



Healthcare Financial Management Association: An Introduction

# Helping Health Care Professionals & Their Organizations Succeed

hfma<sup>™</sup>

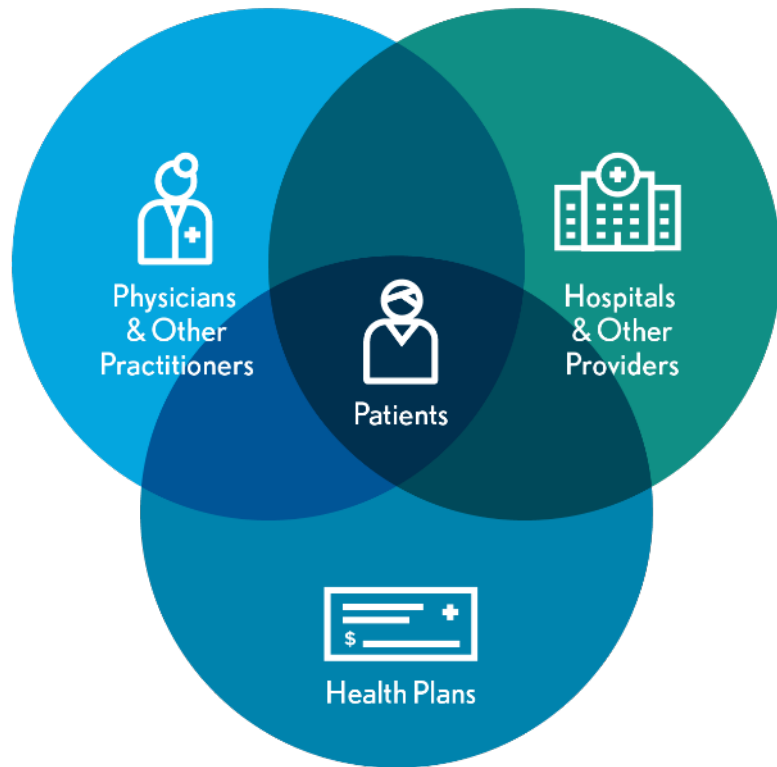
# Today's Presentation

1. Industry overview
2. HFMA initiatives
3. Organizational overview
4. Benefits and resources
5. Get involved

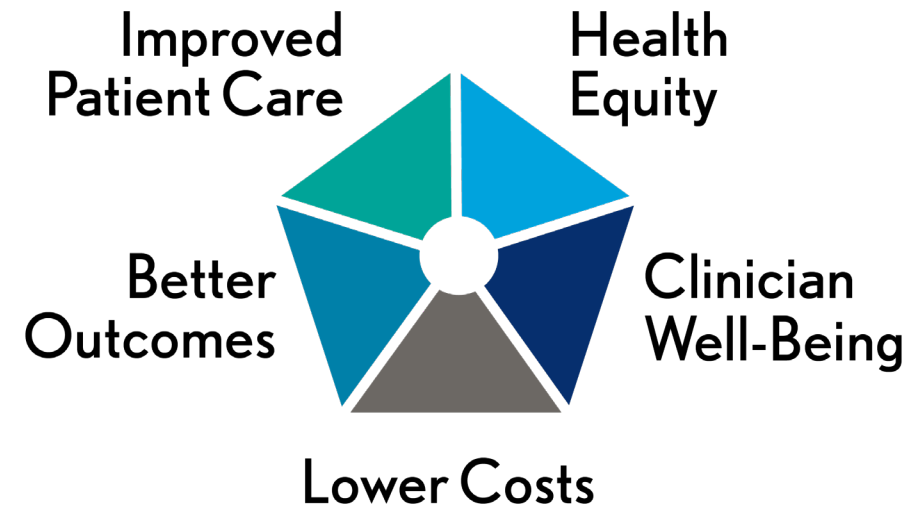
# Industry Overview

# Realignment Is Erasing Traditional Healthcare Boundaries

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

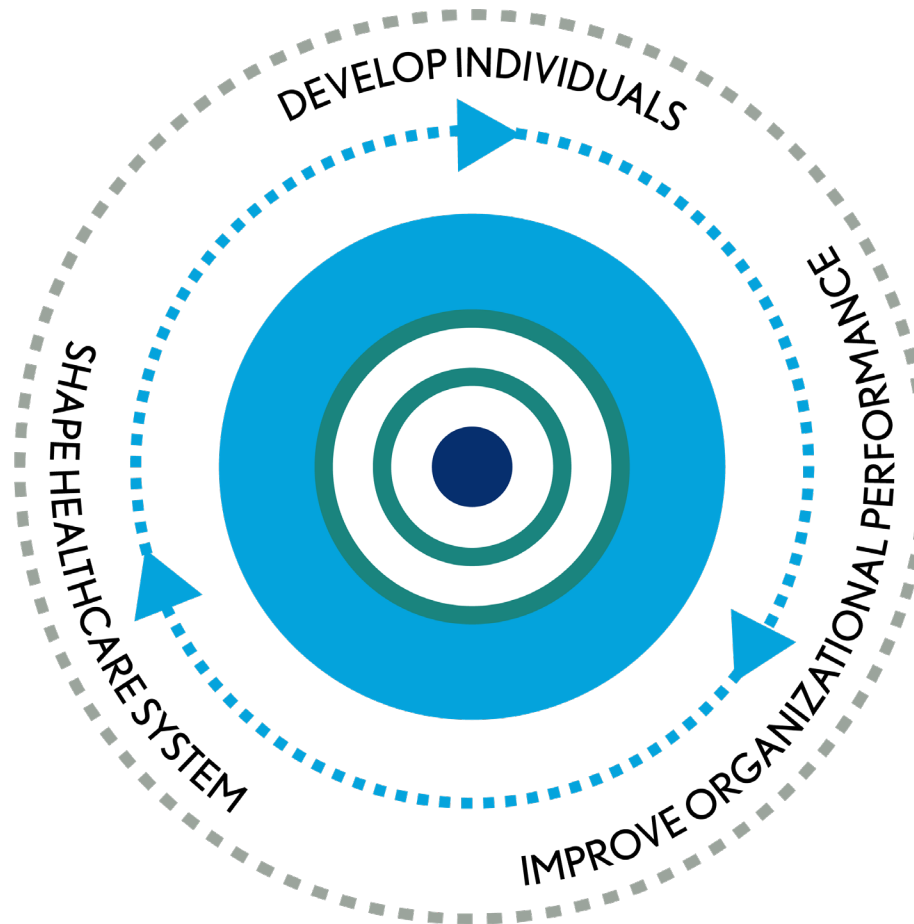


## The IHI Quintuple Aim



# 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



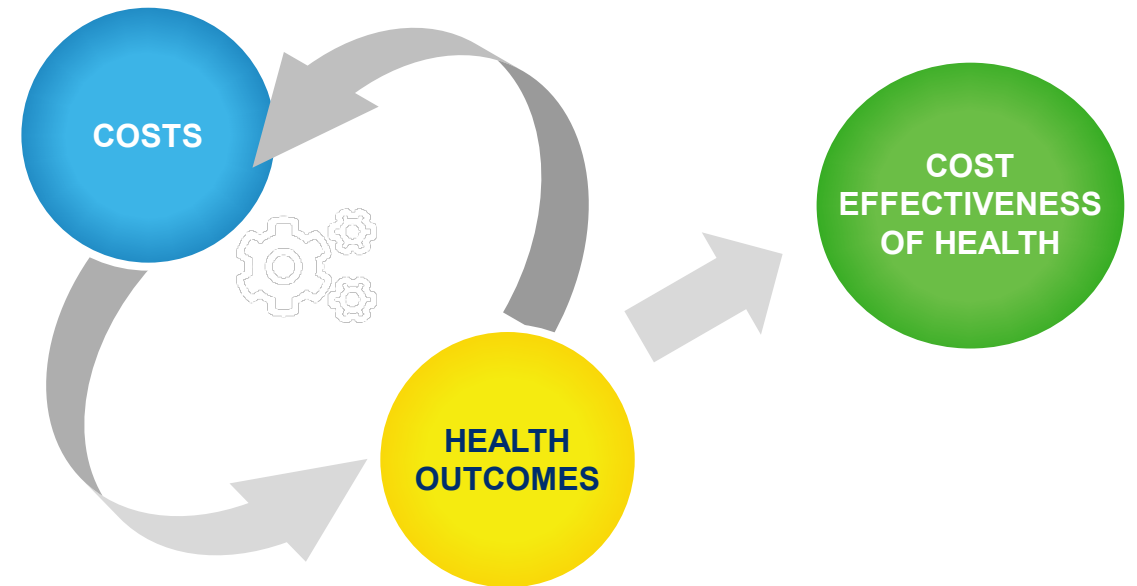
# Regulatory Resources: Perspective on the Policymaking Process



[hfma.org/policy](https://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.**



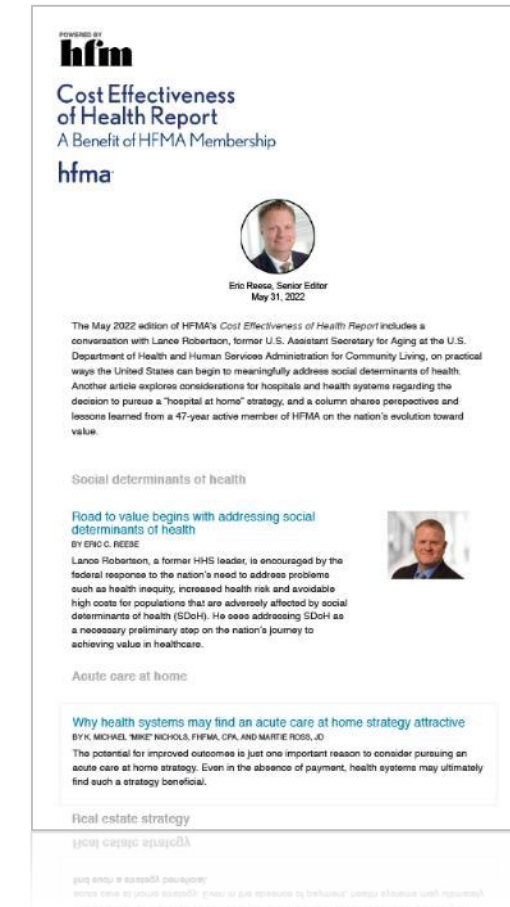
Join us in the *Just Cause*  
of working toward CEoH.

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

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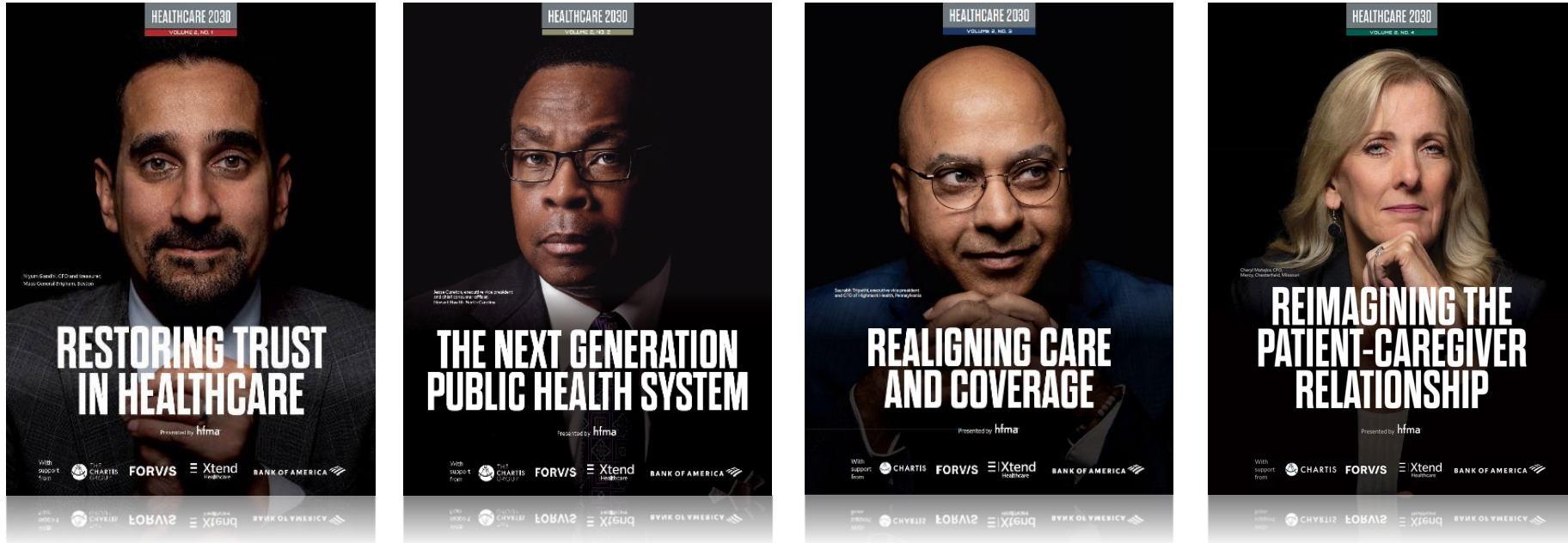
# HFMA's CEoH resources



Publications

eNewsletter

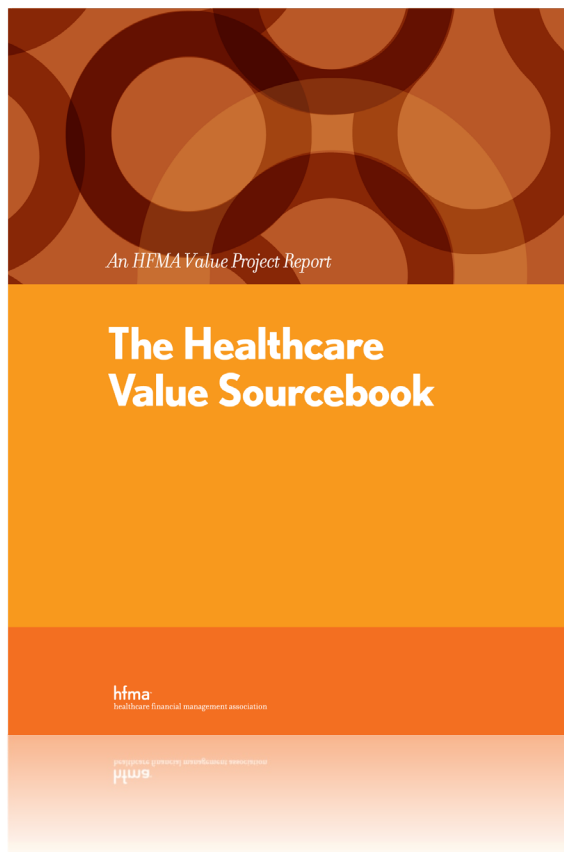
# HFMA's Environmental Assessment Series, *Healthcare 2030*



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](https://hfma.org/hc2030)

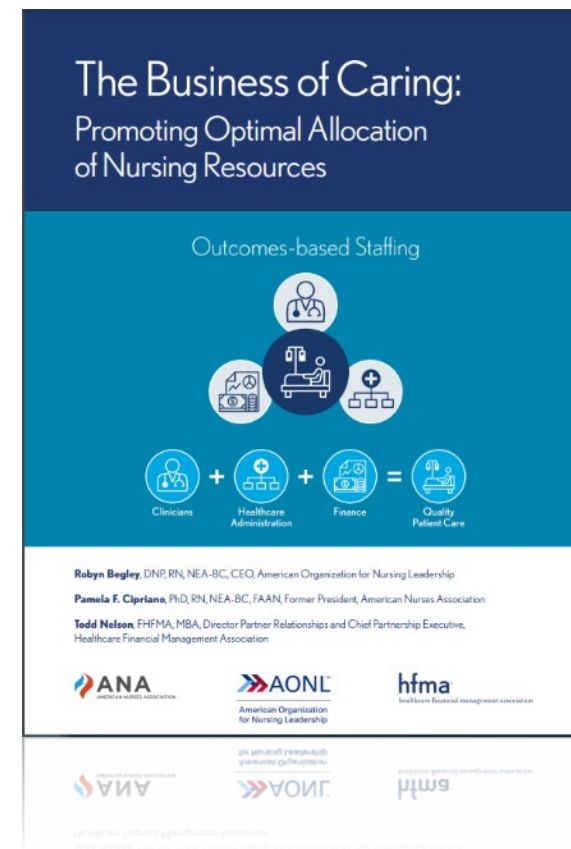
# HFMA Research: Strategies for Success



**HIGH-VALUE HEALTHCARE**  
[hfma.org/valueproject](https://hfma.org/valueproject)



**MERGERS**  
[hfma.org/guidance/research-trends](https://hfma.org/guidance/research-trends)



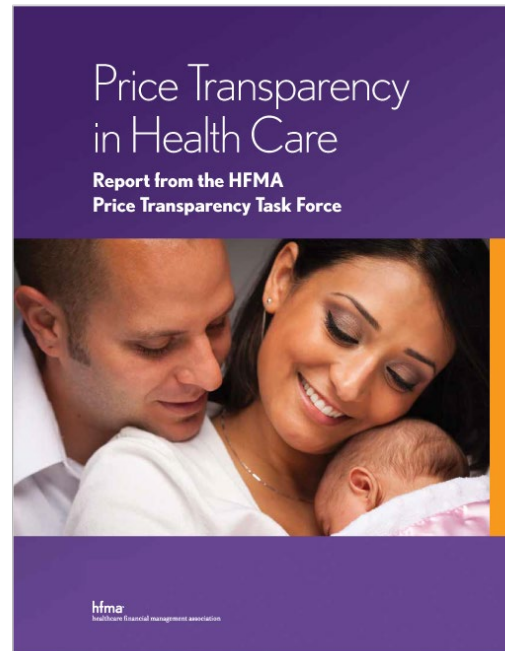
**NURSE STAFFING**



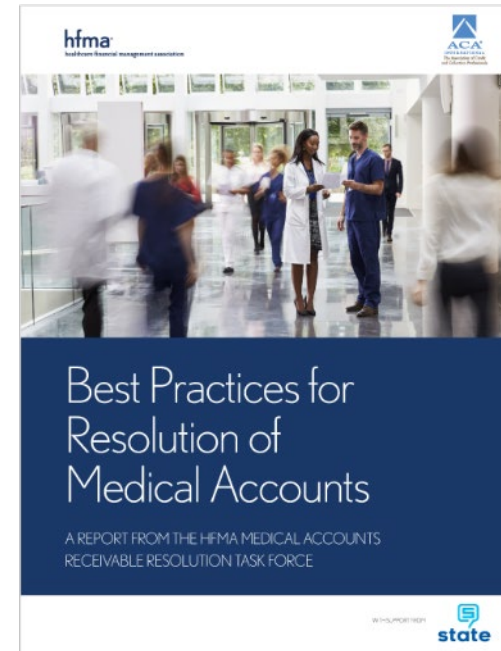
# Our Consumerism Best Practices and Resources



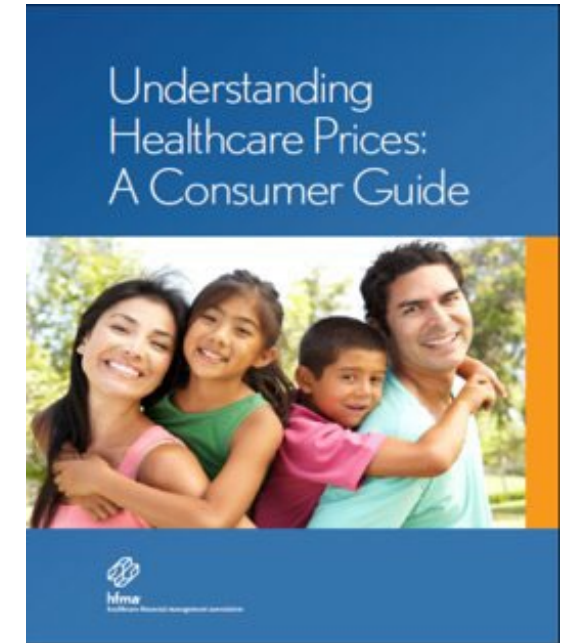
**PATIENT  
FINANCIAL  
COMMUNICATIONS**



**PRICE  
TRANSPARENCY**



**MEDICAL  
ACCOUNT  
RESOLUTION**

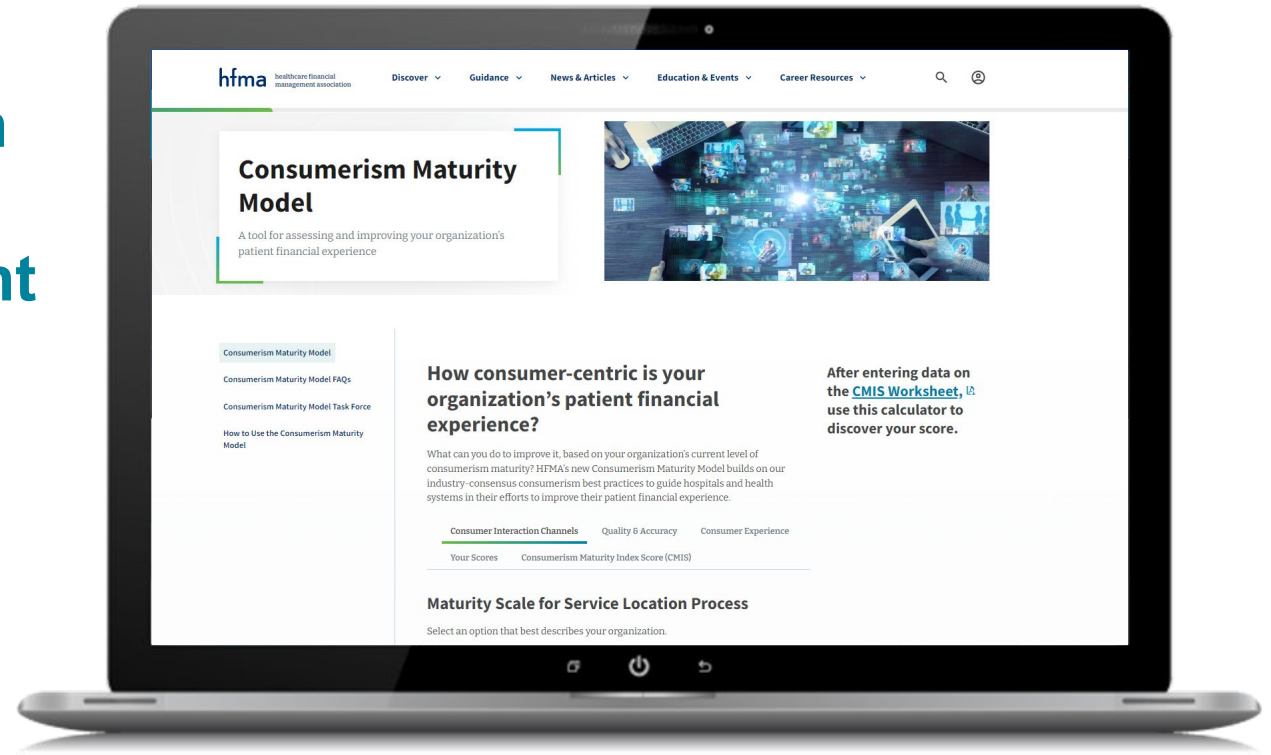


**CONSUMER  
EDUCATION**

[hfma.org/dollars](https://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](https://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](https://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.

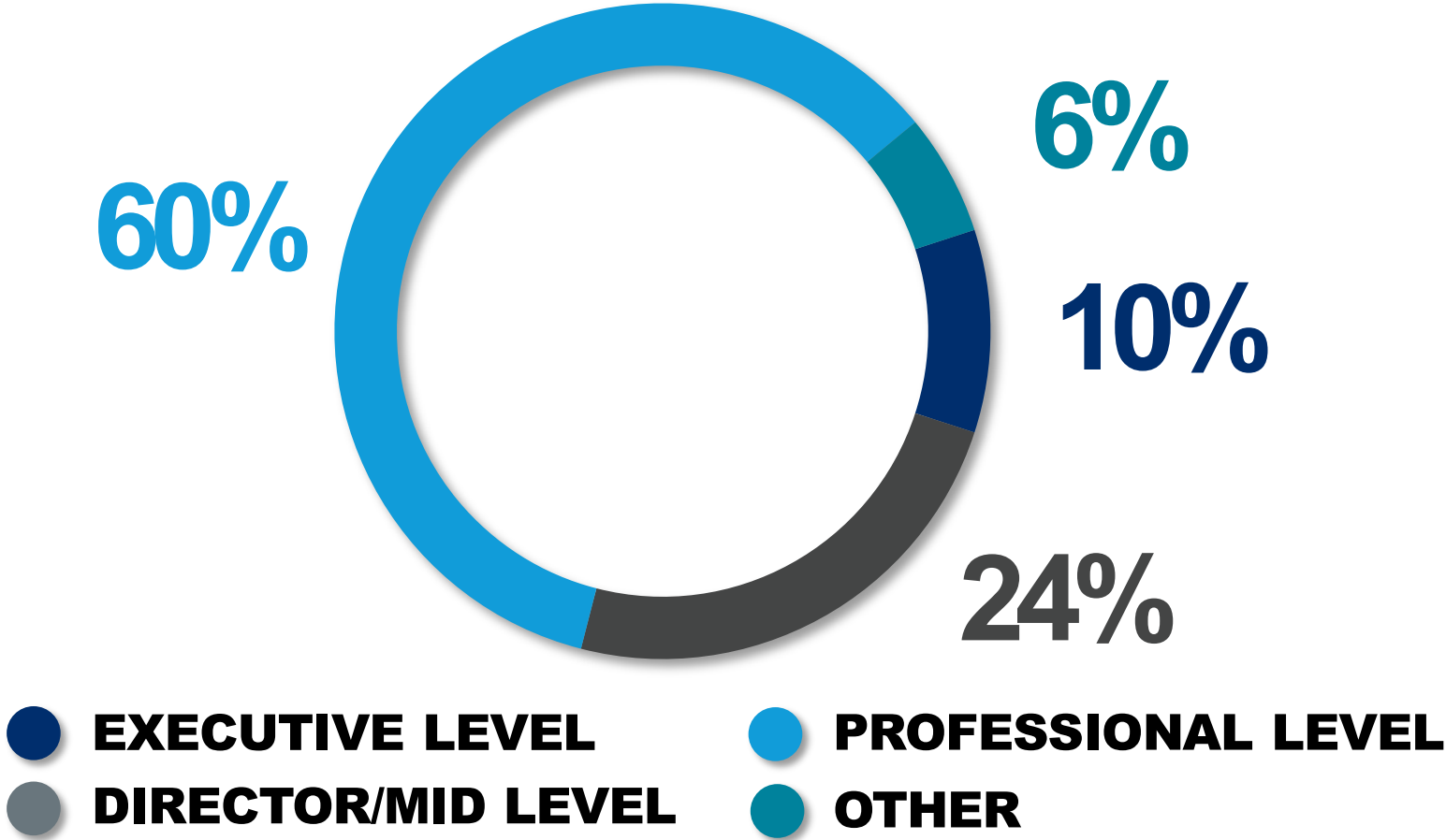
Enterprise  
Solutions

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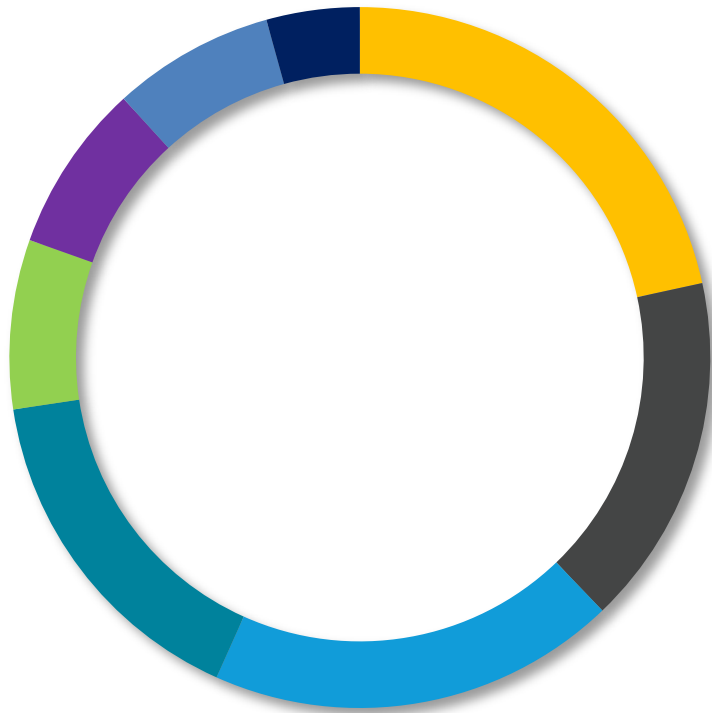
[hfma.org/enterprise](https://hfma.org/enterprise)

# Member Career Stage



*As of February 2023*

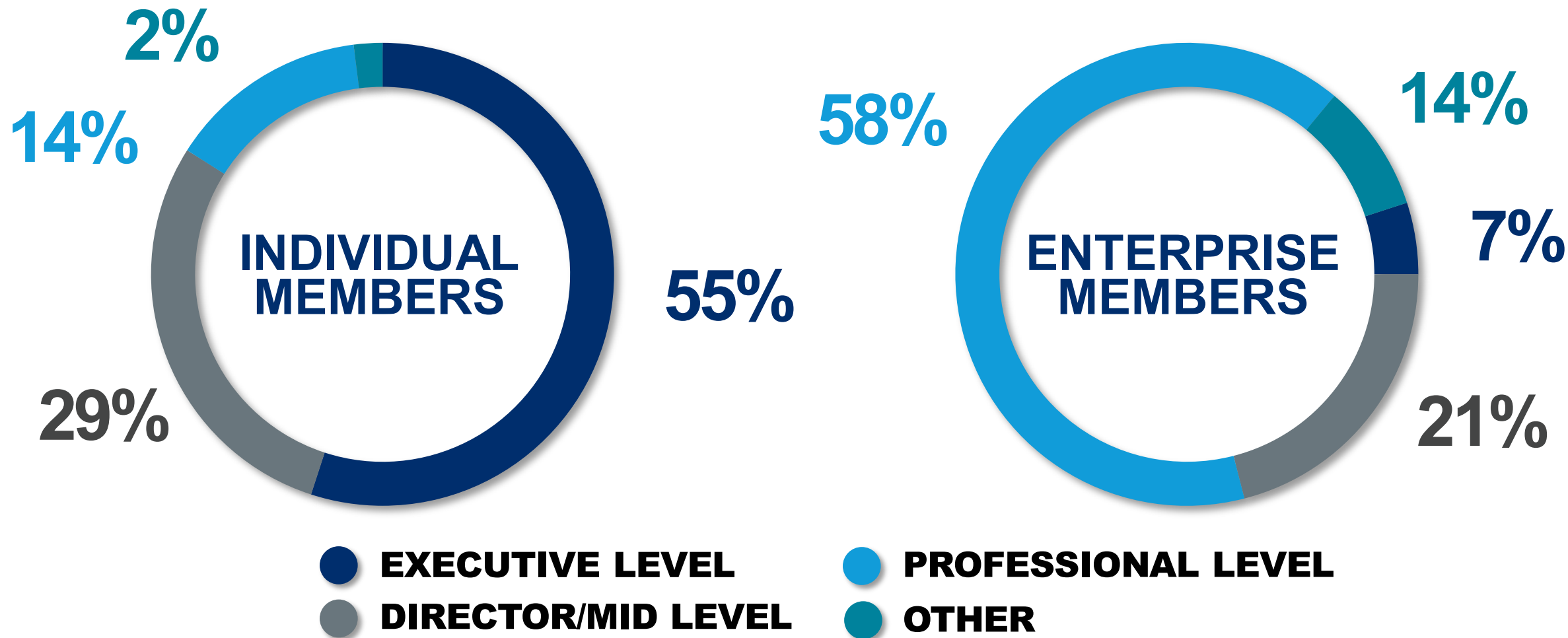
# Primary Member Job Functions



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

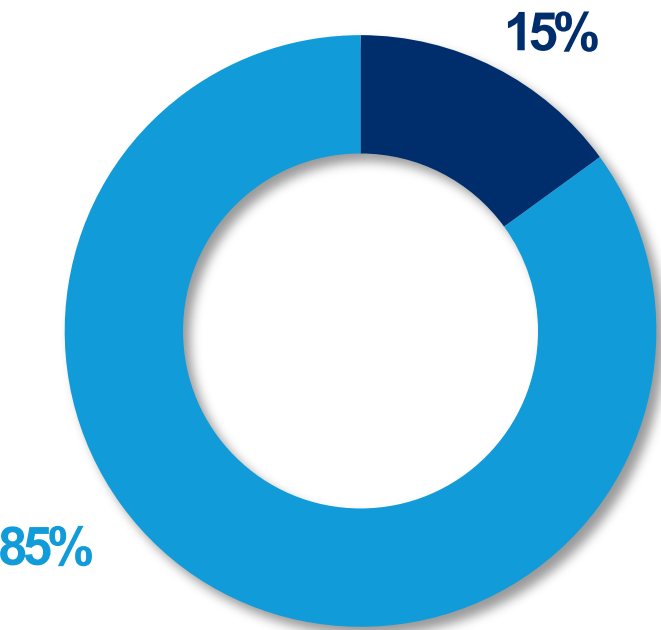
*As of February 2023*

# Member Profiles Vary by Membership Category



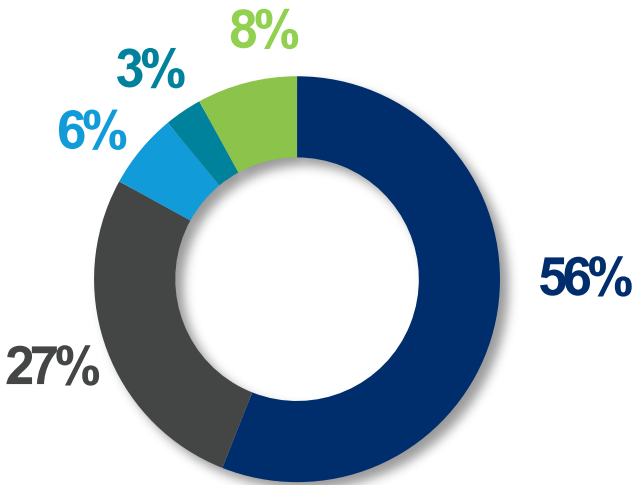
*As of February 2023*

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



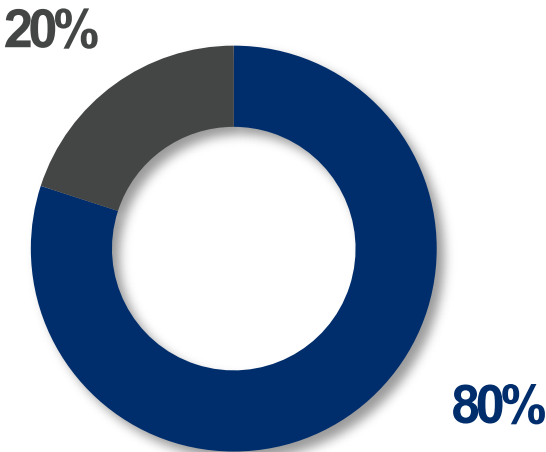
**Total Members**

- **INDIVIDUAL**
- **ENTERPRISE**



**Individual Members**

- **HOSPITALS/HEALTH SYSTEMS**
- **BUSINESS PARTNERS**
- **PHYSICIAN GROUPS**



**Enterprise Members**

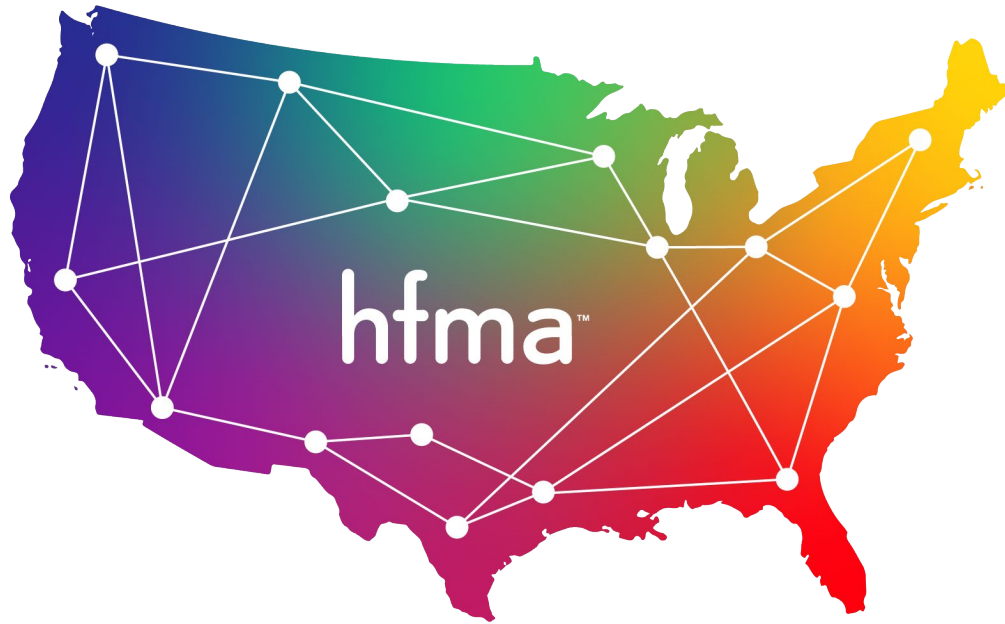
- **HEALTH PLANS**
- **OTHER**





# 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

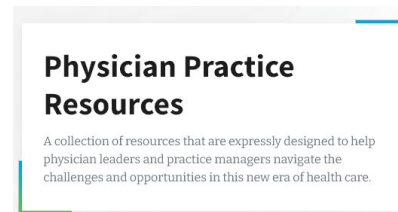
- Hawaii
- Nevada
- Northern California
- Oregon
- San Diego – Imperial
- Southern California
- Washington - Alaska



# 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](https://hfma.org/education-events)

[hfma.org/physician](https://hfma.org/physician)

[hfma.org/webinars](https://hfma.org/webinars)



# Health Plan Engagement

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



[hfma.org/education-events](https://hfma.org/education-events)

[hfma.org/healthplan](https://hfma.org/healthplan)

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

# Belonging to HFMA

# When you belong to HFMA



**Easily find  
& discover**  
relevant information



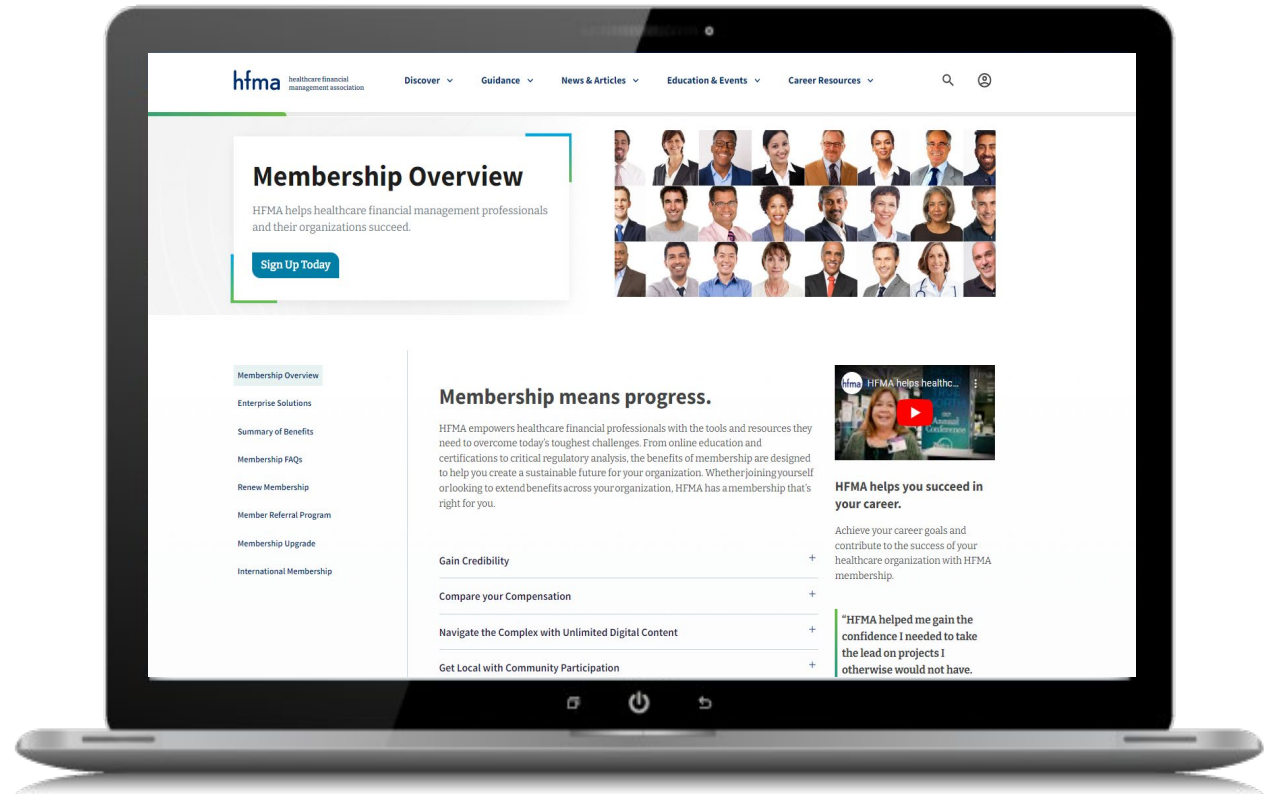
**Access**  
what you need when you need it



**Navigate**  
the complex healthcare environment



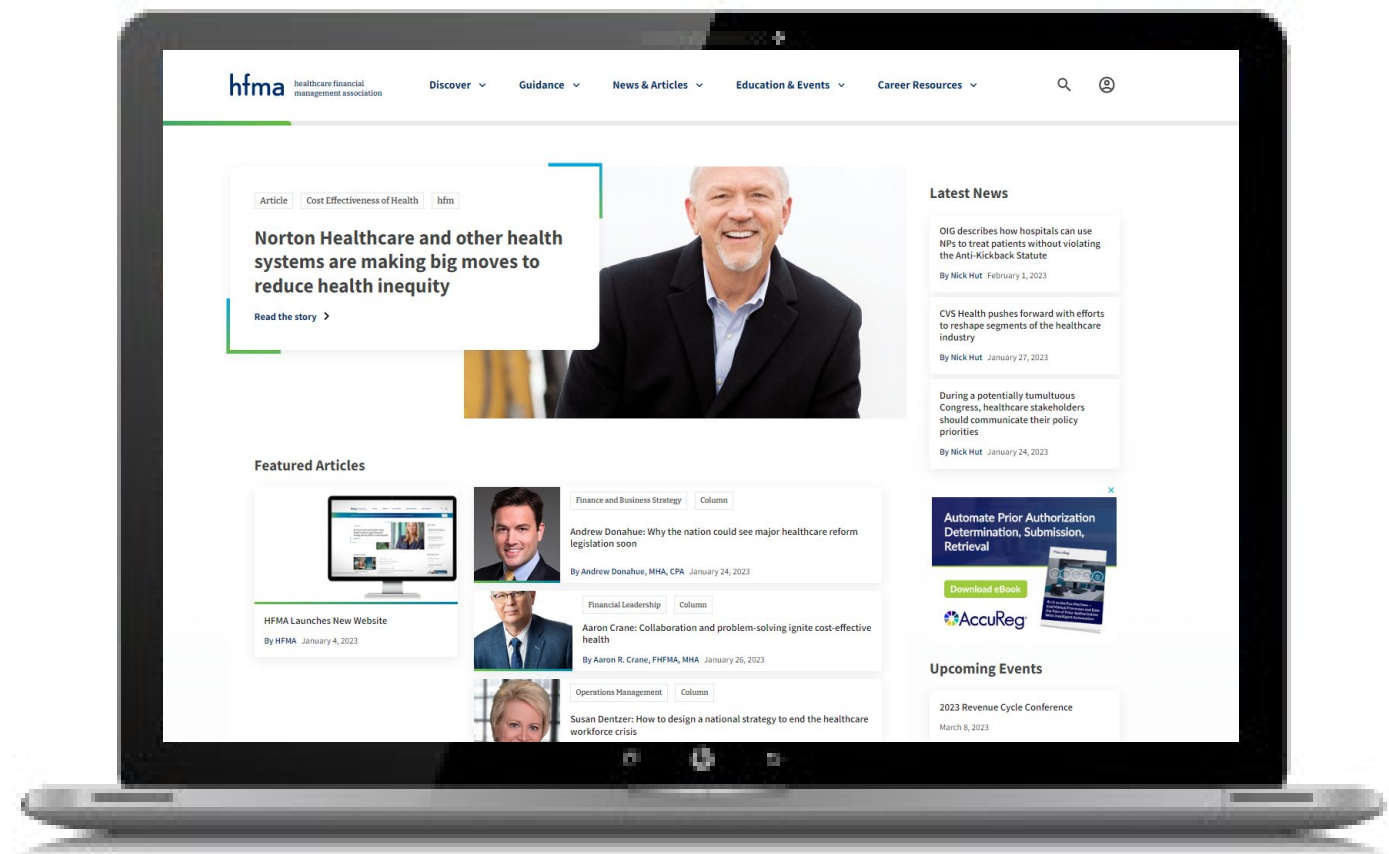
**Belong & engage**  
Collaborative opportunities  
& communities to actively



[hfma.org/membership](https://hfma.org/membership)

# 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](https://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](https://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

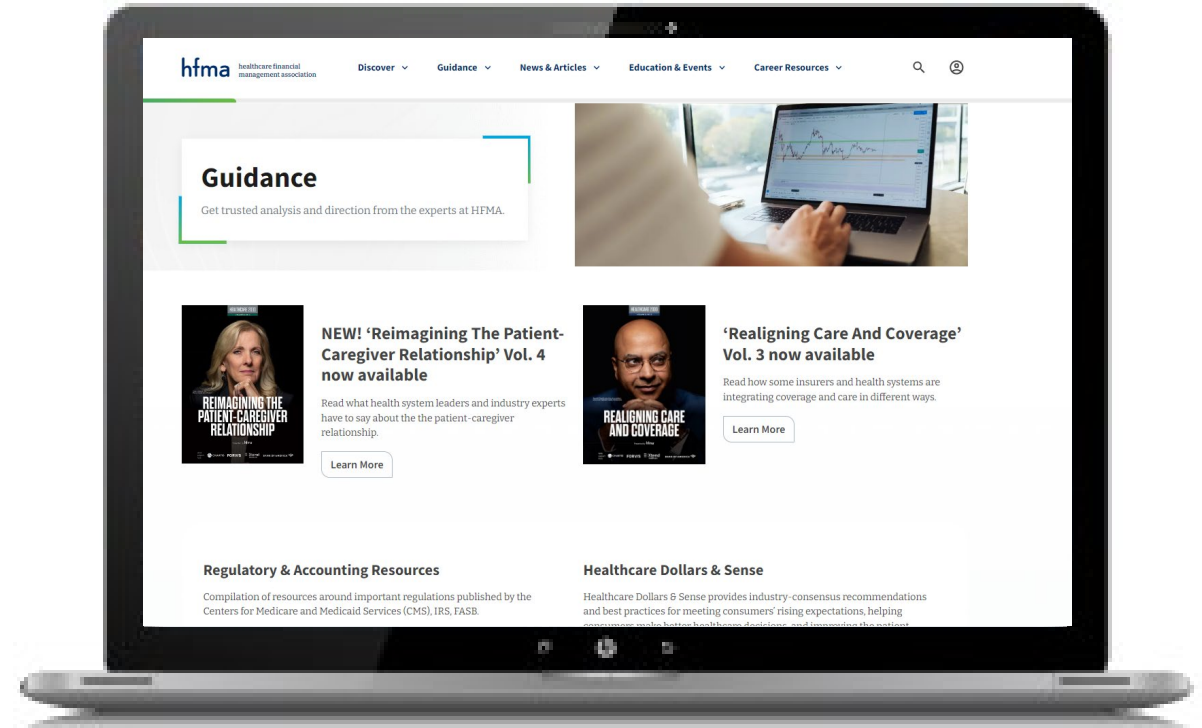
Healthcare 2030

Consumerism Maturity

Research & Trends

Claim Integrity

Special Reports from HFMA's Thought Leadership Retreat





# Data + Insights

Salary + Compensation Data

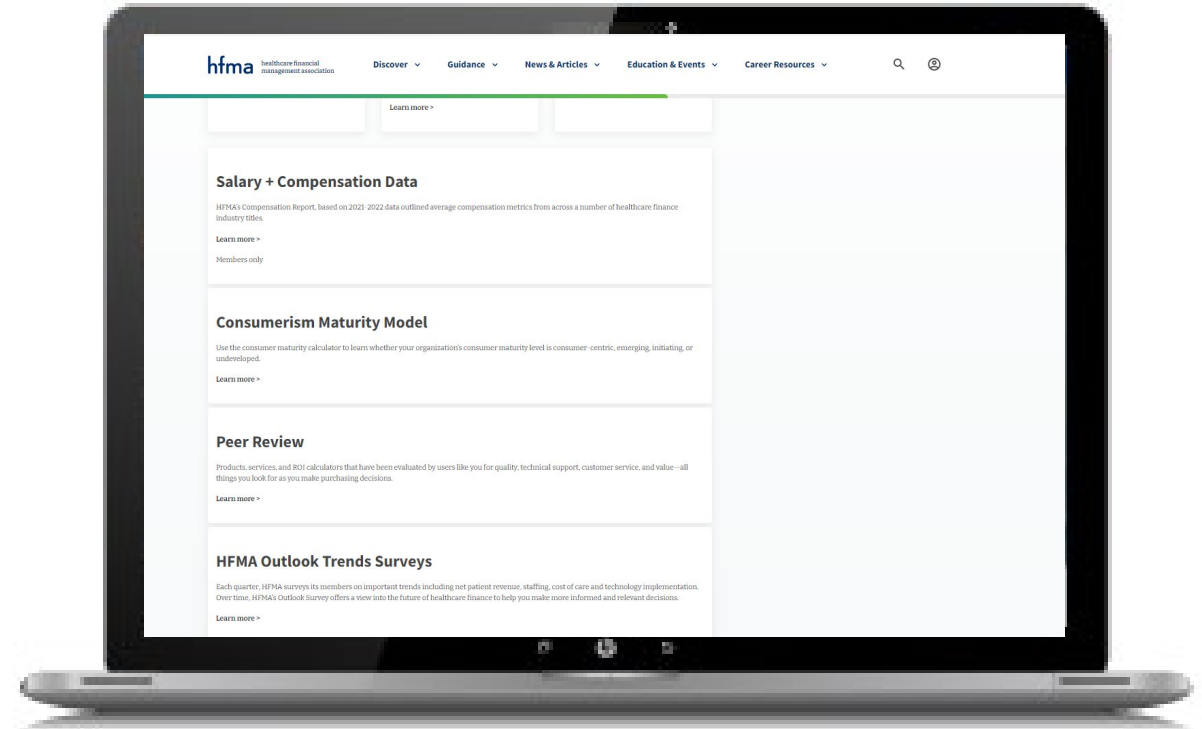
Consumerism Maturity Model

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](https://hfma.org/podcast)

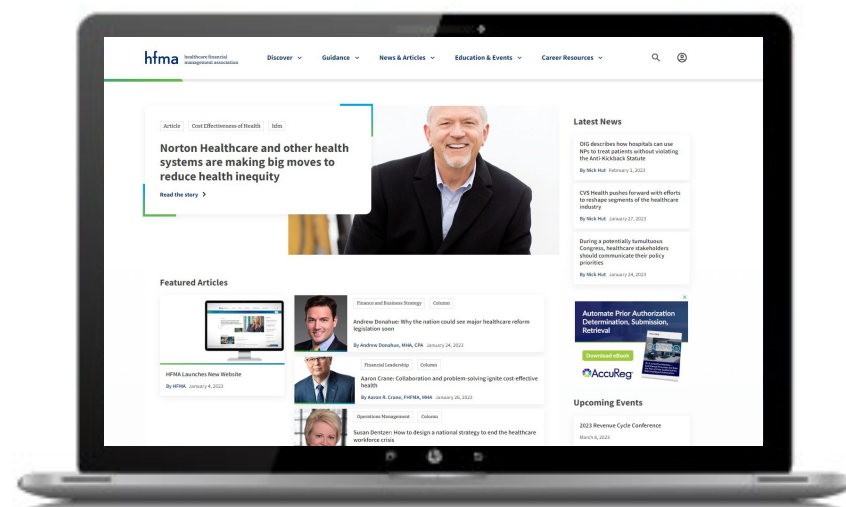
# Connect: Stay in Touch



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!**

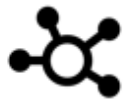
Other reasons to volunteer include:



**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.



# MASI 2023

**August 6-9, 2023**  
**Minneapolis, MN**

**Featuring Dennis Daylen**  
**CFO Mayo Clinic &**  
**Incoming Chair of HFMA 2023-2024**

## **Future Dates & Locations**

**August 11-14, 2024**  
**Omaha, NE**

**TBD 2025**  
**Omaha, NE**

**TBD 2026**  
**Des Moines, IA**

**TBD 2027**  
**Des Moines, IA**



# Helpful Information about Upcoming Events

Greater Heartland Information

[Greater Heartland Chapter \(hfma.org\)](https://hfma.org)

Greater Heartland Calendar

[Greater Heartland \(cvent.com\)](https://cvent.com)

Region & MASI Information

[Region 8 Mid-America Summer Institute \(hfma.org\)](https://hfma.org)

Region 8 Calendar

[Region 8 events: Calendar view \(cvent.com\)](https://cvent.com)

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[hfma.org](https://hfma.org)

THANK YOU!