



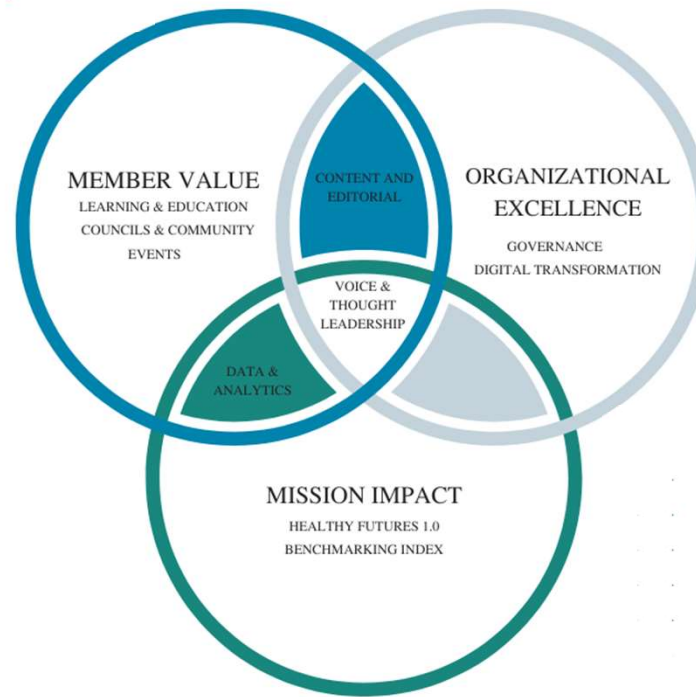
# ***Guiding Principles of Leadership***

C. Ann Jordan, HFMA President & CEO  
April 29, 2024

# Meet Ann

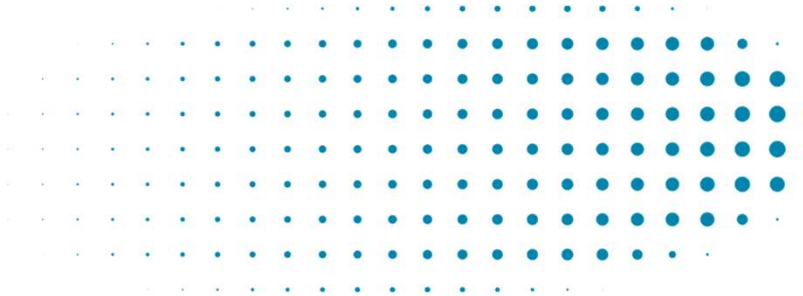




# Strategic Triad





# Strategic Pillars

- Learning and Education
  - Thought Leadership and Advocacy
  - Data and Benchmarking
  - Governance Evolution
  - Healthy Futures 1.0
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# Strength

Learning and Education



Community



Data and Insight



Editorial Content



# Stability

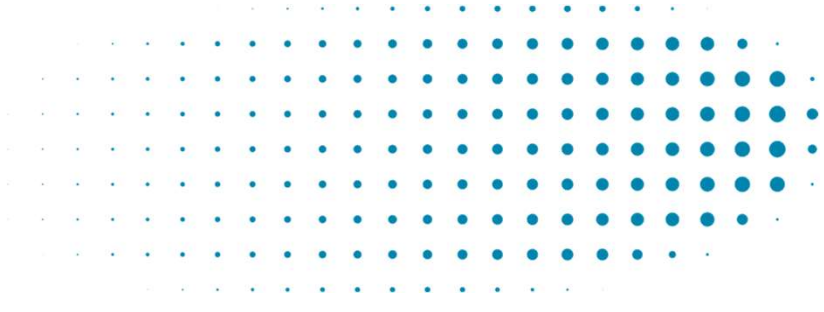


## By the Numbers

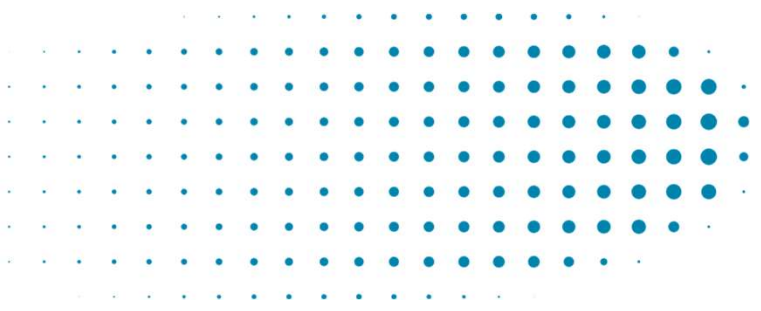
116,000+ members

99% Enterprise retention



# Looking Forward

- Stop admiring problems
  - Embrace a solve-based mindset
  - Convene and lead
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“It is not necessary to change. Survival is not mandatory.”

- W. Edwards Deming



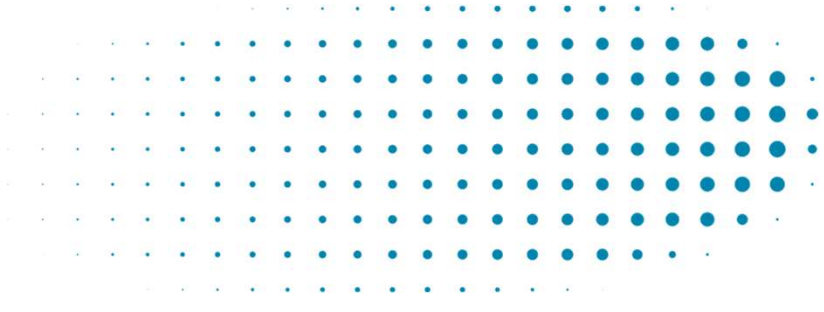
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# Healthy Futures 1.0

- Industry financial sustainability
  - Better health outcomes
  - Task Force
  - Incubator
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# Healthy Futures | Pre-panel Survey

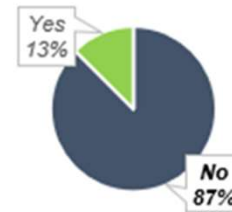
Is the US healthcare delivery model at, or within the next 3 years will it reach, an existential tipping point?



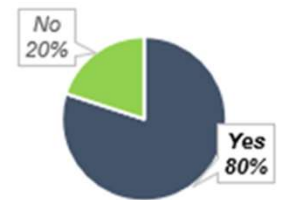
Changes to U.S. healthcare over the next 5-10 years will be best described as which of the following?



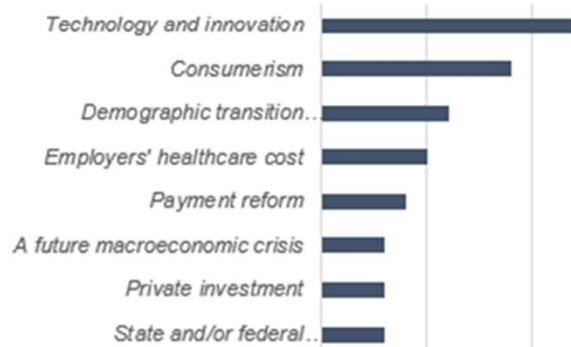
Are policymakers or other convening organizations effectively aligning and/or advising healthcare stakeholders on ways to achieve financial sustainability at a macro level?



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



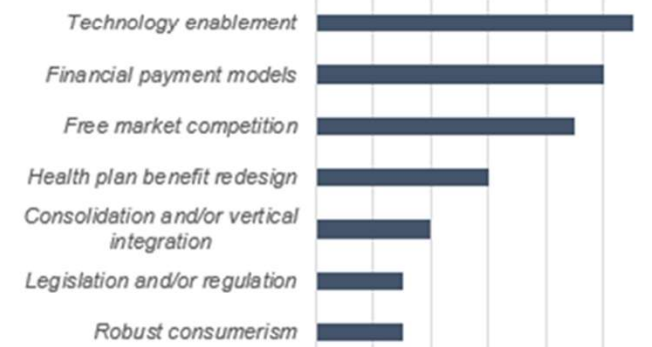
Which market pressures and/or macro forces have the most potential to accelerate healthcare value transformation over the next 5-10 years?



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?



# Leading Forward



**SHARE**



**UNDERSTAND**



**EMPOWER**



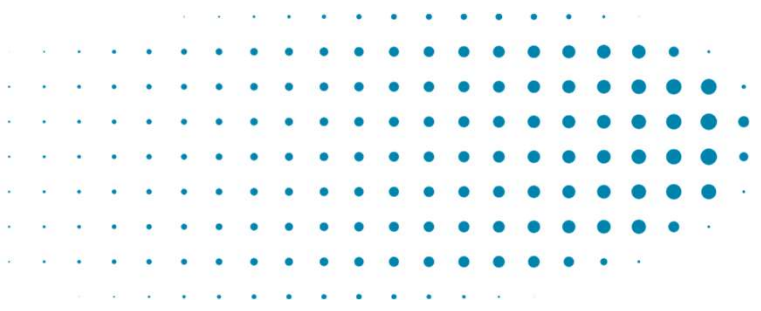
**ADVOCATE**



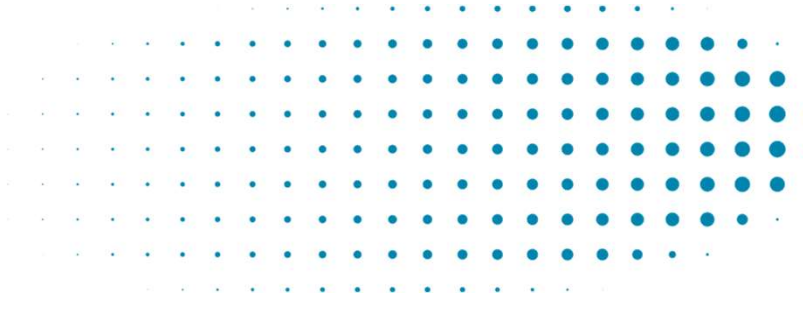
**CELEBRATE**



**SHARE:**  
The power of storytelling

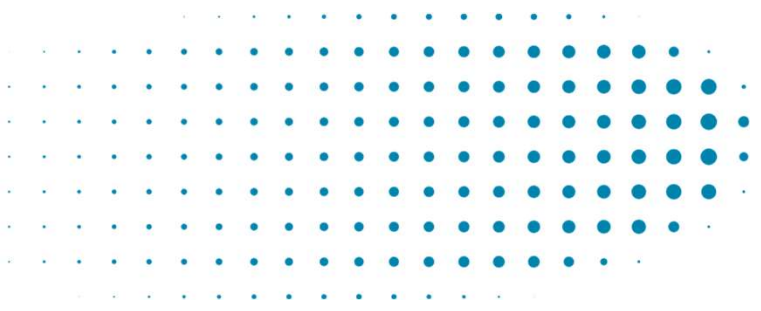


What will the business of healthcare look like in 10 years?

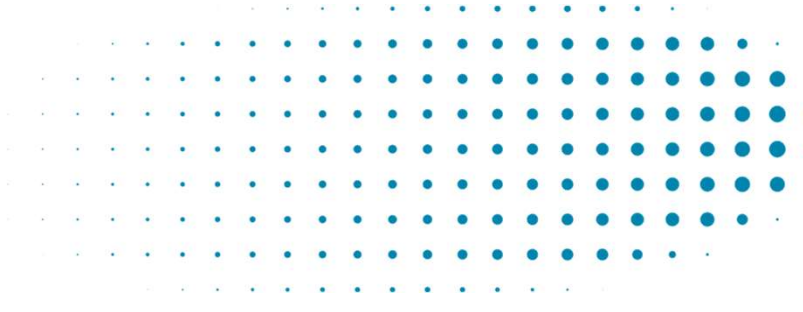


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As a healthcare finance professional,  
what keeps you up at night?

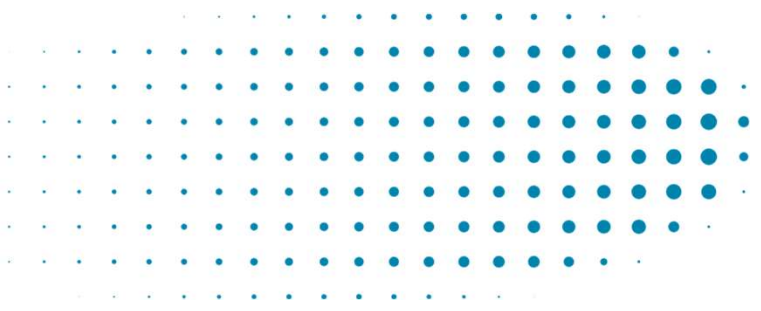


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**UNDERSTAND:**  
Know the hard facts



Is healthcare in the US producing acceptable health outcomes?

What does research tell us?



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Is healthcare in the US financial stable?

What does industry data show?



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## **EMPOWER:**

Enable yourself and others to get the job done

**ADVOCATE:**

Courageously and compassionately lead for impact and change



What are key catalysts to advancing financial sustainability?



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## **CELEBRATE:**

Find joy in opportunity, community and purpose

# Own the Crisis, Champion the Cure.

The courageous embrace the opportunity to evolve and lead.

Questions?