Healthcare Financial Management Association

Certification Program

National Coaching Course

Facilitator Instructions

HFMA Coaching Course Instructions

The challenge in healthcare today is to provide “high-value” healthcare. The drivers for high-value health care are controlling costs and delivering value. These two drivers have created a business environment in which providers, pears and physicians are fundamentally rethinking health care business and delivery models. These environmental changes motivated HFMA to redesign the *Certified Health Care Financial Professional (CHFP)* certification.

The redesigned CHFP program is structured as two modules:

1) The Business of Health Care and

2) Operational Excellence- Payer, Physician and Provider Case Studies.

The coaching course materials have also been revised to align with the realities of health care business. The focus was sharpened: Business Savvy is what health care finance professional need today. HFMA certification is now designed to provide the learning needed to understand the business context today. Professionals’ today need to understand the context that produces the numbers rather than just the numbers alone. This perspective is what a chapter coaching course must provide - an understanding of the business context.

HFMA’s Coaching Course - Building Business Savvy

The changes in HFMA’s coaching course are significant. No longer is the focus solely on applied finance and extensive experience. These are helpful tools that have to be used in a new healthcare world. Participants in the new coaching model do not need to be seasoned professionals (though this is helpful) but active learners, developing 21st century skills.

HFMA Coaching Course Structure

The coaching course focuses now on key business concepts that candidates must know to earn the CHFP designation. The examination process now requires successful completing of two examinations – the end of module I examination and the module II case studies.

HFMA provides a set of materials for chapters to use:

1. Facilitator Guide
2. Facilitator Instructions
3. Facilitator Presentations
4. Learner’s Guide
5. Evaluation form
6. Module I & II Content Outline
7. Chapter Package Pricing Order Form (discounted pricing for Module I of CHFP program)

The presentation (PowerPoint) materials are arranged to review the following topics:

1. Module I Introduction
* Course 1 - The Big Picture
* Course 2 - Financial Accounting Concepts
* Course 3 - Cost Accounting Principles
* Course 4 - Strategic Financial Issues
* Course 5 - Managing Financial Resources
* Course 6 - Looking to The Future
1. Module II Overview

The coaching course is a flexible and easily customizable structure. The materials provided may be used in any order and across any length of time. The materials may be expanded, combined or certain components omitted to address local market issues.

Facilitator’s Guide

The facilitator’s guide provides suggestions and tips for conducting the practicum. Fundamental to the success of the practicum is the facilitator’s ability to articulate important issues, structure and manage participant reflection, elicit dialogue among all participants and manage the means for summarizing learning.

Facilitator’s Presentations

Short PowerPoint presentations have been developed to assist the facilitator is setting the stage for coaching course sessions. A presentation exists for each of the topic areas identified above. The Power Points are intended to introduce (and/or summarize) key topics, as identified by HFMA.

Learner’s Guide

The coaching course is a worthwhile experience for participants to the extent that they engage in the activities, are provided the opportunity to raise questions and encouraged to capture lessons learned, new insights. The participant’s guide is an easy tool for assisting participants to obtain the most value from the practicum. Learning exercise’s are also included.

Facilitating the Coaching Course

Tips for conducting the coaching course can be found in the Facilitator’s Guide on pages 11-15. This checklist is designed to provide practical guidance in facilitating the chapter coaching course. This information presents recommended “how-to’s” for a successful coaching session.

Summary

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| HFMA CHFP Coaching Course |
| Model | Training class |
| Intended Audience | Industry professional –payers, physicians, providers* Early careerists
* New to field
* Those seeking to advance into management
* Those who would like to develop their professional team
 |
| Objective  | Provide the learning needed to build business savvy in the health care industry |
| Focus | Understanding the business context that produces the numbers rather than the numbers along |
| Methods | Professional practitioners lead review of contemporary business industry,Q& A. Multiple sessions as needed |
| Materials Available | Comprehensive PowerPoint slides with instructor/lecture notes; facilitator instructions; participant guides for note-taking and exercises; facilitator’s guide with conducting a training program tips. |
| Distribution | All coaching course materials are available online in the Chapter Leader’s area, in the Certification Chair’s Toolkit |
| Cost | N/A |