

HFMA Update

Todd Nelson, FHFMA, MBA

Chief Partnership Executive

March 21, 2024



Today's presenter



As Director, Partner Relationships and Chief Partnership Executive at the Healthcare Financial Management Association (HFMA), Todd is responsible for developing and overseeing HFMA's partnership strategy with academic institutions, associations, and industry partners. Todd develops collaborative relationships across all sectors of the industry, for both HFMA members and non-members. Todd has been with HFMA for over 15 years and is a graduate of the University of Iowa.

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Why I Chose Healthcare.



New HFMA CEO



Grew up on a farm in **Iowa**, then moved on to a career as a practicing attorney and executive leadership roles in corporate development and enterprise risk management. Ann then sought a role that would allow her to be mission-driven and found a job that met those criteria at ASQ, ultimately becoming CEO of the global association for advancing quality and organizational excellence, with more than 200 chapters. Healthcare is among the association's 27 technical communities.

When HFMA came calling, Jordan could not pass up the opportunity. For Jordan, member value has always been a central focus and will continue to be with HFMA.

“The most rewarding part of being in leadership in the professional association space is that you find yourself in the position to see the potential in others — whether that be individuals or communities — that they might not yet see in themselves,” she said.

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The Playbook: HFMA Strategic Triad



Caitlin Clark has another triple-double, honored with decal on Iowa's court to mark record-setting 3-pointer

Clark finished with 24 points, 15 rebounds and 10 assists in a win over Illinois

The Playbook: HFMA Strategic Triad



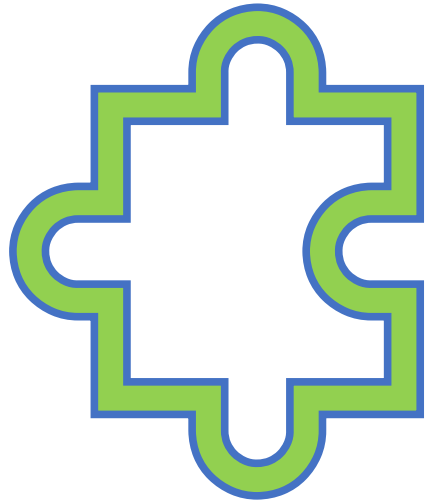
The Triad serves as a foundation for establishing a dynamic, interconnected system to promote sustainability, innovation, and optimization.

WHERE DO WE GO FROM HERE?

*“IT IS NOT NECESSARY TO CHANGE.
SURVIVAL IS NOT MANDATORY.”*

-W. Edwards Deming

Expanding the HFMA Mission



- Stop Admiring Problems
- Embrace a Solve-based Mindset

Expanding the HFMA Mission



Convene and Lead



Exploring New Strategic Priorities

2024-2025

- Learning and Education
- Greater Voice and Advocacy
- Data and Benchmarking
- Governance for Future Growth and Greater Value
- Healthy Futures

FINANCIAL MANAGEMENT & RESILIENCY

VS.

INDUSTRY SUSTAINABILITY

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HEALTHY FUTURES:

INDUSTRY FINANCIAL SUSTAINABILITY

+

BROADER HEALTH OUTCOMES

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*WHAT WILL THE BUSINESS OF HEALTHCARE
LOOK LIKE IN 10 YEARS?*



*AS A HEALTHCARE PROFESSIONAL OR
ADMINISTRATOR, WHAT KEEPS YOU UP
AT NIGHT?*



*IS HEALTHCARE IN THE US RESULTING IN
ACCEPTABLE HEALTH OUTCOMES?*



*IS HEALTHCARE IN THE US
FINANCIALLY SUSTAINABLE?*



*WHERE IS CAPITAL FLOWING
IN US HEALTHCARE?*



*WHAT ARE THE KEY CATALYSTS TO
ADVANCING FINANCIAL SUSTAINABILITY?*



HEALTHY FUTURES TASK FORCE

Internal Advisory Panel

- Matt Cox (Corewell Health)
- Carladenise Edwards (Strategic Advisor)
- Susan Nelson (MedStar Health)
- Marcus Whitney (Jumpstart Nova)
- Robin Damschroder, FACHE (Henry Ford Health)
- Zeev Neuwirth, MD (Author)
- Kevin Holloran (Fitch Ratings)
- Susan Dentzer (America's Physician Groups)
- Brian Sweatman (Milliman Health)

Core Working Group

- David Johnson (Author/4sight Health; Healthy Futures Task Force, Chair)
- David Burik (Guidehouse)
- Deepak Sadagopan, MHCDS (Providence)
- Perfecto Sanchez (Equity Quotient)
- C. Ann Jordan (HFMA)
- Rick Gundling (HFMA)
- Brad Dennison (HFMA)
- Andrew Donahue (HFMA)
- Governing Oversight: Dennis Dahlen (Mayo Clinic, HFMA National Chair)

External Advisory Panel

- Amitabh Chandra (Harvard)
- Leemore Dafny (Harvard)
- Carter Dredge (SSM Health)
- Zeke Emanuel (UPenn)
- Anna Haghgooye (Valtruis/WCAS)
- Kim Keck (BCBS Association)
- Paul Kusserow (Amedisys)
- Dan Liljenquist (Intermountain)
- Peter McCanna (Baylor, Scott & White)
- Dan Mendelson (Morgan Health)
- Julie Vaughan Murchinson (Transformation Capital)
- Amir Dan Rubin (Healthier Capital)
- Glen Tullman (Transcarent)
- Seema Verma (Oracle)
- CeCi Connolly (ACHP)
- Leah Binder (The Leapfrog Group)

Healthy Futures | Pre-panel Survey

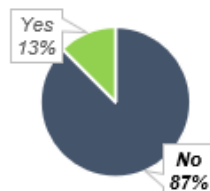
Is the US healthcare delivery model at, or within the next 3 years will it reach, an existential tipping point?



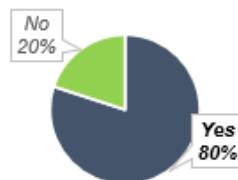
Changes to U.S. healthcare over the next 5-10 years will be best described as which of the following?



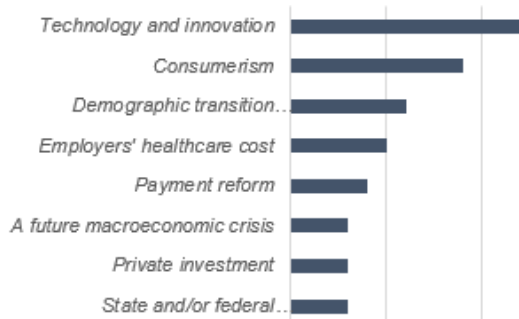
Are policymakers or other convening organizations effectively aligning and/or advising healthcare stakeholders on ways to achieve financial sustainability at a macro level?



Should HFMA be involved in public, industry and/or governmental advocacy (distinct from lobbying) to catalyze healthcare value transformation and sector sustainability?



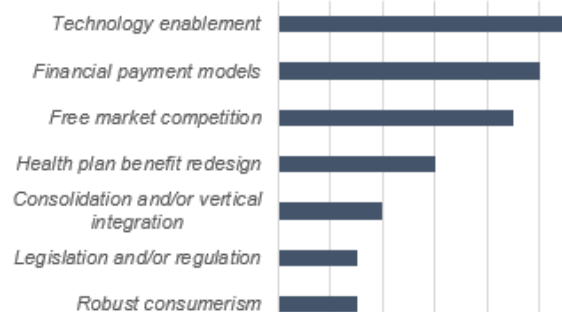
Which market pressures and/or macro forces have the most potential to accelerate healthcare value transformation over the next 5-10 years?



Which healthcare player(s) will play the biggest role in catalyzing healthcare value transformation over the next 5-10 years?



Which of the following is the most effective way to achieve financial sustainability amongst diverse healthcare players?



2024 Trends and the Election Year



2024 Trends

- Expert Predictions
- Editorial and Policy Themes

2024 Trends and the Election Year



Campaign Confusion

- Polarization, politicization, and mistrust
- General payment confusion
- Transparency, access, and affordability

OWN THE CRISIS, CHAMPION THE CURE.

*COURAGEOUSLY EMBRACE THE
OPPORTUNITY TO LEAD AND EVOLVE.*



*Questions, Comments,
& Critiques?*

