



ARE YOU ON
THE SHORT LIST?

hfma™ | Peer Review

The Short List spotlights a select group of high value, high quality healthcare business solutions, solutions that have earned the designation “Peer Reviewed by HFMA.” Companies on the SHORT LIST have earned their customer’s trust, and HFMA has earned the trust of the industry it represents.

How it works*

1. **Initial screening** – HFMA's Peer Review team reviews your completed application and all supporting documents to determine if the business solutions, as well as the company is qualified to participate in the HFMA Peer Review program. At this stage, screening criteria include:
 - a. **Credibility** – Does the company offer a high-quality business solution that adds value to HFMA members and their organizations?
 - b. **Fit** – Is the solution an appropriate fit for the needs of HFMA's members and customers?
 - c. **Strong market performance** and other pertinent considerations.
2. **Identification of customers and prospects** – We ask you to supply contact information for 25 current customers (using the business solution for at least six months) as well as five prospects who did not choose to buy the solution. These contacts will participate in the online survey.
3. **Selection of Peer Review panelists** – Using the expertise criteria that you suggest is most relevant, HFMA identifies up to six HFMA members to serve as Peer Review Panelists. Panelists participate in a demonstration or presentation and complete an online survey.
4. **Online survey** – Reviews (including customers, prospects, non-purchasers, and panelists take the survey online, evaluating your business solution for:
 - a. **Effectiveness** – Does it improve a process or productivity?
 - b. **Quality and usability** – Is the company known for integrity?
 - c. **Accuracy and reliability** – Does the product or service draw on practical industry knowledge and experience?
 - d. **Value** – Is value commensurate with the price? Are the values implicit in the product or service compatible with HFMA values?
 - e. **Customer service and technical support** – Do you address customer's needs quickly and effectively?
5. **Compilation and analysis of results** – HFMA staff compile survey results and produce a weighted score chart based on Peer Review criteria.
6. **Legal review** – HFMA counsel discusses the business solution with you, learning how you oversee compliance, for example, along with any other pertinent legal issues.
7. **Internal review of preliminary report** – HFMA's Peer Review team reviews score charts and all supporting documents to determine which business solutions have merited the designation by achieving high survey scores and an overall positive rating from reviewers.
8. **Peer Review status approval** – HFMA notifies you of the outcome and shares anonymous feedback collected during the process.
9. **Establishment of licensing agreement** – Terms of the license and/or marketing activities, and licensing fees are finalized.
10. **Launch and marketing** – A press release makes the good news public, you place the HFMA Peer Reviewed logo on your packaging and marketing materials, and together we work on other marketing opportunities.
11. **Interim assessment** – Eighteen months into your licensing agreement, we survey 25 current customers to ensure that your product or service continues to fulfill the Peer Review criteria and to assess the ongoing value of the business solution of HFMA, its members, and their organizations.

*Note: If it becomes clear at any stage in the above process that approval criteria are not met, HFMA may conclude the process.

Earn a spot on the SHORT LIST, and you've earned a long list of benefits.

TIER 1 BENEFITS

Full report on Peer Review program findings (for internal use only)	A full report detailing the findings of the Peer Review panelists including anonymous customer feedback.
Key Findings report for use in your sales and marketing efforts	HFMA will provide a 1-page report summarizing the program findings that can be used by your sales team.
Use of Peer Reviewed logo in your marketing and promotions	You can use the Peer Reviewed logo and guidelines in everything from online ads to tradeshow booths.
Presence in HFMA's <i>hfm</i> Magazine monthly	SHORT LIST spread included in <i>hfm</i> magazine.
Listing on the SHORT LIST on hfma.org	Inclusion on the SHORT LIST (along with other Peer Reviewed healthcare business solutions) and as a search criterion. Posting includes a link of your choice.
One-page article as the Featured Peer Reviewed Company in <i>hfm</i> Magazine (once during the 3-year program)	Featured article showcasing your Peer Reviewed business solution to 38,000 readers.
Annual Conference floor decal	HFMA will create floor decals for exhibiting companies placed in the vicinity of their booth identifying your solution as a Peer Reviewed product to 2,500+ attendees.
Promotional tool kit	Pull up banner and Peer Reviewed stickers to promote your inclusion on the SHORT LIST at events.
Certificate of Peer Review status	An acknowledgement of your solution's Peer Reviewed designation.
Media Release	An individualized press release announcing your Peer Reviewed status is distributed over the business wires and to leading industry publications, is posted on HFMA's website, and can serve as a starting point for future communications.
Personalized introduction to marketing opportunities	HFMA provides your company a presentation on the Peer Review program and its opportunities.
Interim Comparison Report	This report shows how customer data from your Initial Review compares with data collected 18 months later - based on the HFMA Peer Review core areas.

TIER 2 BENEFITS (INCLUDES TIER 1 BENEFITS)

Annual Conference Speaker submission coaching interactive webinar	A coaching session specifically for Tier 2 clients providing you with tools and knowledge to put together the best possible RFP for a speaking session at Annual Conference. (A speaking slot is not guaranteed.)
Webinar	Present a timely and educational webinar with a provider partner. Webinar attendee list is provided for follow up and marketing. All presentations will be reviewed and approved by HFMA.
Chapter Education Resource Directory	Chapter leaders download Peer Review resources, speakers, and topic areas, creating potential speaking engagements.
Mind of the CFO	Participation in a one-hour conference call with a former healthcare CFO offers insight into purchasing decisions at the C-level and what influences those decisions. In addition, your business solution is reviewed and discussed.

Contact:

Rita Walker
Director, Channel Assets
rwalker@hfma.org

Learn more!
marketingopportunities.hfma.org/peer-review