



Healthcare Financial Management Association:

**DON'T MISS THIS: IMPORTANT UPDATES AND
CHANGES IMPACTING YOUR HFMA EXPERIENCE**

hfma[™]



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Knowtion Health



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Regional Executive III – Region 11
CCO
Professional Credit

Today's Presentation

1. **Industry Overview**
2. **HFMA Initiatives**
3. **One HFMA Organizational Overview**
4. **Benefits and Resources**
5. **Why Someone Should Get Involved**
6. **Changes Coming Your Way in 2023-2024**
7. **Local Chapter Resources / Best Practices**
8. **Website Review and Resources**
9. **Q & A – What can we share with ONE HFMA?**

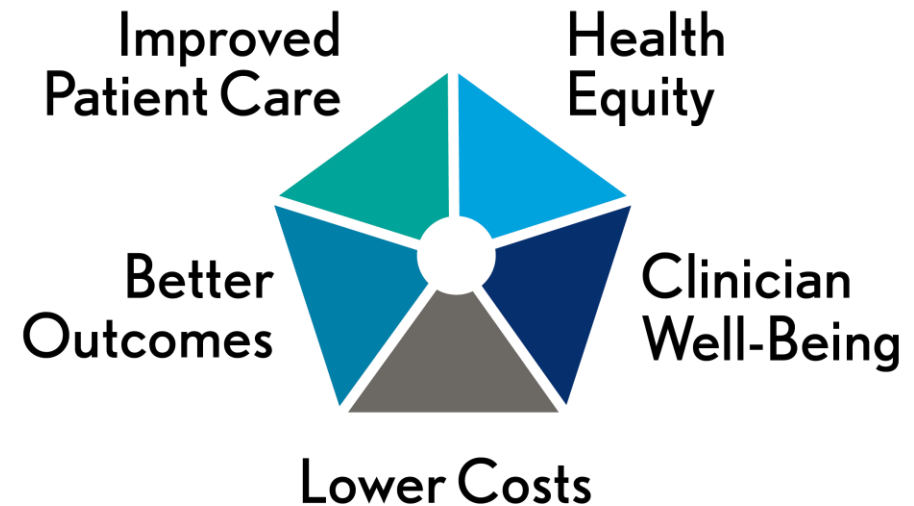
Industry Overview

Realignment Is Erasing Traditional Healthcare Boundaries

Driven by demands for care transformation, the healthcare industry is realigning at an unprecedented pace.

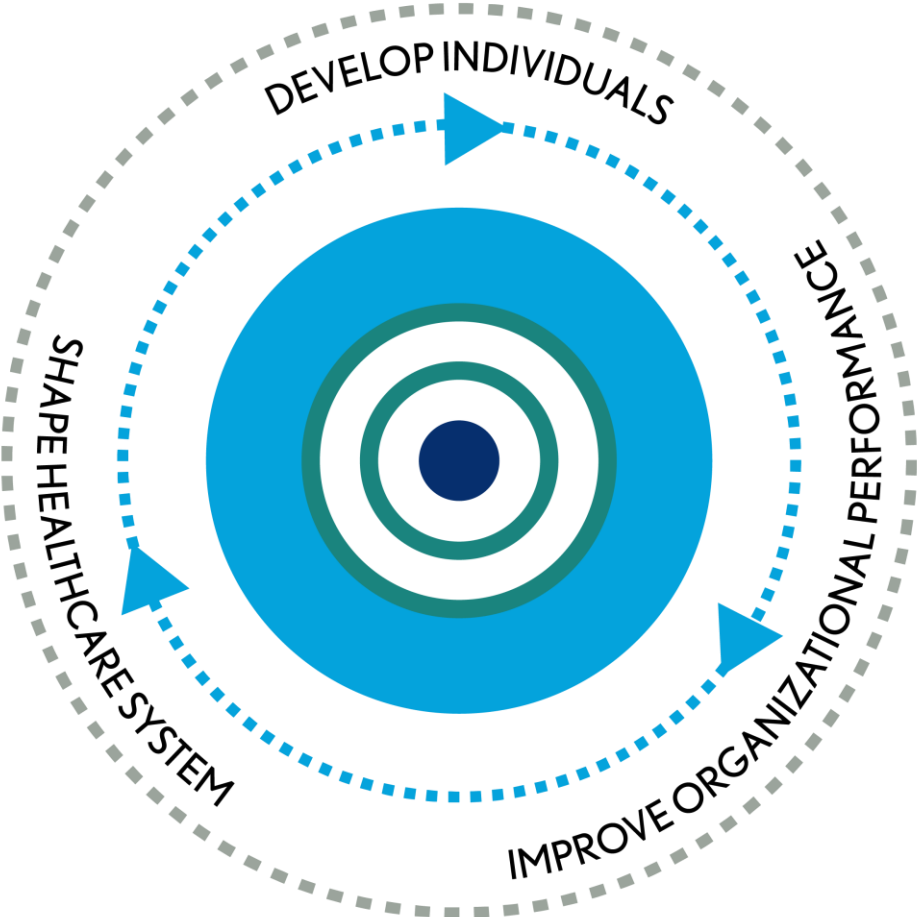


The IHI Quintuple Aim



We Help Stakeholders Achieve Optimal Results

OUR MISSION
Leading the financial management of health care



OUR VISION
HFMA will bring value to the industry as the leading organization for healthcare finance

Thought Leadership Shapes the Future of Health Care

WHAT WE DO

- ▶ **Share finance perspectives** to drive improvement
- ▶ **Convene healthcare groups** to build consensus
- ▶ **Develop strategic frameworks** to guide action
- ▶ **Establish principles and guidance** to advance capabilities
- ▶ **Foster measurement and accountability** for outcomes



CHANNELS



Official Comments and Testimony



Media



Other Associations and Industry Groups



Chapters

HFMA Helps Turn Knowledge into Action

- Continuing education and training
- Career development and certification
- Small group-focused interactions
- Information analysis and perspective
- Guidelines and best practices
- Organizational performance management
- Problem-solving community: online and face-to-face networking

Your Challenge. Our Mission.

HFMA Initiatives

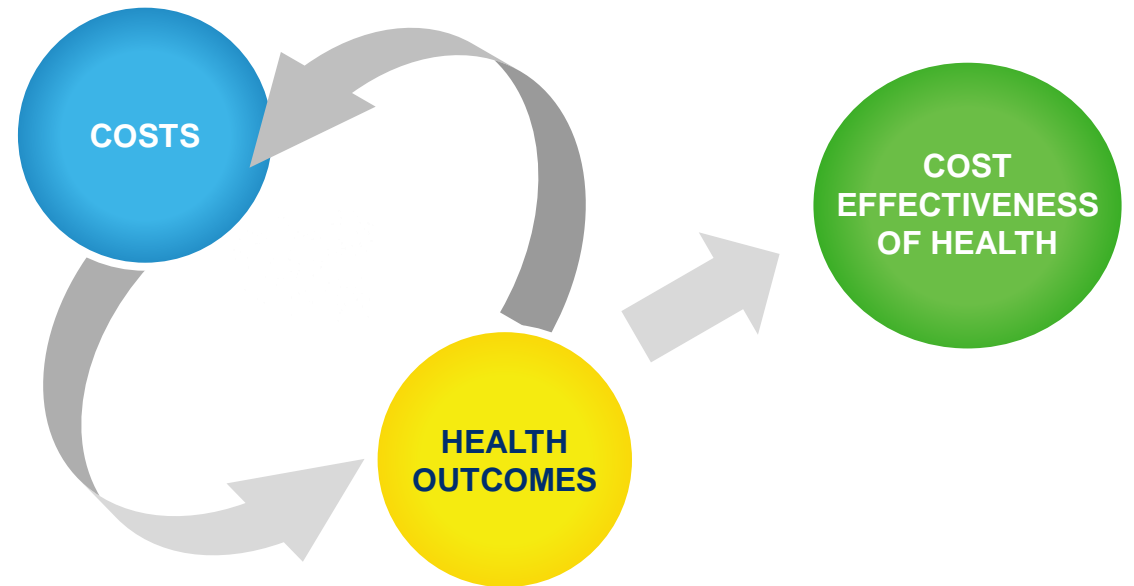
Regulatory Resources: Perspective on the Policymaking Process



hfma.org/policy

Cost Effectiveness of Health (CEoH)

- **Minimize costs associated with delivering optimal health outcomes.**
- **Identify appropriate spending to realize the best possible outcomes.**
- **This is *not* a reduction of costs or bending the cost curve.**
- **CEoH is a global issue.**



Achieving cost-effectiveness of health will transform the healthcare industry to the direct benefit of patients, employers and providers.

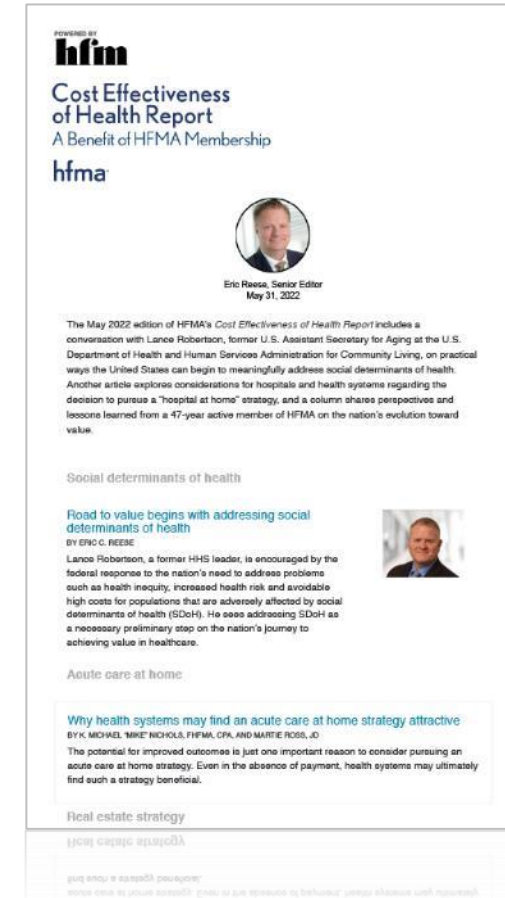


Join us in the *Just Cause*
of working toward CEoH.

A just cause defines a vision for the future
that your work helps bring about.

hfma™

HFMA's CEoH resources



Publications

eNewsletter

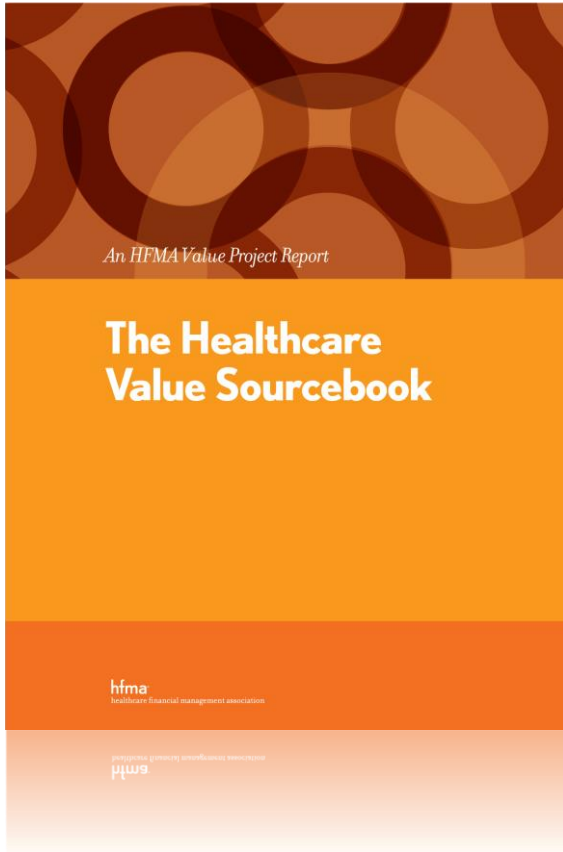
HFMA's Environmental Assessment Series, *Healthcare 2030*



Volume 2 builds on Volume 1, which covers the CFO's expanding role in the C-suite, the workforce, consumers and technology, and strategic investment.

hfma.org/hc2030

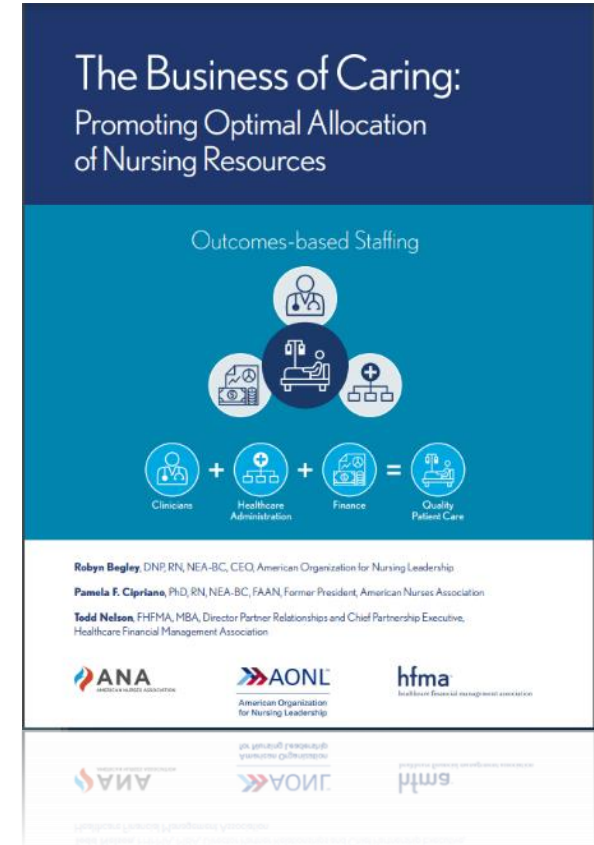
HFMA Research: Strategies for Success



HIGH-VALUE HEALTHCARE
hfma.org/valueproject

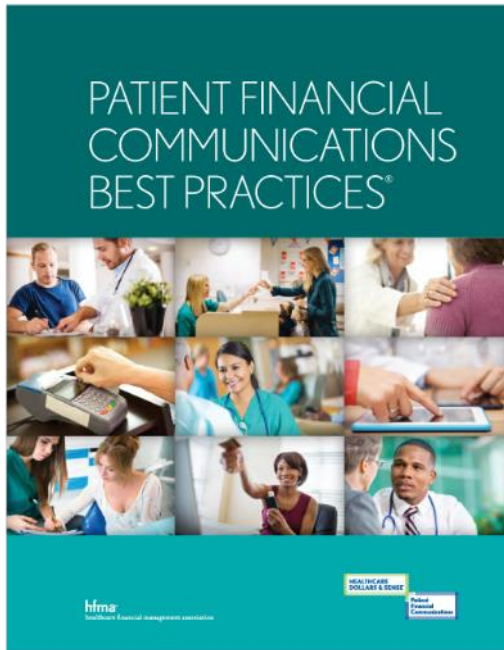


MERGERS
hfma.org/guidance/research-trends

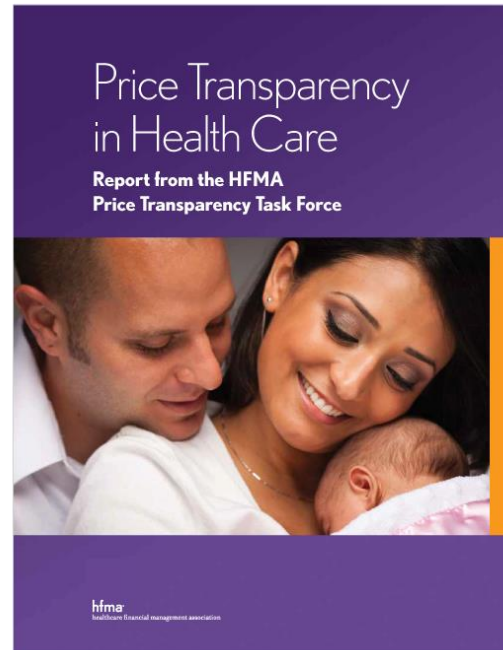


NURSE STAFFING

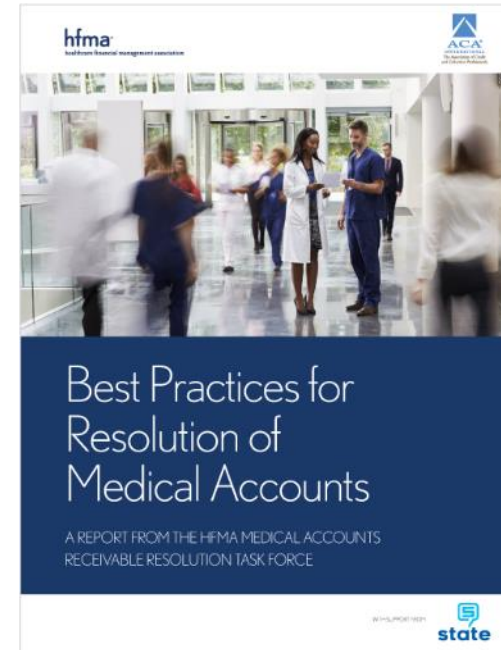
Our Consumerism Best Practices and Resources



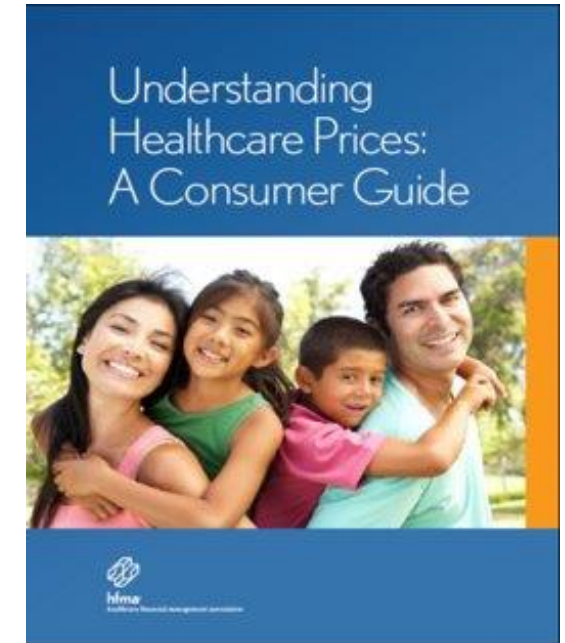
**PATIENT
FINANCIAL
COMMUNICATIONS**



**PRICE
TRANSPARENCY**



**MEDICAL
ACCOUNT
RESOLUTION**

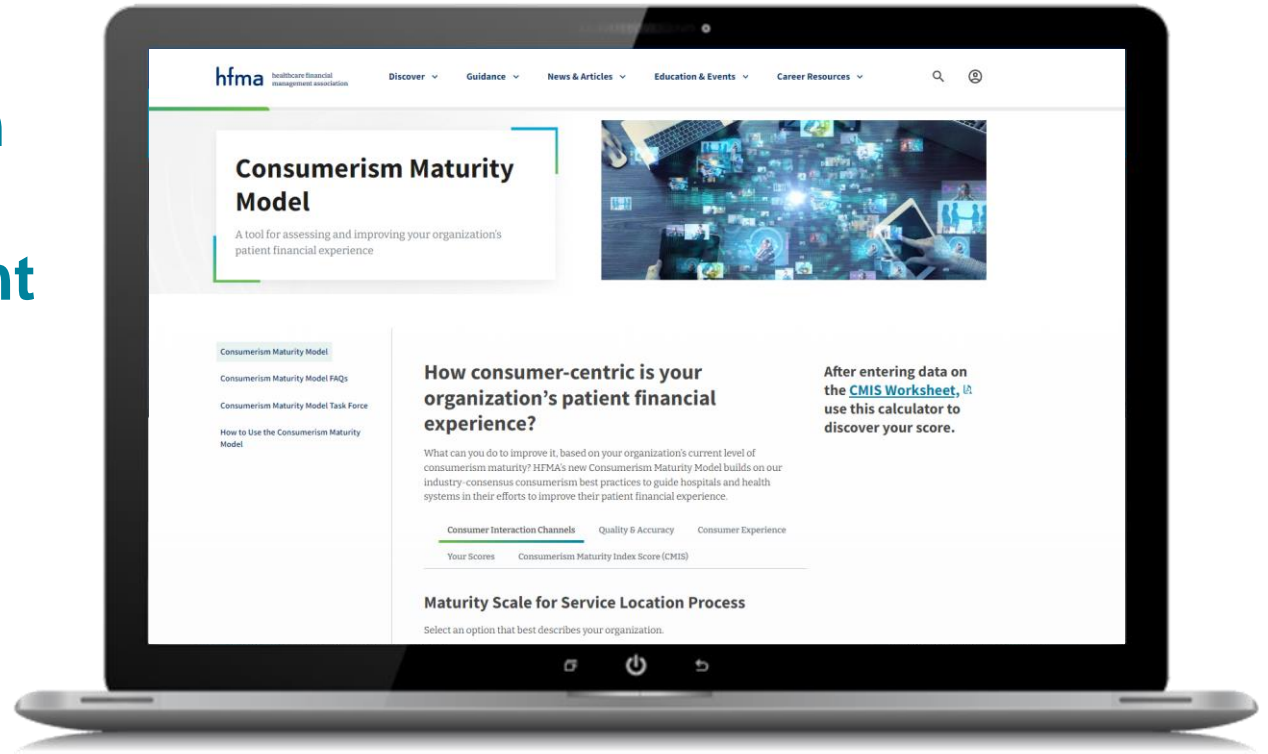


**CONSUMER
EDUCATION**

hfma.org/dollars

HFMA's Consumerism Maturity Model

- Online self-assessment tool
- Appropriate for all providers: hospitals, systems and physician groups
- Takes a consumers-first viewpoint
- Identify gaps and areas for improvement
- Build your roadmap for success
- Designed by industry-wide task force



hfma.org/consumermodel

MAP: Hit Your Revenue Cycle Performance Targets



- **MAP Keys – Industry standard KPIs**
- **MAP Award – Recognizes revenue cycle excellence**
- **MAP App – Online benchmarking tool**
- **MAP Key Connect – Benchmarking reports for business partners**



hfma.org/map

Organizational Overview

Professional Membership Association – serving both individuals and organizations

100,000+

**MEMBER COUNT
AS OF APRIL 2023**

95%

**ENTERPRISE
MEMBERSHIP
RETENTION RATE
AS OF FEBRUARY
2023**

88%

**MEMBERSHIP GROWTH
FROM JUNE 2020 TO
FEBRUARY 2023**

Organizational Membership

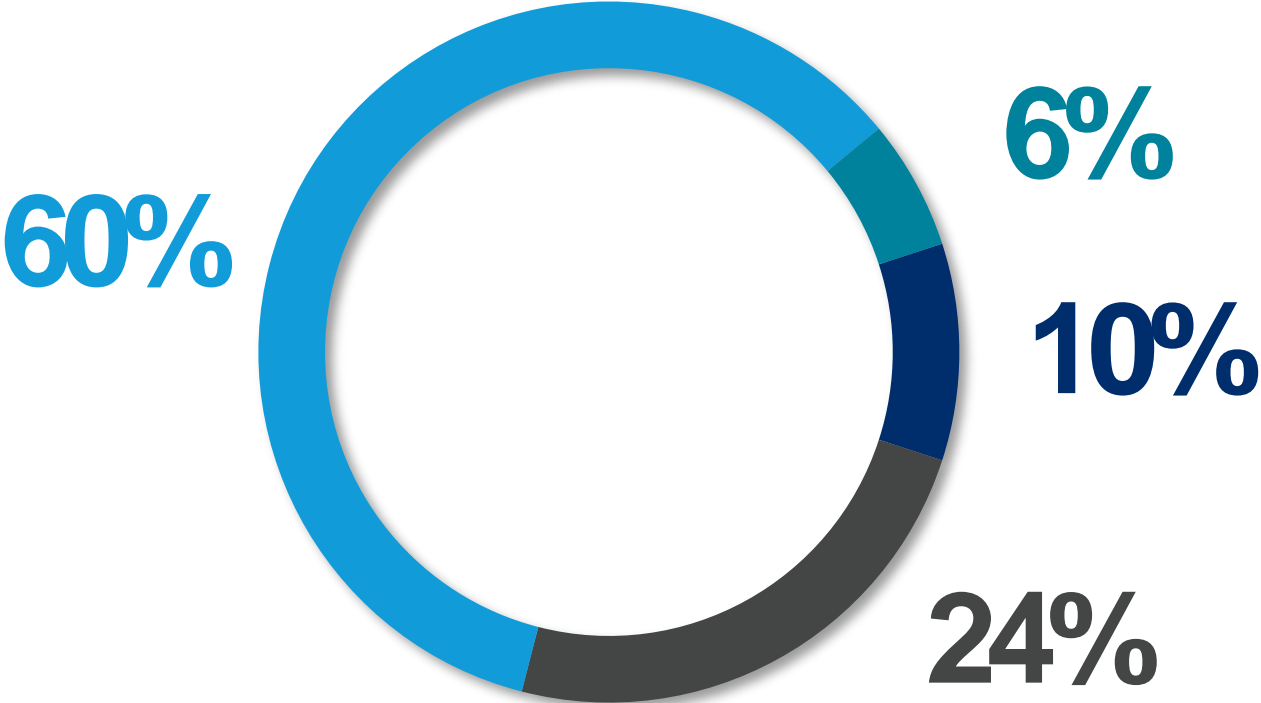
- Organizations can offer HFMA benefits and resources to all employees - administrative and clinical.
- Cost effective means for providing teams with relevant healthcare finance training and tools.
- Build staff competencies, knowledge and engagement.
- Drive organizational performance.
- Options for all sizes of provider and business partner organizations.

Enterprise
Solutions

hfma™

hfma.org/enterprise

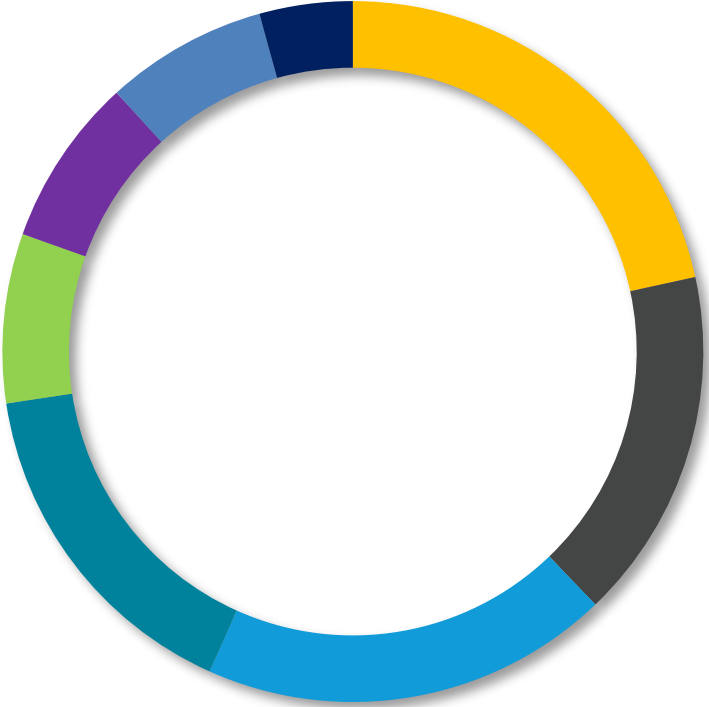
Member Career Stage



- EXECUTIVE LEVEL**
- PROFESSIONAL LEVEL**
- DIRECTOR/MID LEVEL**
- OTHER**

As of February 2023

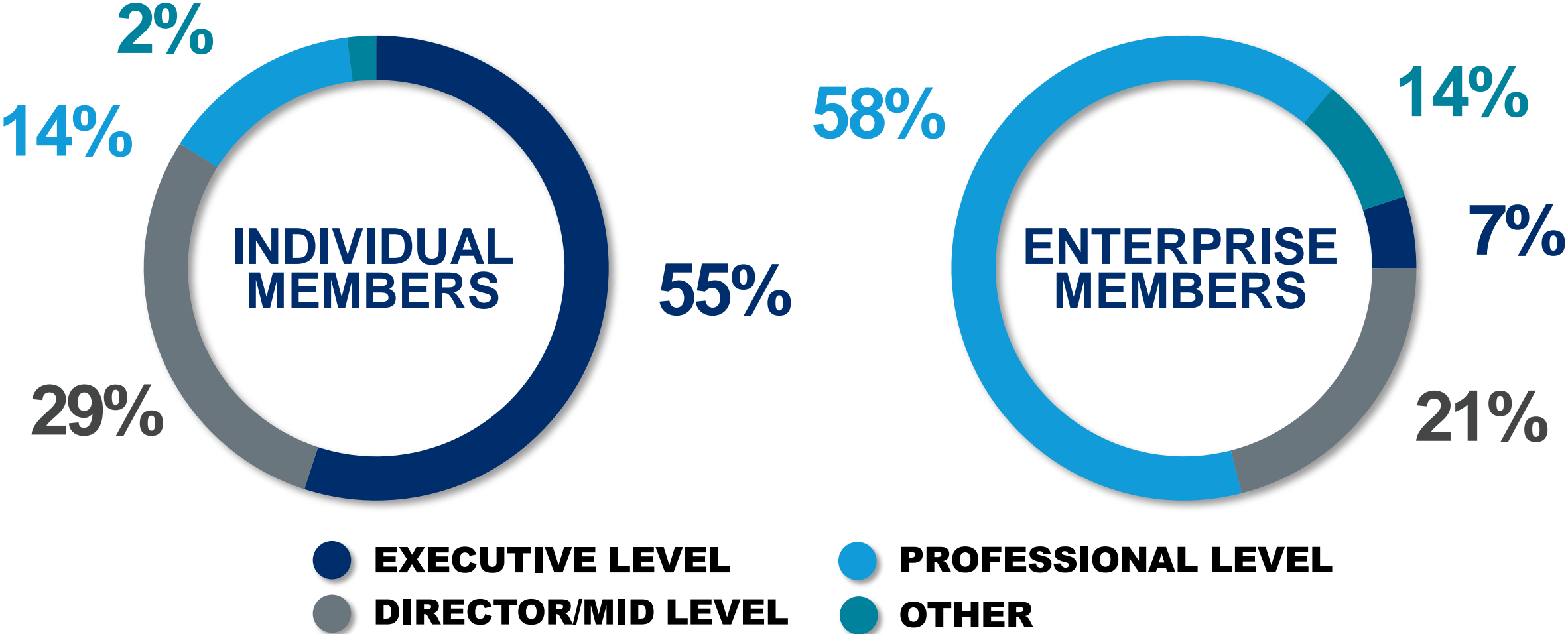
Primary Member Job Functions



- REVENUE CYCLE**
- FINANCE**
- PATIENT ACCESS**
- PATIENT FINANCIAL SERVICES**
- ACCOUNTING**
- ADMINISTRATION & OPERATIONS**
- HEALTH INFORMATION/MEDICAL RECORDS**
- DECISION SUPPORT/BI/ANALYTICS**

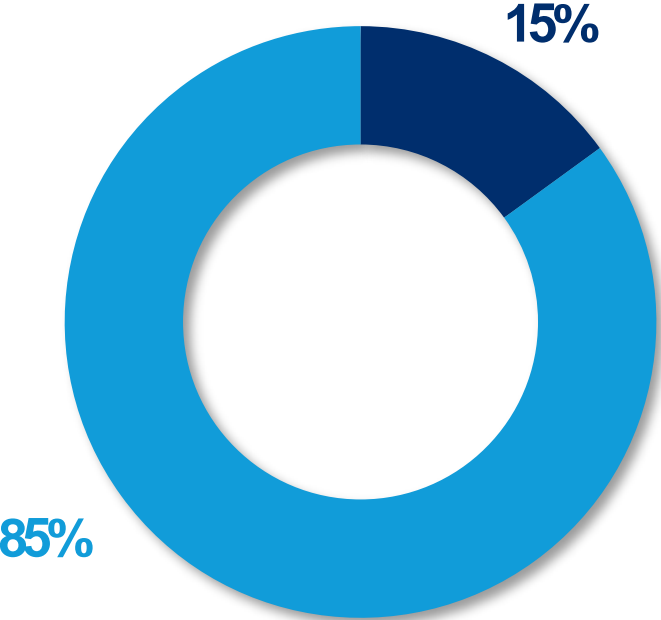
As of February 2023

Member Profiles Vary by Membership Category



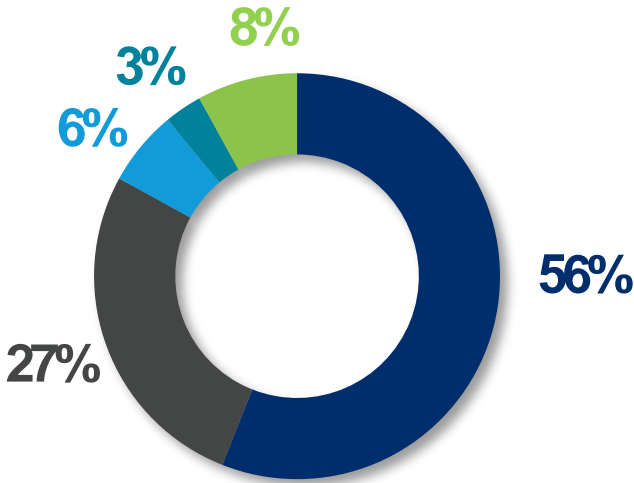
As of February 2023

Provider Organizations (Hospitals/Systems) Make Up Majority of Membership Base



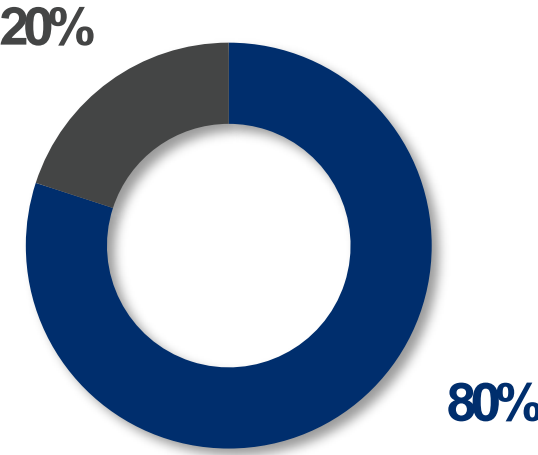
Total Members

- INDIVIDUAL
- ENTERPRISE



Individual Members

- HOSPITALS/HEALTH SYSTEMS
- BUSINESS PARTNERS
- PHYSICIAN GROUPS

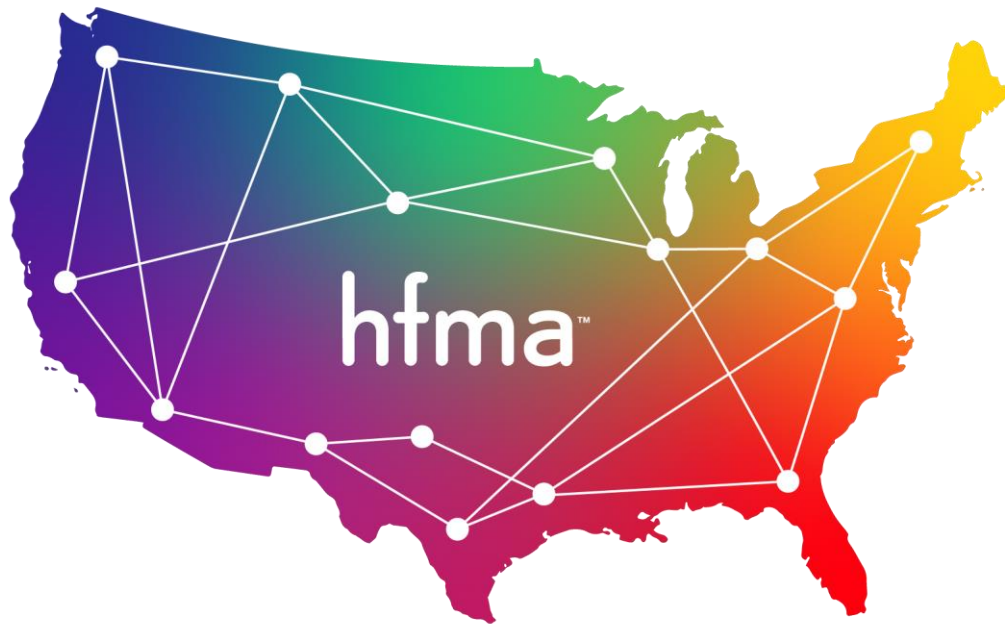


Enterprise Members

- HEALTH PLANS
- OTHER

Our Members Belong to 60 Local Chapters

Chapters and Regions



REGION 1

- Connecticut
- Massachusetts-Rhode Island
- Northern New England

REGION 2

- Empire New York
- Metropolitan New York
- Puerto Rico
- Rochester Regional

REGION 3

- Central Pennsylvania
- Metropolitan Philadelphia
- New Jersey
- Northeastern Pennsylvania
- Western Pennsylvania

REGION 4

- Kentucky
- Maryland
- North Carolina
- Virginia DC
- West Virginia

REGION 5

- Alabama
- Florida
- Georgia
- South Carolina
- Tennessee

REGION 6

- Central Ohio
- Michigan Great Lakes
- Northeast Ohio
- Northwest Ohio
- Southwestern Ohio

REGION 7

- First Illinois
- Indiana Pressler Memorial
- McMahon Illini
- Southern Illinois
- Wisconsin

REGION 8

- Greater Heartland
- Iowa
- Kansas (Sunflower)
- Minnesota
- Nebraska
- North Dakota
- South Dakota

REGION 9

- Arkansas
- Lone Star
- Louisiana
- Mississippi
- Oklahoma
- South Texas
- Texas Gulf Coast

REGION 10

- Arizona
- Colorado
- Idaho
- Montana
- New Mexico
- Utah
- Wyoming

REGION 11

- Hawaii
- Nevada
- Northern California
- Oregon
- San Diego – Imperial
- Southern California
- Washington - Alaska

Physician & Physician Practice Engagement

For clinical leaders—The opportunity to learn the business side of healthcare.

For physician practice groups—Strategies to lead the transition to value-based case.



hfma.org/education-events

hfma.org/physician

hfma.org/webinars

Health Plan Engagement

Health plan executives stay up-to-date on the financial management of healthcare organizations.

Annual
Conference

hfma™

Health Plan Resources

A collection of resources to help health plan leaders navigate the challenges and opportunities in this new era of health care.



hfma.org/education-events

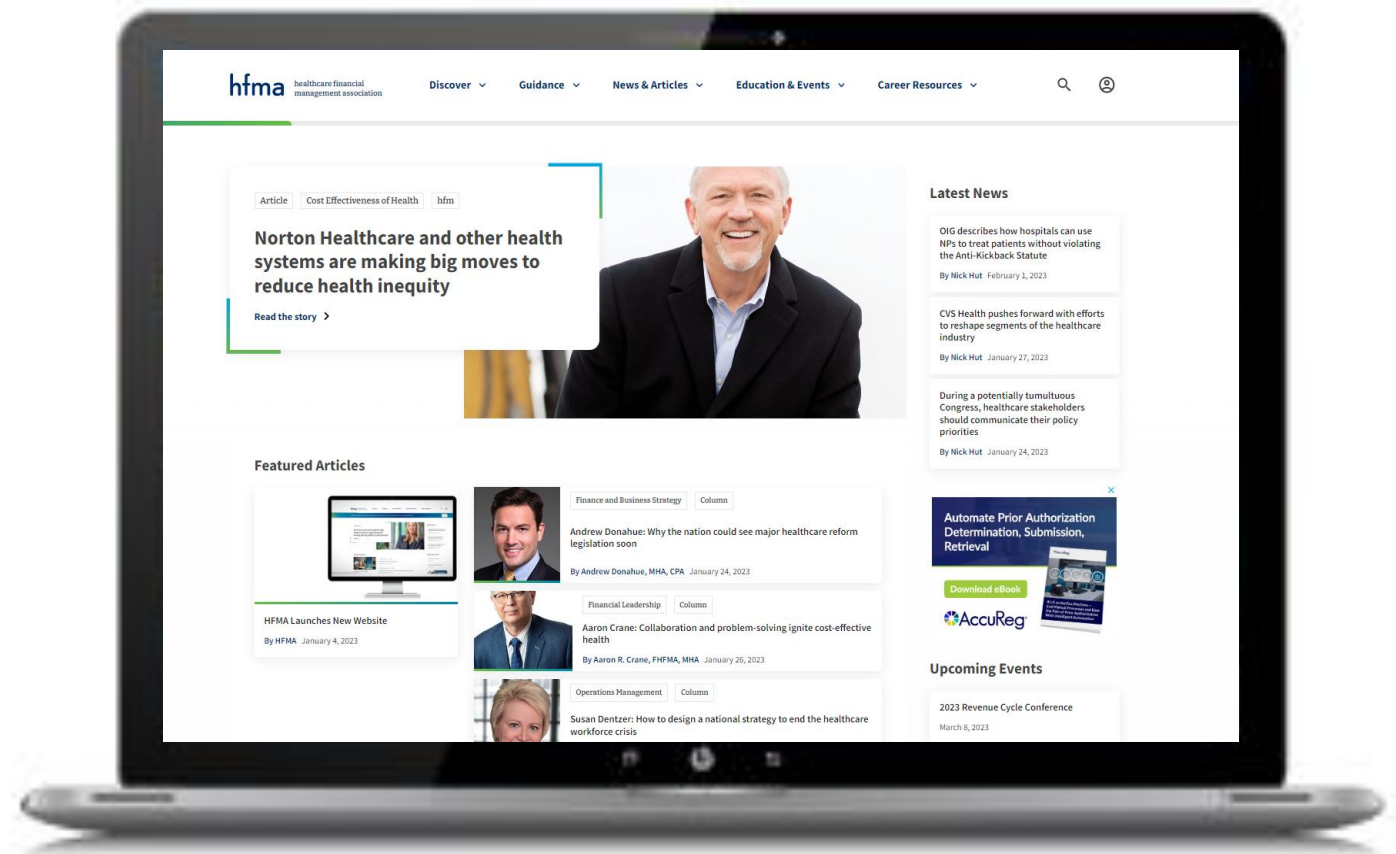
hfma.org/healthplan

Share HFMA reports focused on industry collaboration to deliver greater value to the patient while ensuring financial sustainability.

Belonging to HFMA

Online Member Home

- New website launched January 2023
- Bold new layout and design
- Updated navigation
- Enhanced search
- Personalized experiences when logged in



hfma.org/newsite

Included with HFMA Membership



**Professional
Certifications**



**E-Learning Courses
+ Webinars**



Community

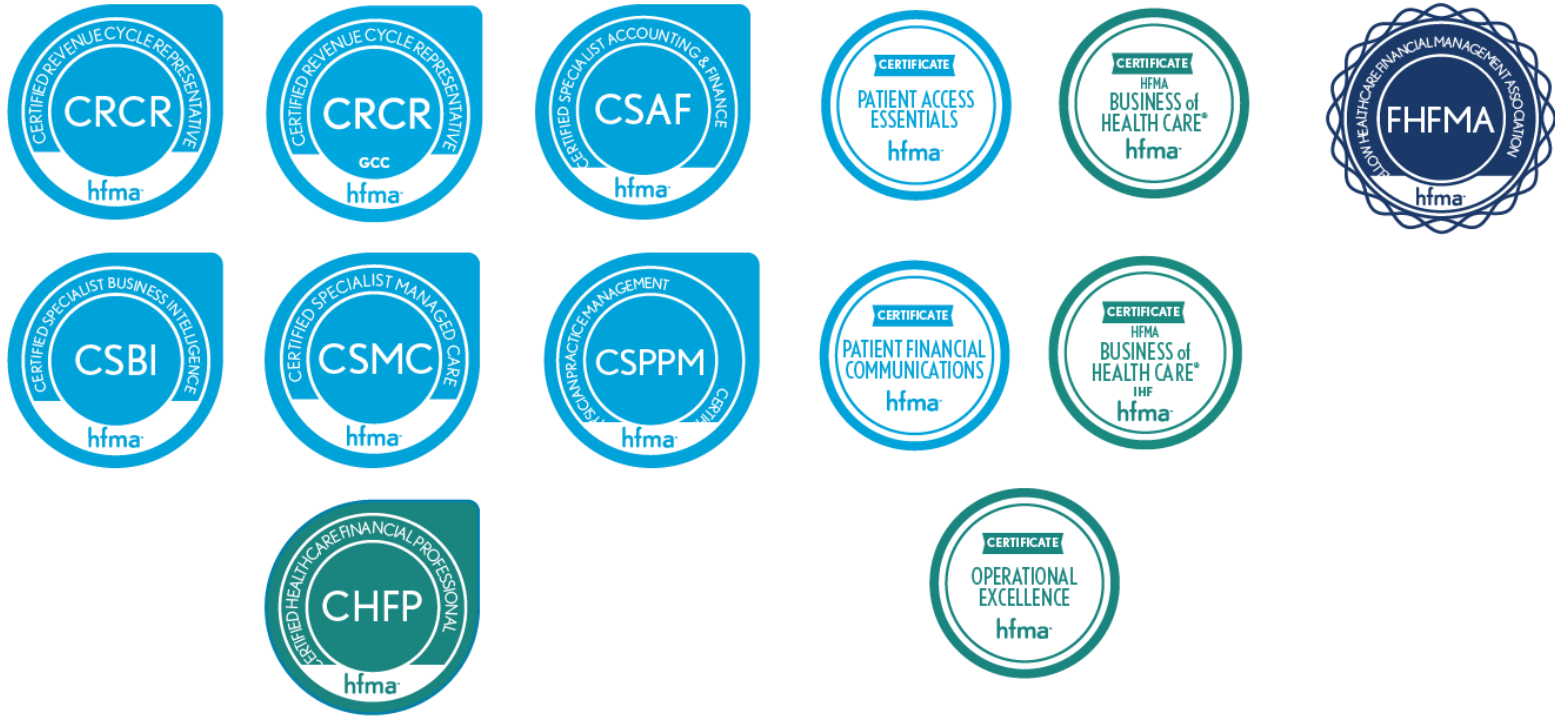


E-Newsletters



**Member-Only
Content**

Distinguish Yourself with Certification



hfma.org/certifications

News, Strategies, Insights

hfm magazine



- Health systems are making big moves to reduce health inequities
- The role of community partnerships in reducing cost of care and improving health outcomes
- How to support underserved patients through in-home care
- Susan Dentzer: A national strategy is needed to end the healthcare workforce crisis
- Jill Geisler: Resolve to upgrade your communication in 2023

[Read the current issue](#)



Winter 2022



November 2022



October 2022



September 2022



Summer 2022



May 2022



April 2022



March 2022



Download app to read on your device.



E-Newsletters

- HFMA Daily
- Revenue Cycle Insights
- Cost Effectiveness of Health Report
- Leadership
- Healthcare Finance Strategies

Guidance: Reports + More

Regulatory and Accounting Resources

Healthcare Dollars & Sense

Value Project

Patient Friendly Billing

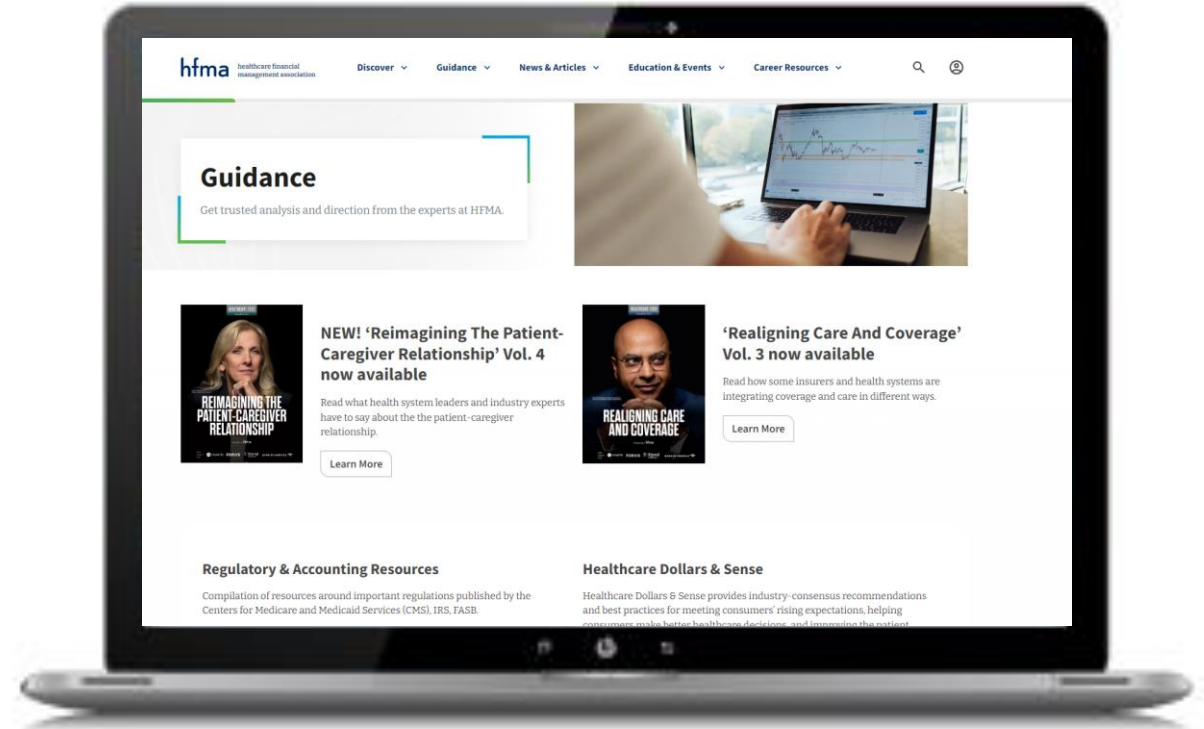
Healthcare 2030

Consumerism Maturity

Research & Trends

Claim Integrity

Special Reports from HFMA's Thought Leadership Retreat



Data + Insights

Salary + Compensation Data

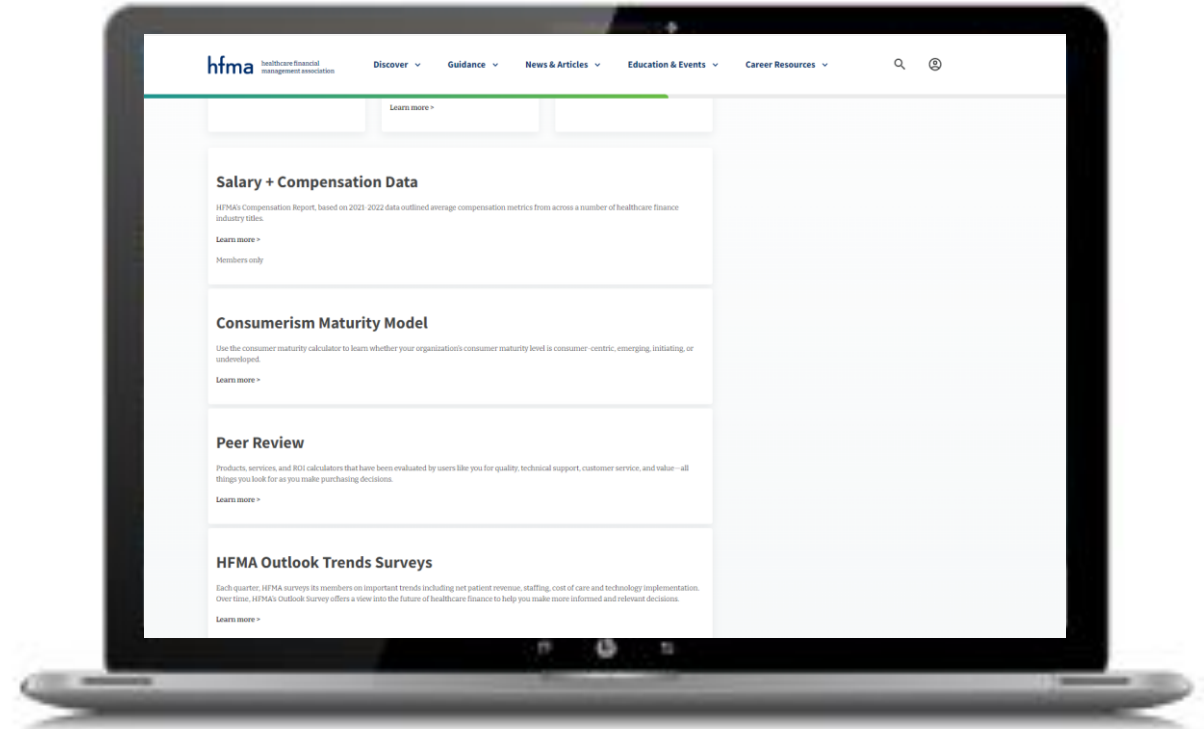
Consumerism Maturity Model

MAP Award Score Calculator

HFMA's Peer Review

Outlook Trend Surveys

+ more



HFMA's Podcast Series

Insights from leading experts on a range of topics in healthcare finance



hfma.org/podcast

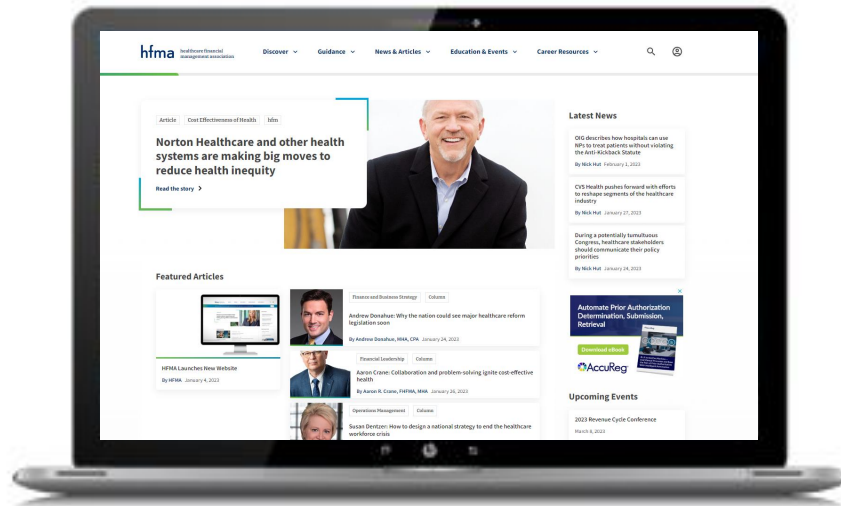
Connect: Stay in Touch



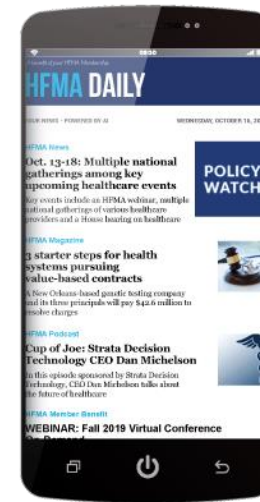
Community



Social Media



hfma.org



HFMA Daily

Get Involved

hfma™

Get Involved!

- **Attend local and national educational events**
- **Take advantage of networking opportunities**
- **Write an article**
- **Speak at an HFMA local or national event**
- **Participate in national workgroups**
- **Volunteer for your local HFMA chapter and pursue leadership opportunities**
- **Contribute to the HFMA online community**
- **Get certified**
- **Refer your colleagues**

Why Volunteer?

Volunteering for your professional association is a great way to enhance your career, expand your connections and have fun!

Other reasons to volunteer include:



Learn and develop new skills: Enhance leadership, communication and relationship-building skills by engaging with others.



Gain valuable experience: Volunteer experience shows employers that you are a respected, contributing member of your professional community.



Expand your network: Meet like-minded professionals and build long-term personal and professional relationships.



Increase your visibility: Participating as a volunteer exposes you to others in the industry, including hiring managers and recruiters.



Strengthen your resume: Volunteer experience always bolsters a resume and reinforces your commitment to the profession.

When you belong to HFMA



Easily find & discover
relevant information



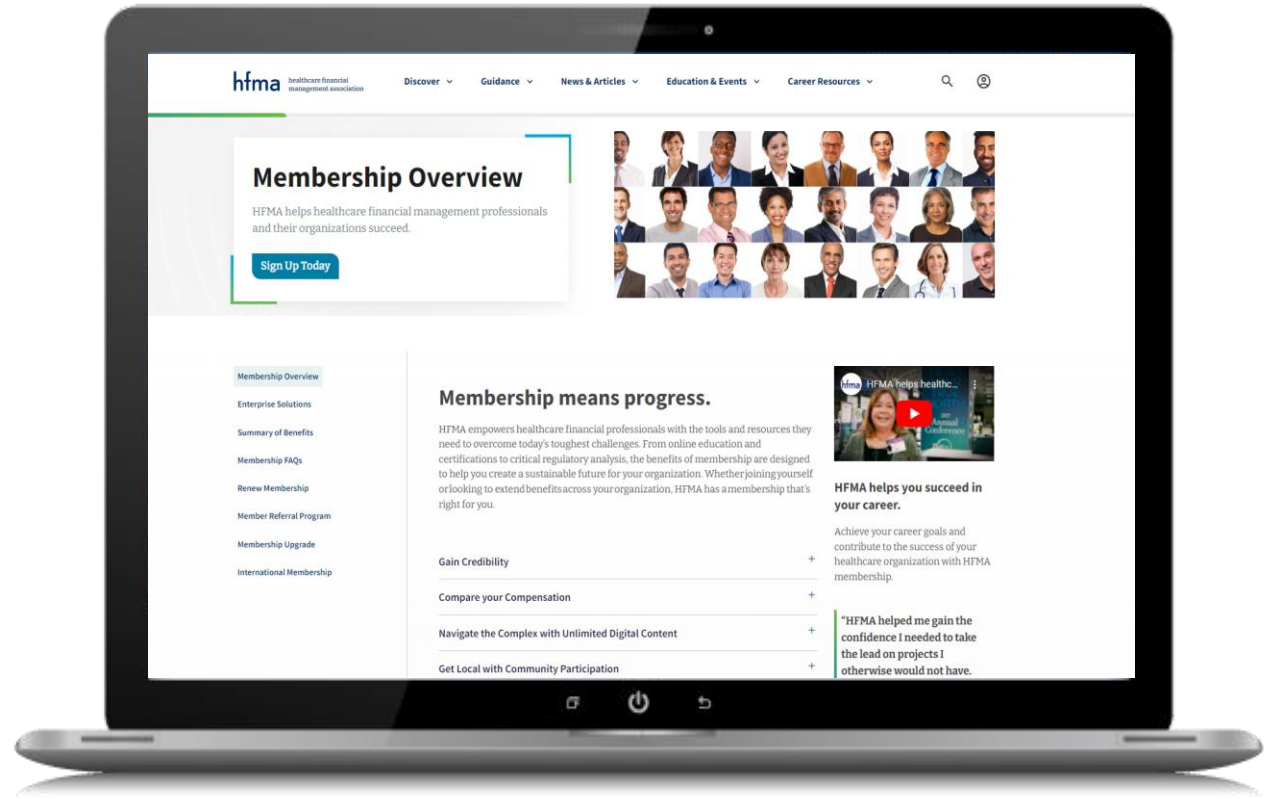
Access
what you need when you need it



Navigate
the complex healthcare environment



Belong & engage
Collaborative opportunities
& communities to actively



hfma.org/membership

Changes Coming 2023-2024

Greater Focus on DEI at the Chapter Level

Diversity, Equity, Inclusion and Belonging (DEIB) at Organizations



DEI Task Force

Findings, Recommendations & Changes



FINDINGS

1. HFMA membership reflects the racial composition of the nation as a whole.
2. Nearly eight in 10 (78%) of members believe their workplace culture fully embraces/is actively working toward better DEI.
3. Consistent with the survey findings on workplace culture, 82% of members describe their position on DEI as supportive/engaged.
4. Overall, 93% of members believe that HFMA members from all backgrounds and with a range of identities have equitable access and ability to use HFMA's membership resources.
5. HFMA is perceived as cultivating a welcoming and inclusive environment for all members.

*Based on over 5,000 surveys results from HFMA members

Recommendations

1. Encourage belonging at the local, regional and association level.
 1. Outline and share guiding principles to guide local efforts.
 1. Discipline, courage and perseverance
 2. Growth movement for everyone as an association
 3. Emphasis on equity and inclusion
 4. Equity equals access to resources to be a success in life
 5. Continue to focus on healthcare finance and revenue cycle

Recommendations / Changes

2. Encourage engagement (e.g., attendance at meetings, volunteer opportunities, broader participation)
 - Create awareness and sharing key takeaways and considerations to help local chapters.
 - Outreach and partner with minority associations/institutions on programming (examples include though not limited to: the National Association of Health Services Executives, National Association of Latino Healthcare, National Association of Hispanic Healthcare Executives, Black Directors Health Equity Agenda)
 - Encourage diverse speakers
 - Diverse subject matter experts
 - Inspire emerging leaders Student engagement (share best practices)
 - Succession planning
 - Promote leadership awareness
 - Not DEI training –continue focus on finance, revenue cycle, etc.
 - A current topic could include workforce challenges
 - Incorporate into Chapter Success Plan
 - Add element
 - Submit initiative to Regional Executive (at the Association level)
 - Capture data to determine future recognition
 - Facilitate data collection and better practice sharing
 - Encourage targeted data collection to gain insights on chapter level inclusion efforts
 - Encourage better practice sharing (e.g., toolkits) among chapters to build on successful practices
- vii. Continue dialog with Regional Executive Council by having regular discussions on agenda. The Board Liaisons and staff to the Regional Executive Council will bring pertinent areas of consideration to the HFMA Board of Directors, as needed.

Recommendations / Changes

3. Identify barriers in our existing structure

- **Below are issues identified that can be addressed over time (these were not prioritized by the Task Force/Regional Executives at this time)**
 - a. Membership dues
 - b. Risk of politicization of the issue
 - c. Lack of tools and resources
 - d. Sharing of chapters' better practices should be considered
 - e. Budget and volunteer burden
 - f. Turnover and transfer of knowledge
 - g. Acceptance
 - h. Current culture
 - i. Lack of data
 - j. Provider scholarship –Sponsors only want decision makers
 - k. Requirements for succession at the local and regional level
 - l. No accountability –Consideration to build into Chapter Action Plan
 - m. In-person vs. Meet-up opportunity (virtual, webinar or other)

A cartoon illustration of a man with dark hair, glasses, a white shirt, and a red tie, smiling broadly while holding a large golden trophy. He is surrounded by several hands: two thumbs-up gestures on the left and right, and a cluster of raised hands at the bottom, suggesting a celebratory atmosphere. The background is a solid teal color.

Positive Changes Coming
Soon to FOUNDERS POINTS!

Oregon HFMA Resources / Chapter Best Practices

CHAPTER RESOURCES

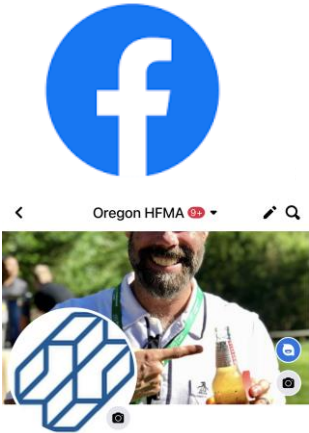
1. WEBSITE
2. YOUTUBE
3. SOCIAL MEDIA
4. PODCAST





CHAPTER RESOURCES

Chapter Website: <https://www.hfma.org/chapters/region-11/oregon/>



Oregon HFMA
234 likes · 256 followers

MAKING IT COUNT!!!

Promote

Add to story View Tools

How healthy is your Page?
Complete these actions to keep improving Oregon HFMA.
Page health: good

Compared to similar Pages with high engagement.



Oregon HFMA
The Secret Sauce of Healthcare Finance
Financial Services · Portland, OR · 269 followers

Meredith & 1 other connection work here

Visit website [Following](#)

Home About Posts Jobs People

About

Website: evolve-business.com

Show all details →

Page posts

Oregon HFMA
269 followers

What's Jason Ruiz going to be sharing



oregonhfma
199 Posts 170 Followers 77 Following

Oregon HFMA
Shally Golf Registration:
2055 NW Savier St., Suite 201, Portland, Oregon
charitygolftoday.com/event?e=953&ce=42...

Followed by kellysmithpnw, bicklet88 and 18 others

Following Message Contact

Suggested for you

Montana Hosp...
montana.hospit...

HIMSS Austin...
himssaustincha...

Alliance S...
alliance_se

Register here: buff.ly/3LVcmYo



Oregon HFMA
@OregonHFMA Follows you
oregonhfma.org Joined February 2011

28 Following 522 Followers

Followed by Chris Vairo, Matt Morgan, Colorado HFMA, and 4...

Tweets Replies Media Likes

Oregon HFMA @Oregon... · 5/4/23
What's Jason Ruiz going to be sharing with us at Salishan? You don't want to miss his presentation; it's bound to be interesting and educational.

Register here: buff.ly/3LVcmYo



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HFMA Oregon
@hfmaoregon 12 subscribers 99 videos
Hello and welcome to Oregon HFMA (Healthcare Financial Management A...)

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Latest Popular

Oregon HFMA Lip Sync Final
348 views · 7 years ago

Why Oregon HFMA Will Win at Kickball
296 views · 3 years ago

HFMA Western Region Symposium Provider Challenge Oregon HFMA
276 views · 3 years ago

Oregon HFMA 60 Years
200 views · 8 years ago

Fundamentals of Process Improvement Using Lean

Innovative Concepts for Today's Healthcare Leaders

SEARCH FOR 'OREGON HFMA'



CHAPTER PODCAST

Shows



Oregon HFMA
Imagine Amazing
OregonHFMA

Episodes

[See All](#)



MAY 6, 2021

Oregon HFMA Imagine Amazing Podcast Season 2, Episode 7

Join OR HFMA President, Tammie Coon and hosts Kelly Smith and Jeff Johnson as they discuss Oregon House Bill 2360. Also joining the podcast is Diamond Sponsor, Guidehouse, to share the fascinating results from their most recent survey of over 150 Healthcare Executives. Both Bryan Ch...



Website Highlights

LET'S VISIT:

WWW.HFMA.ORG

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Questions & Answers

hfma™

hfma.org

THANK YOU!