



hfma
healthcare financial management association

HFMA Speaking Opportunities

What kinds of learning strategies are best suited for the HFMA educational program audience?

1. Include real-life, hands-on examples in your presentation that are relevant to the audience.
2. Offer interactive opportunities for participants to relate their own experiences.
3. Determine your learning objectives – be clear about the benefits of the program to the audience and what skills and information the participants will acquire.
4. Plan to provide useful tools, tips, techniques and materials so participants have something they can take back to their facility and put to immediate use.

Sales presentations vs. educational programs – what is HFMA's position on this subject?

HFMA strongly discourages speakers from attempting to “sell” a product or service during an educational program presentation. The HFMA speaker's agreement for all educational programs contains a section stipulating that speakers agree not to market their products or services in any form during the program presentation.

It has been our experience that HFMA educational program attendees respond negatively to a sales pitch from an educational program presenter. If you have something valuable to say and you say it well, your program will speak for itself.

Failure to follow these guidelines can affect future speaking opportunities with HFMA.

HFMA – Guidelines for Exceptional Speakers

HFMA members have provided us with excellent program evaluation feedback to let us know what it takes to be a successful speaker at HFMA educational programs. We would like to pass this information on to you to assist you in planning a successful program.



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According to HFMA program attendees, top-rated speakers:

1. Presented information and material at the appropriate educational level for their targeted audience.
2. Realized that they were presenting an educational program and did not use the presentation to “sell” products and services.
3. Used real life, practical, hands-on examples throughout their presentation.
4. Provided useful tools, tips, checklists, etc. for participants to bring back to their facility.
5. Engaged their audience by creating a dynamic, friendly, lively, interactive atmosphere.
6. Allowed time for questions and answers during or at the end of the presentation.
7. Presented current, accurate information.
8. Knew how to simplify complicated ideas and processes.
9. Used case studies to emphasize points and maintain interest level.
10. Made sure that their handouts matched the information presented in the live program.

Top Rated Speakers

Most frequent comments from participants regarding what they liked about top rated speakers:

- *Content was on Target*: Respondents indicated that the content provided was at the right level and relevant to their questions or concerns moving forward.
- *Engaging*: Individuals noted the speakers' ability to keep their attention, that they were entertaining, they had high energy.
- *Excellent Examples*: The speaker used practical case studies, provided "how to", a step by step approach
- *Expert Speaker*: The speaker was an expert in the field, credible, "knows their stuff"
- *The Speaker Used Effective Time Management*: Participants commented that the presentation was a good use of time, the pace was just right.

Dissatisfiers

Most frequent comments from those dissatisfied with an educational event.

Comments Related to Content

- Too elementary. "This information seemed remedial", "The topic was misleading", "Too basic", "Nothing new".
- Vendor sales pitch. Program included vendor specific examples or didn't provide enough information-unless you followed up for more or purchased the solution.
- Title of program didn't sufficiently identify subject of program. Or content didn't match description.
- More examples. "Insufficient handouts/ examples". "Looking for specific information"
- Several also commented that there should be more time for questions or more frequent breaks to allow for questions.

Comments Related to Speakers

Most concerns about speaker presentation style related to:

- Animation/ Delivery: Speaker "spoke in a monotone". "Not exciting", "Too dry".
- Pace: they spoke too fast or did not allocate time well.