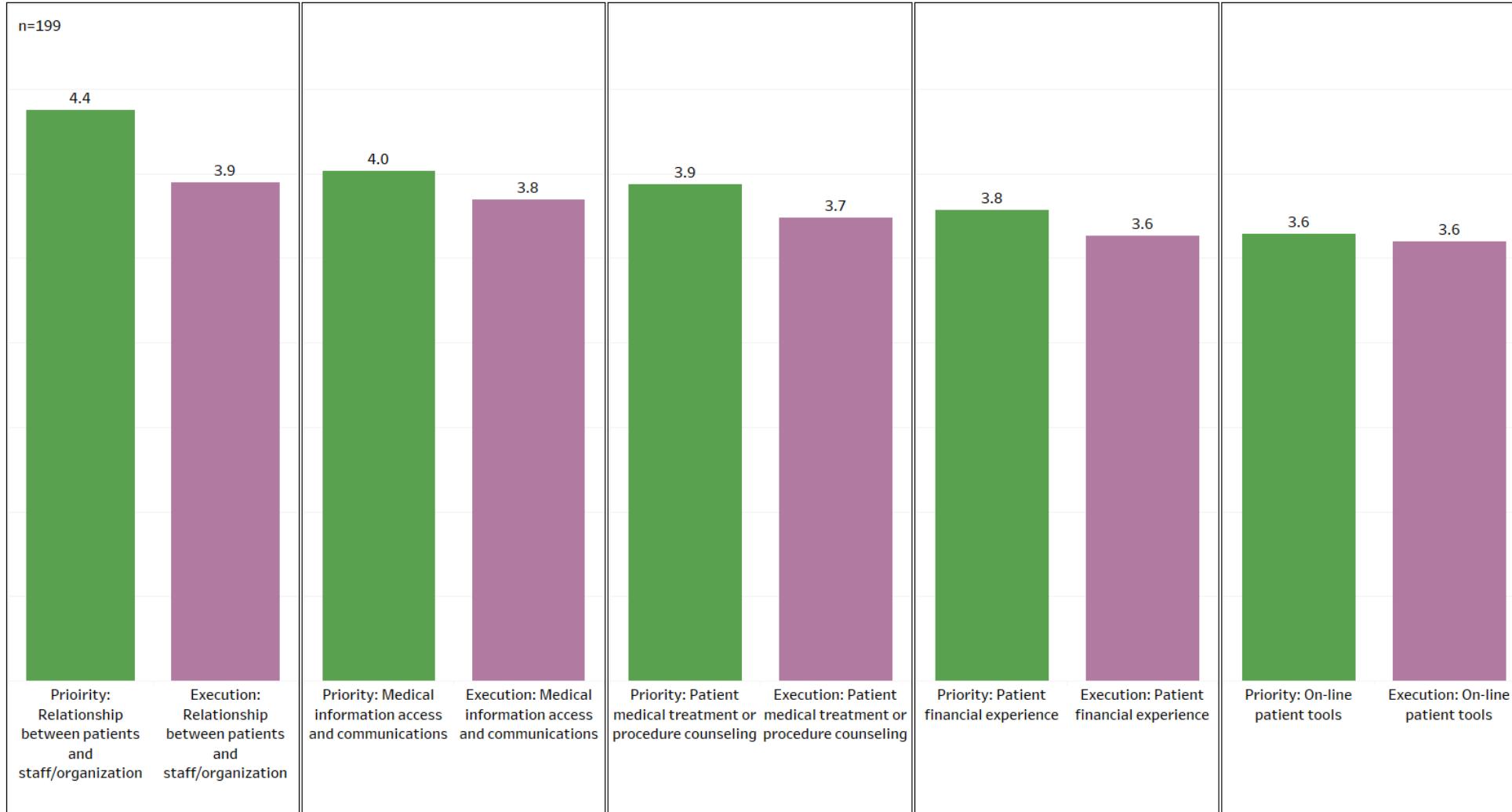
Execution in Various Areas of Consumerism

n=204



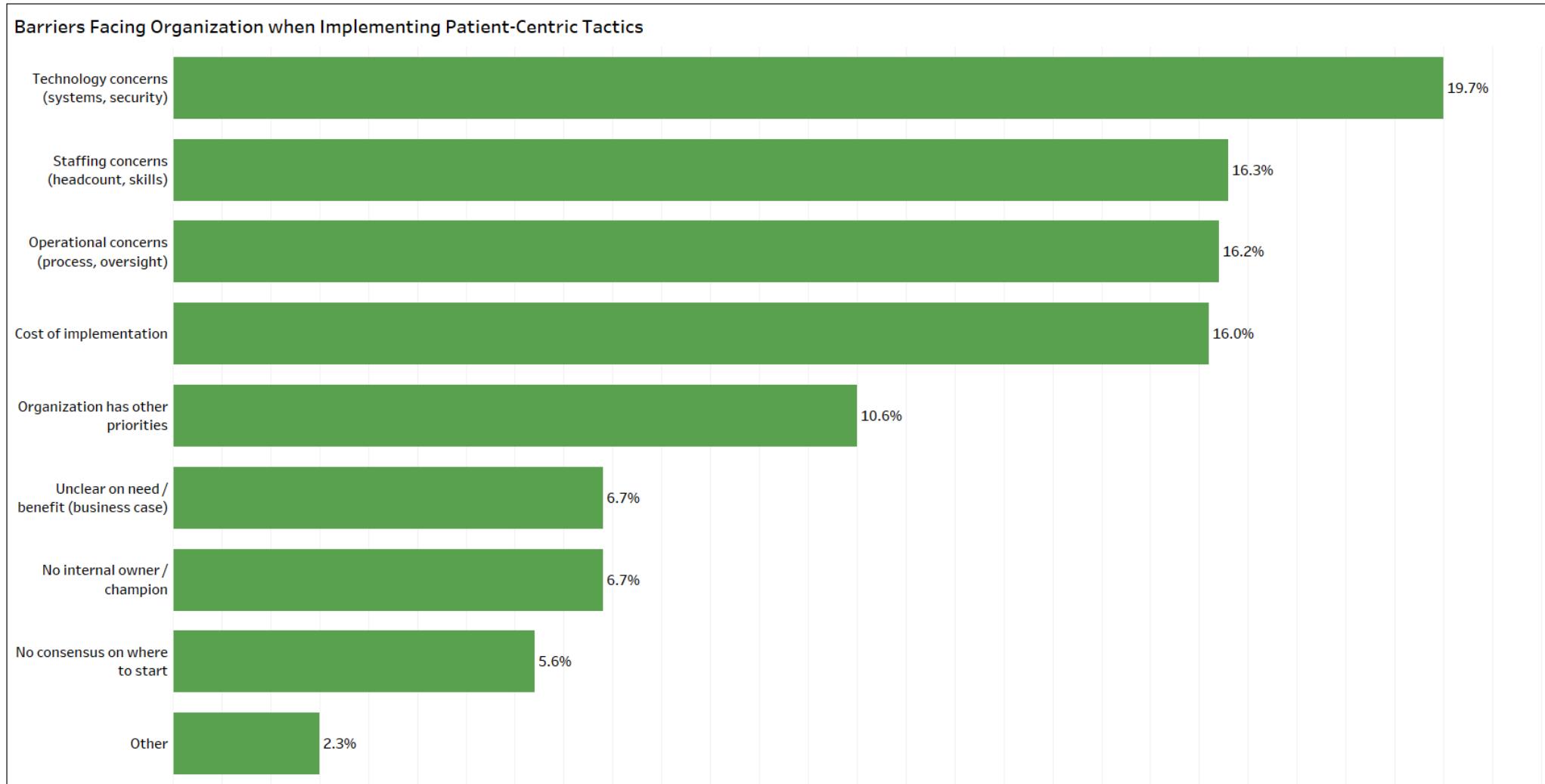
Average Score Values of Priorities and Execution

Comparison of Priorities and Execution with Various Areas of Consumerism

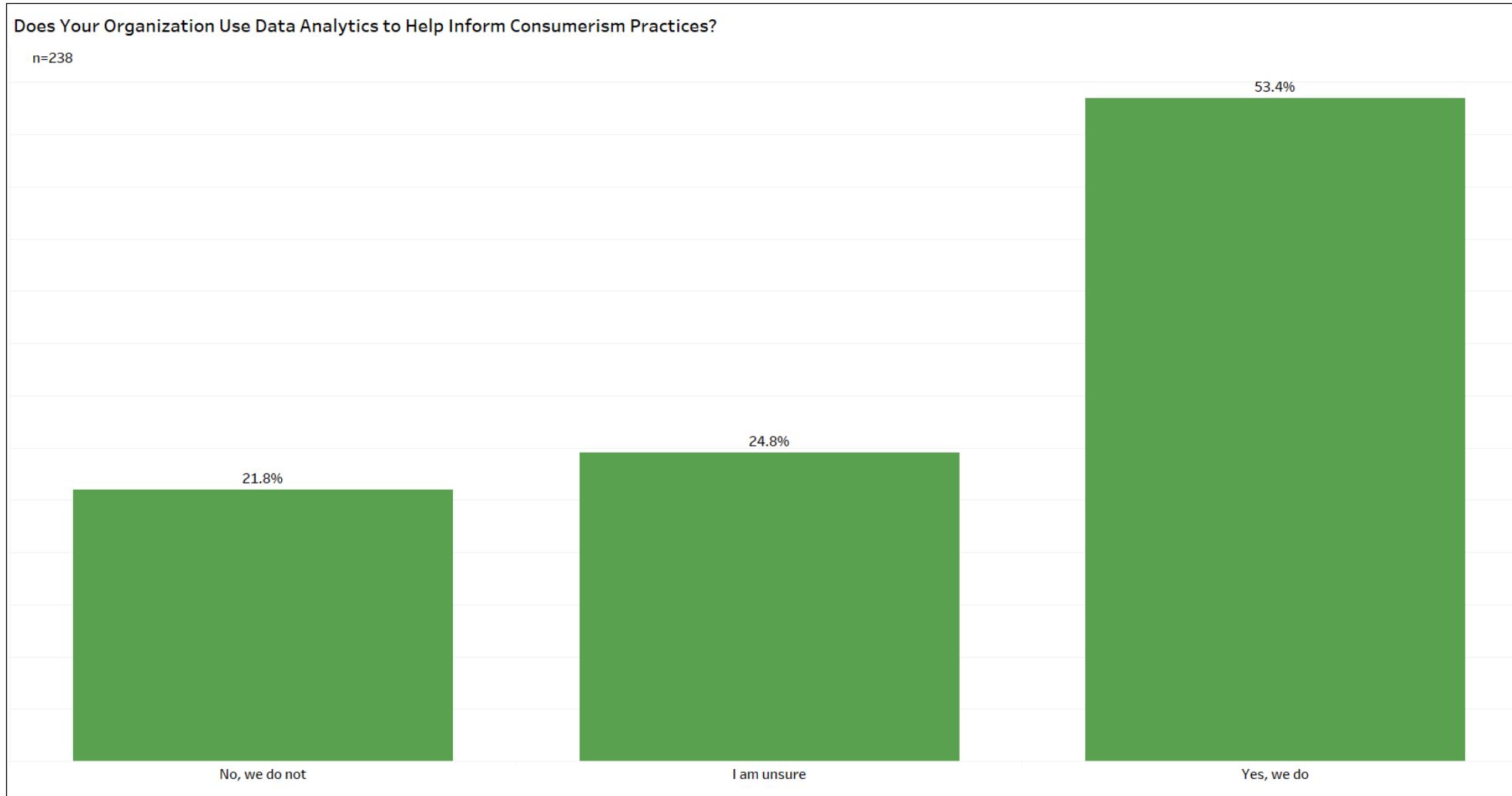


Perceived Barriers to Patient-Centricity

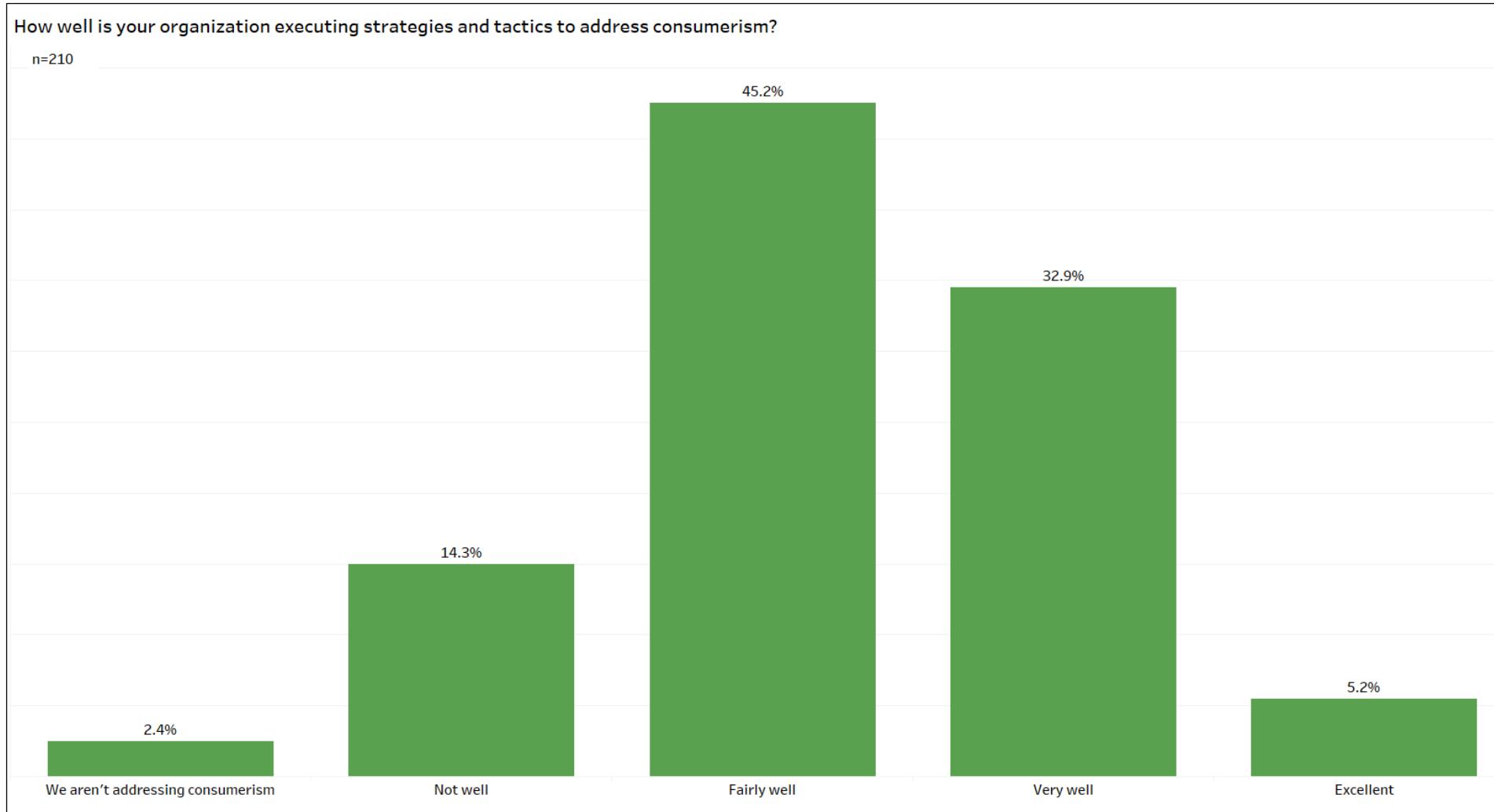
n=235



Use of Data Analytics for Consumerism

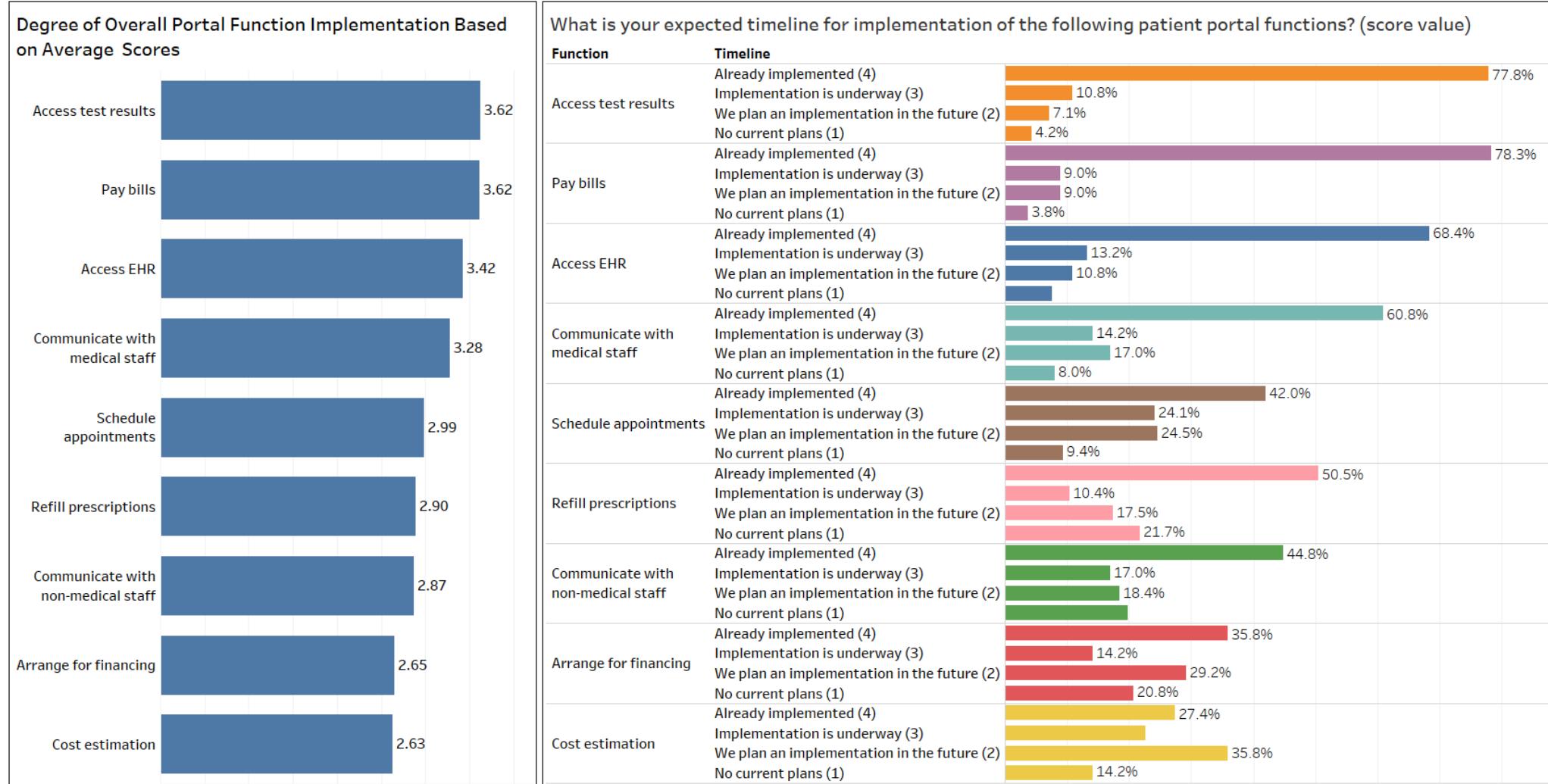


Execution of Consumerism Strategies and Tactics



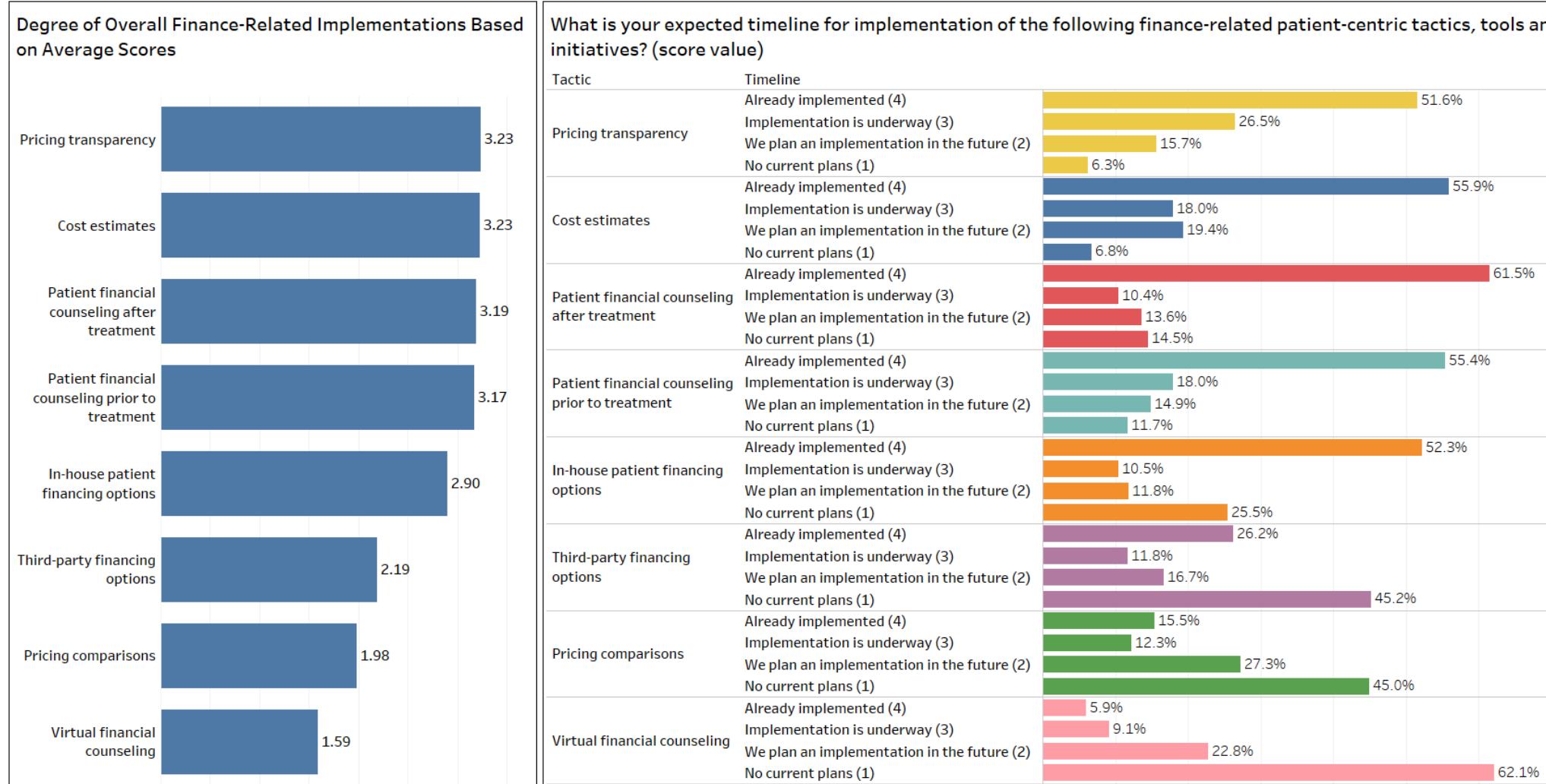
Implementation of Patient Portal Functions

n=228



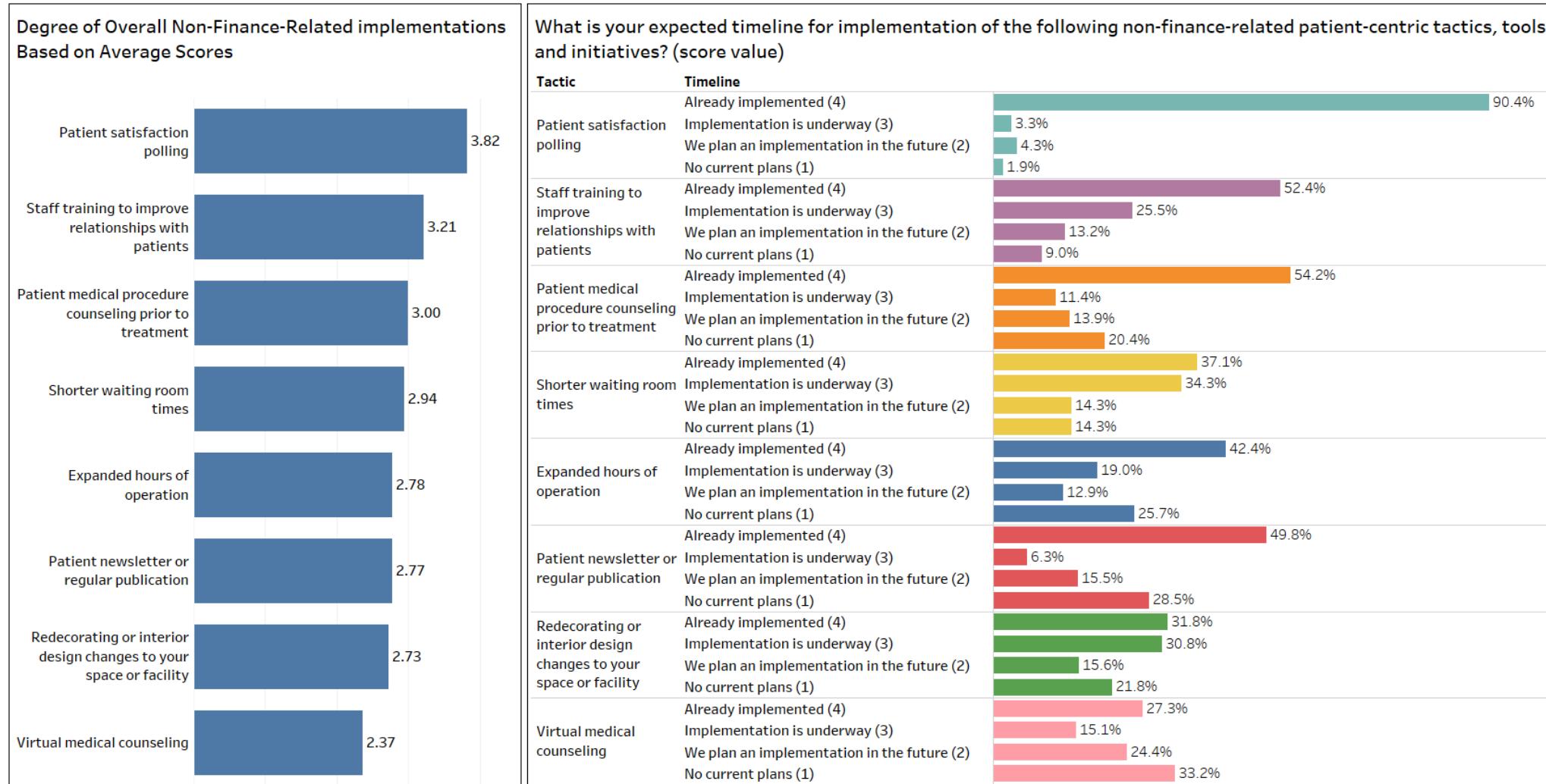
Implementation of Finance-Related Tools

n=220

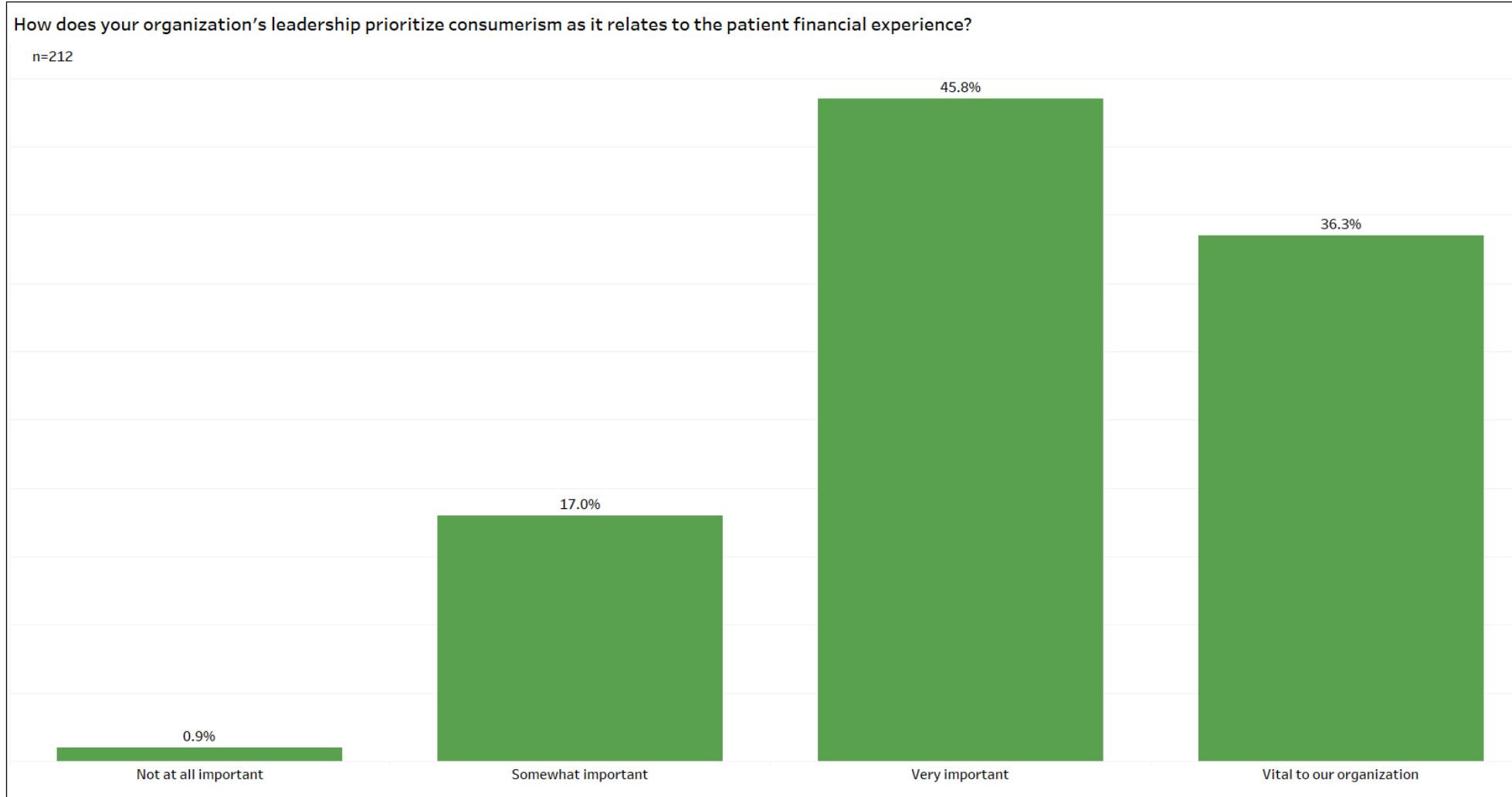


Implementation of Non-Finance-Related Tools

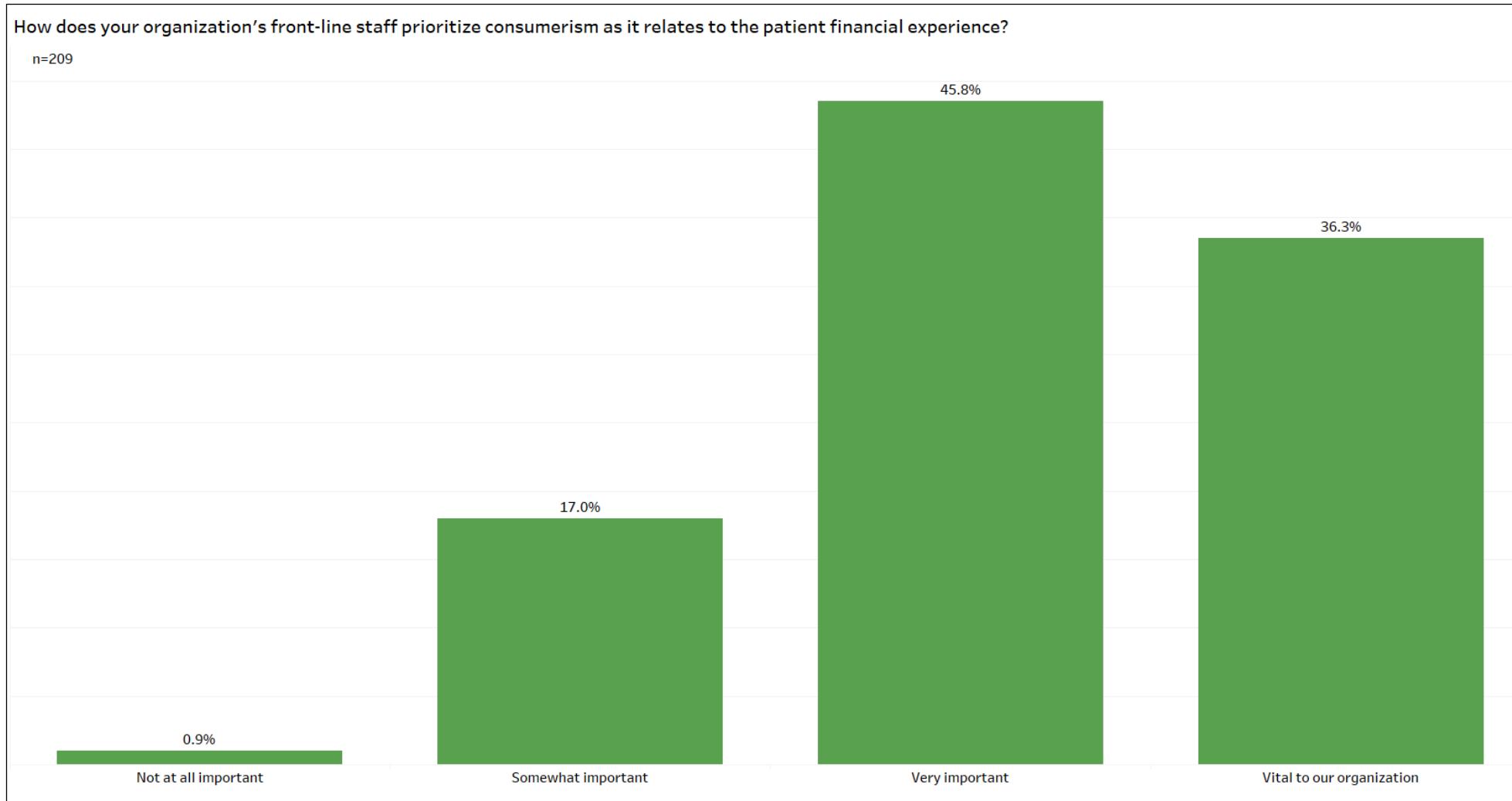
n=220



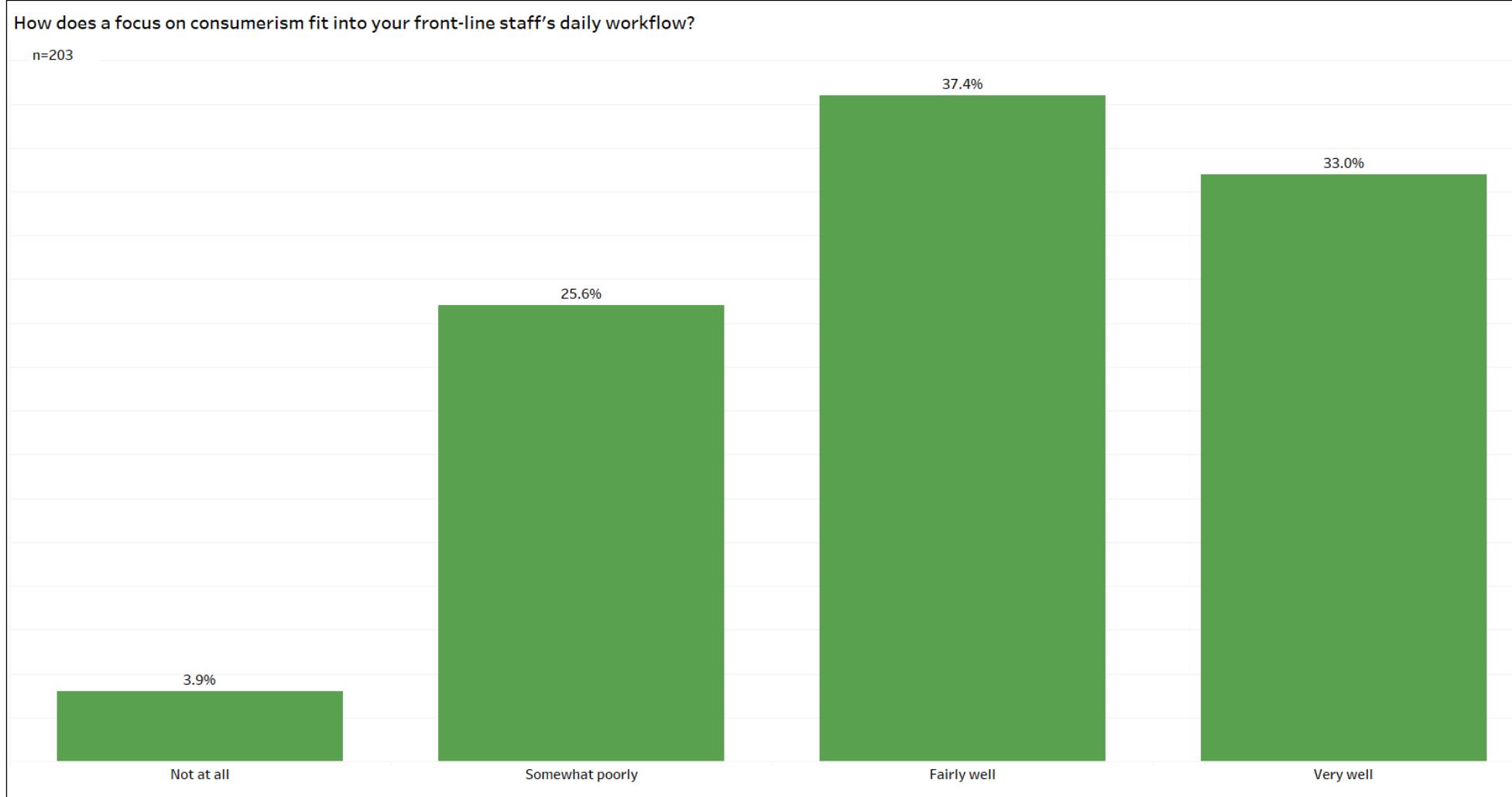
Leadership Prioritization of Healthcare Consumerism



Front-Line Staff Prioritization of Healthcare Consumerism



How Consumerism Fits into Front-Line Staff Workflow





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