

Annual Spring Conference



THINK TANK

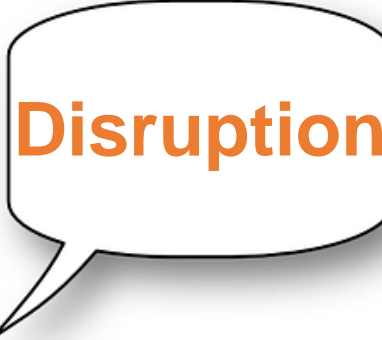
WELCOME



IDEAS



Challenges



Disruption



TEAM



Trends



Forecast



Questions



Barriers



MOTIVATION

RULES OF ENGAGEMENT: Unexpected conversations can spark ideas to transform healthcare, open up new ways of thinking, and help solve problems.



Put Ideas First

Robust Discussion



Aim for Understanding

Strong Collaboration



Be All In

Enthusiastic Engagement

TAGLINE: We're here to learn and gain new insights in real time, together.



ICE BREAKER

What is your

#1

Healthcare
Challenge?



AGENDA



Health Innovators - Spark Conversation

- Let's talk about disruption, advancing collaboration, and excellence to continue to meet the needs of our staff, stakeholders and patients.



Tips on Educating, Enhancing, and Empowering Staff

- What's better than an effective leader? Simple: an efficient team.



Virtual Solutions - Equipped to Solve Healthcare Staffing, Cost & Quality Challenges

- How do we tame the increasing healthcare costs and deal with staffing Shortfalls?



Health Innovators - Spark Conversation



FINANCIAL STRESS

What Challenges Spark Innovation?

- **Is there a need to reinvent revenue cycle?**
- **How are you adapting to our new reality of patient-as-the-payer?**
- **Revenue cycle was designed around payer reimbursement, not patient payments, so collecting from patients was really an afterthought**
- **Because patients are now owing more and more of their own healthcare cost -- how do you manage what is essentially a reactive collection practice (requiring your team to chase after revenue on the back-end)?**



FINANCIAL STRESS

What Challenges Spark Innovation?

- Is it time for a “patient friendly payment plan?”
- Where do you cut costs? Improve billing practices? Recoup reimbursements?
- What percentage of patient balances are being collected at your physician practices on patient balances over \$200?
What are your top challenges and priorities with payors?
- How are you tracking these metrics, gaps? How are you looking at rising deductibles and increased patient responsibility at your hospitals?



FINANCIAL STRESS

What Challenges Spark Innovation?

- **Are patient collections becoming increasingly a more difficult challenge due to a shift in payer mix?**
- **How are you looking at rising deductibles and increased patient responsibility?**
- **It is estimated that healthcare provider revenue collected directly from patients has increased to more than 30% -- is this what you are seeing?**
- **How are you looking at rising deductibles and increased patient responsibility at your hospitals?**



FINANCIAL STRESS

What Challenges Spark Innovation?

- **What are your benchmarking metrics for physician practices? What KPIs, CDI strategies, clinical staffing models, and compensation plans have you developed?**
- **Do you utilize HFMA's MAP Initiative at your organization? Why or why not?**
- **How are you tracking results over time – how are you alerted to changes?**
- **Can a well-executed value-based care strategy help to solidify patient capture and volume, while also broadening revenue streams and insulating health systems from some of the impacts of reductions in overall hospital volume?**



REGULATORY

What Challenges Spark Innovation?

- **Is it on your radar to review the newly published final rule (2/1/2023) on risk adjustment data validation (RADV)?**
- **Hospital price transparency update on 2/24/2023: CMS leaders say, Regulatory enforcement soon could become stricter. What does this mean for your organization especially if the biggest impending change is an increased effort to improve the standardization of price transparency data throughout the industry?**



PATIENT EXPERIENCE

What Challenges Spark Innovation?

- **How are you helping patients overcome barriers that are preventing them from accessing care they need?**
- **Is there a repeatable approach to provide all of your patient populations access to safe, comprehensive, and culturally competent health and wellness providers?**
- **Do you have a playbook for rethinking how services are delivered to align with the patients to empower them to take control of their health earlier and more actively? Are you planning to incorporate telehealth for screening, preventative health measures?**



INDUSTRY TRENDS

What Challenges Spark Innovation?

- **Is there a road map we should be designing to look at trends that will disrupt healthcare over the next 3-5 years?**
- **Do you have any success stories you'd like to share?**



Tips on Educating, Enhancing, and Empowering Staff



MOTIVATED EMPLOYEES

Attracting, Engaging, and Retaining

- **Did you know that in addition to the most widely seen certifications like the Certified Healthcare Financial Professional (CHFP) and Certified Revenue Cycle Representative (CRCR), HFMA also offers the following:**
 - ~ **Certified Specialist Accounting & Finance (CSAF)**
 - ~ **Certified Specialist Business Intelligence (CSBI)**
 - ~ **Certified Specialist Payment & Reimbursement (CSPR)**
 - ~ **Certified Specialist Physician Practice Management (CSPPM)**
 - ~ **Career Self-Assessments (to identify unique strengths and areas of improvement for your current role or one for which you aspire)?**
- **Does your organization take advantage of HFMA certifications?**



MOTIVATED EMPLOYEES

Attracting, Engaging, and Retaining

- **If you have staff dedicated to physician billing – have any of them become certified specialist physician practice management (CSPPM) through HFMA?**
- **What internal education do you provide your teams? Do you have awareness training for phishing and other cyber attacks vulnerabilities?**
- **Do you have specific email templates, patient, payer, physician scripts you utilize to ensure sufficient information regarding services provided are obtained to submit and bill claims and avoid denials?**
- **How do you discuss with your clinical staff the importance of patient experience and loyalty, as well as patient referral generation?**



MOTIVATED EMPLOYEES

Attracting, Engaging, and Retaining

- **What does disruption of labor look like for your organization? Have you had less applicants than before? Are you losing employees to other industries or competitors?**
- **What approaches are you using to raise your team satisfaction, boost morale, increase efficiency, and accuracy?**
- **As labor shortages continue to affect all areas of healthcare – how do you recruit, retain, or upskill current staff?**
- **What incentives do you use to recruit – Gen Z vs. Gen X vs. Boomer's? Or is it the same?**



MOTIVATED EMPLOYEES

Attracting, Engaging, and Retaining

- **How many of you have shifted to a hybrid model that includes a combination of remote work? Have you reduced your space on campuses?**
- **Do you offer “hoteling” options for employees who prefer to work in the office or need to return because of productivity concerns? Will you continue to offer/support remote models?**
- **How has remote models changed training staff? Does your model include cross-training staff (especially if recruiting staff is taking longer)?**
- **When your team is hybrid how do you keep them engaged and open to developing other skills including leadership or clinical training?**



MOTIVATED EMPLOYEES

Attracting, Engaging, and Retaining

- **How do you build a culture of belonging? Do you acknowledge their accomplishments – so they know you are invested in their success and trust them? Do you have recognition from all levels – from peers, to managers to the C-Suite?**
- **When your team is hybrid how do you keep them engaged and open to developing other skills including leadership or clinical training?**
- **Do you have any success stories you'd like to share?**



Virtual Solutions – Equipped to Solve Healthcare Staffing, Cost & Quality Challenges



THOUGHT LEADERS

Stronger Bottom Line

- **When evaluating new technology do you involve staff in the selection and decision making?**
- **How are you using technology to effectively improve outcomes, improving patient experience/satisfaction, avoid clinician and administrative staff burnout, while still increasing revenues?**
- **Does your organization have a governance group to review RCM challenges with leaders from your Medical Staff, CDI, UM, RCM teams? What is their meeting cadence? Has having governance group reviews identified gaps in workflow or technologies and thus improved processes?**



THOUGHT LEADERS

Stronger Bottom Line

- **Today virtual health solutions can help your organization to extend provider's reach and close the care gap that is currently making it difficult to meet value-based care's call to improve outcomes while simultaneously reducing costs – what have been your results?**
- **How are you sharpening your Clinical Documentation to improve patient acuity reporting?**
- **Do you have clinician champion to help with CDI and Coding training and continuing education?**



THOUGHT LEADERS

Stronger Bottom Line

- **What are you and your teams doing to ensure success in the digital solution era? What are you focusing on:**
 - ~ **Improving Access to Healthcare**
 - ~ **Increase Quality of Care**
 - ~ **Decrease Inefficiencies in Healthcare**
 - ~ **Reducing Healthcare Costs**
- **Describe what emerging technologies you are looking to solve problems and what improved outcomes are you expecting?**



THOUGHT LEADERS

Stronger Bottom Line

- **Is outsourcing being considered for specific lines of business?**
- **How do you prepare staff for outsourcing without them worrying about their job, or how their coworkers may be affected?**
- **How do you help them have empathy for those who might be included in the outsource or who are being re-skilled for other positions?**
- **If you previously outsourced lines of business and have brought them back inhouse – how did you determine staffing models, what technologies you were going to utilize, and how long did it take ramp staff and see revenues increase?**



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THOUGHT LEADERS

Stronger Bottom Line

- **Describe what emerging technologies you are looking to implement and what problems will they help solve and what improved outcomes are you expecting?**
- **What teams beside RCM are involved in deciding to purchase new technology – do you include business analysts and other resources from IT during the selection process?**
- **With patient engagement on the rise are you offering more flexible ways for patients to self-manage appointments, check-ins with their mobile phones, and is it alleviating front office staff to focus on other tasks?**
- **Do you have any success stories you'd like to share?**



HEALTHCARE CONSUMERISM

Forecasting the Future

- **In navigating where we are now — how are we preparing for the Healthcare of Tomorrow?**
- **How do we continue to evolve to solve healthcare's staffing, cost and quality challenges?**
- **Technology while it is vital — we as leaders have to know what is special about the people we employ, the jobs they do, and the patients we serve.**
- **We have to continue to evaluate what is and isn't working, connect with others, and see what we can learn together.**



FUTURISTIC TECH PREDICTIONS

Learning from the Past

- **Much like the weather — we really cannot predict or accurately forecast what the future of healthcare is going to look like...**
- **I mean it's only taken ~60 years for us to catch up and learn from a case of the “Venus Virus”**



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THANK YOU