HFMA 101:
Realizing the Value of Your Professional Organization

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Today’s Presentation

• Organizational overview
• HFMA initiatives
• Member benefits and resources
Organizational Overview
Realignment Is Erasing Traditional Healthcare Boundaries

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

The IHI Triple Aim

The Triple Aim framework was developed by the Institute for Healthcare Improvement in Cambridge, Mass. (www.ihi.org).
HFMA Changes Health Care

**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
Membership Is Strong

- Current member count: 40,000+
- Retention rate: 84%
- Financial executive retention: 90% +
- The typical member has belonged to HFMA for 8 years
Provider Leaders Are Our Largest Group

More than 60% of members are in provider/health plan setting

Approximately two-thirds are in financial, revenue cycle, accounting, or payment roles

~ 2/3
Four in 10 Members Are at the Executive Level

- Professional Level: 23%
- Executive Level: 40%
- Management Level: 37%
Our Members Belong to 68 Local Chapters
We Seek to Transform Data into Tools and Solutions You Can Use

- Continuing education and training
- Career development and certification
- Small group-focused interactions
- Information analysis and perspective
- Standard setting
- Organizational performance management
- Virtual and face-to-face networking
National Leaders Chart the Course

HFMA 2016-17 Board of Directors
Healthcare Financial Practices
Responsibilities

• Technical and content direction of HFMA
• Thought leadership efforts
• Healthcare finance policy activities

This ensures that HFMA’s and the financial management’s perspective are included in policy and other industry initiatives
Key policy areas of focus

- Payment reform
- Value creation
- Revenue cycle management
- Accounting and financial reporting
- And other areas that drive healthcare practice and organizational high performance
WHAT WE DO TO SHAPE THE HEALTHCARE INDUSTRY

- 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 TO ACCOMPLISH THOSE GOALS

- Official Comments and Testimony
- Media
- Other Associations and Industry Groups
- Chapters
HFMA initiatives used by:

- Hospitals and health systems, health plans, physician organizations
- Rating agencies
- Congressional committees
- Regulatory agencies
- Accounting standard-setting bodies
- And other government and industry leaders
How You Can Help In Impact

• Talk up our industry impact efforts with current and future members/customers
  – Help build familiarity with HFMA’s points of view

• Encourage members/speakers/authors to use and reference our work
  – Help extend our reach with key audiences

• Share back with us any case studies, examples, and HFMA members whom we can connect with media
  – Help to be part of our awareness building
HFMA Initiatives
The Value Project: Discover Strategies for High-Value Health Care

hfma.org/valueproject
Healthcare Dollars & Sense: Improve the Financial Experience for Patients

Achieve Adopter Recognition!

- Join over 200 healthcare organizations that have adopted HFMA’s best practices for patient financial communications
- Ensure that your organization’s policies reflect consumer needs in the high-deductible health plan era
- Learn from the revenue cycle self-assessment that’s part of the application process

hfma.org/adopter
Educate Consumers, Improve Transparency

hfma.org/transparency  hfma.org/consumerguide
Equip Staff for Success in the Consumerism Era

- Agenda for live onsite training for your patient access staff
- Slide deck that can be customized
- Sample financial policies
- Coaching guidelines

hfma.org/dollars
Hit your performance targets with HFMA’s MAP—the comprehensive revenue cycle strategy to Measure performance, Apply evidence-based improvement strategies, and Perform to the highest standards. Use MAP Keys to measure, MAP App to benchmark, MAP Event to learn, and MAP Awards to get recognized.

hfma.org/map
New in 2017: Organizational Membership

What It Means for Current HFMA Members

- Your individual membership and benefits will not change
- You will have common ground and shared experiences with a wider range of people
- You will have new opportunities to collaborate with the three circles

http://hfma.org/enterprise

Now, organizations can offer HFMA benefits and resources to all of their employees and physicians
Introduce Your Physician Colleagues to HFMA

Special discounted membership pricing for physicians and those who work in physician groups: Only $150 with use of code PHY2017 for membership through May 2018.

Invite physician colleagues to attend ANI to enjoy a curated conference experience.
hfma.org/ani/physicians

Sign up for Physician Business Adviser, a free e-newsletter, & forward it to your physician colleagues so they can subscribe too.
hfma.org/physician/blog

Suggest that physicians check out HFMA’s webinars on topics of interest to them, such as MACRA
hfma.org/webinars
Partner With Health Plan Colleagues to Foster Collaboration

Special discounted membership pricing for health plans: Only $150 with use of code HP2017 for membership through May 2018.

Invite Health Plan colleagues to attend ANI to enjoy a curated conference experience.
hfma.org/ani/healthplan

Suggest that Health Plan colleagues attend other educational events such as the National Payment Innovation Summit that is focused on Innovative Payment Models and Provider/Plan collaboration.

Share HFMA reports focused on industry collaboration to deliver greater value to the patient while ensuring financial sustainability.
HERe:
Inspiration & Professional Development

hfma.org/her
Early Careerists: Reaching Out to the Next Generation of Leaders
Benefits & Resources
Learn

• ANI: HFMA National Institute
  – June 25-28, Orlando
• Virtual Conference
• Seminars
• Webinars
• e2Learning
• Revenue Cycle Conference
• HFMA onsite programs
Plan

Four-part series designed to guide healthcare organizations in strategic planning efforts:

• Examines key trends shaping the industry
• Highlights organizations working to proactively respond to these trends
• Offers insight on preparing for the years ahead
• Addresses transition to value, consumerism, consolidation, and innovation

hfma.org/healthcare2020
Explore Online Resources

- Reports
- Fact sheets
- Articles
- Analyses
- Roundtables
- *hfm Buyer’s Resource Guide*

**ONLINE KNOWLEDGE CENTER TOPICS**

- Accounting and financial reporting
- Finance and business strategy
- Legal and regulatory compliance
- Operations management
- Payment, reimbursement, and managed care
- Revenue cycle
- Technology
Read

- *hfm* magazine
  - The #1 publication for healthcare CFOs
- Leadership publication
  - Reaches all levels of the C-suite
- Newsletters:
  - Revenue Cycle Strategist
  - Healthcare Cost Containment
  - Strategic Financial Planning
  - HERe e-newsletter
  - Physician Business Adviser
Listen to HFMA’s Podcast

Recent interviews covered a wide variety of topics, including:

• How four competing health systems are working together to provide financial assistance & charity care
• How doctors and patients can work more closely in the era of value-based care
• Developing a payment contract that rewarded improved outcomes for patients with Crohn’s disease
• Assisting the local homeless population with medical coverage in Allentown, Pa
• Growth and potential for telemedicine
• The growing ransomware threat against hospitals
• The power of making and keeping your promises
• How to discover untapped potential in your professional and personal life

soundcloud.com/hfma
Advance Your Career Through Certification

HFMA’s All-New CRCR program

- Completely redesigned and available online 24/7 on tablets or desktops
- Filled with new, essential information on best-practice approaches for the patient-centric revenue cycle
- Short, searchable courses with robust resources, tools and knowledge checkpoints

hfma.org/crcr
Stay Connected and Up to Date

- hfma.org
- Daily and weekly online news
- Social media:
  - Facebook
  - LinkedIn
  - Twitter
- HFMA Forums
Get Involved

• Take your place in one of HFMA’s 68 chapters
• Pursue leadership opportunities
• Attend local education programs
• Take advantage of networking opportunities