Helping Health Care Professionals & Their Organizations Succeed

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Today’s Presentation

Industry overview

HFMA initiatives

Organizational overview

Benefits and resources

The evolution is coming

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.
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
Standard setting
Organizational performance management
Virtual and face-to-face networking
HFMA Initiatives
Regulatory Resources: Perspective on the Policymaking Process

hfma.org/policy
The Value Project: Discover Strategies for High-Value Health Care

hfma.org/valueproject
Educate Consumers, Improve Transparency

hfma.org/transparency
Total Cost of Care

Includes three studies:

- Growth of population-based payments is not associated with a decrease in market-level cost growth, yet
- Market factors associated with Medicare costs and cost growth
- What is driving total cost of care? Analysis of factors influencing total cost of care in U.S. healthcare markets
Healthcare Dollars & Sense: Improve the Financial Experience for Patients

Achieve Adopter Recognition!

- Join more than 300 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/dollars
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
Prepare for the Future

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
MAP: Hit Your Revenue Cycle Performance Targets

- MAP Keys – industry standard KPIs
- MAP Award – recognizes revenue cycle excellence
- MAP App – online benchmarking tool
Organizational Overview
Membership Is Strong

49,000+ CURRENT MEMBER COUNT

>77% RETENTION RATE

>90% FINANCIAL EXECUTIVE RETENTION

10 YEARS MEMBERSHIP DURATION
Organizational Membership

What It Means for Current HFMA Members

Individual membership and benefits will not change
Common ground and shared experiences with a wider range of people
New opportunities to collaborate with the three circles
Now, organizations can offer HFMA benefits and resources to all of their employees and physicians

hfma.org/enterprise
Enterprise Memberships Have Been Weighted Towards Provider (Hospital/System) Members

- **Total Membership**
  - Individual: 40%
  - Enterprise: 60%

- **Individual Members**
  - Healthcare Providers: 7%
  - Physician Groups: 3%
  - Health Plans: 38%
  - Business Partner: 52%

- **Enterprise Members**
  - Healthcare Providers: 4%
  - Physician Groups: 2%
  - Health Plans: 22%
  - Business Partner: 72%
Enterprise Members Lean Heavily Towards Professional Level Members

INDIVIDUAL MEMBERS

- EXECUTIVE: 36%
- DIRECTOR / MID-LEVEL: 40%
- PROFESSIONAL: 2%
- OTHER: 2%

ENTERPRISE MEMBERS

- EXECUTIVE: 46%
- DIRECTOR / MID-LEVEL: 21%
- PROFESSIONAL: 7%
- OTHER: 16%
Provider Leaders Are Our Largest Group

More than 65% of members are in provider/health plan setting

Over 60% work in financial, revenue cycle, or payment roles
Member Career Stage

Two-thirds of members are professionals, managers and executives.
Our Members Belong to 66 Local Chapters

2018-2019 Chapters and Regions

Southern Illinois
First Illinois
Great Lakes
Western Michigan
Eastern Michigan
Northwest Ohio
Southwestern Ohio
Central Ohio
Northeast Ohio
Western New York
Rochester Regional
Central New York
Northeastern New York
Hudson Valley NY Chapter
Metropolitan New York
Northeastern Pennsylvania
Western Pennsylvania
Central Pennsylvania
Metropolitan Philadelphia
New Hampshire-Vermont
Massachusetts-Rhode Island
Connecticut
New Jersey
Maryland
National Leaders Chart the Course

HFMA 2019-20 Board of Directors

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Mimi Taylor
T. Carley Williams, CPA
Margaret L. Schuler
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.

annual hfma.org  hfma.org/leadership/physician  hfma.org/webinars
Heath Plan Engagement

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

Annual Conference

annual.hfma.org

hfma.org/leadership/healthplan

Share HFMA reports focused on industry collaboration to deliver greater value to the patient while ensuring financial sustainability.
Benefits & Resources
Learn: HFMA Education

Annual Conference

Seminars

Revenue Cycle Conference

Virtual Conference

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e² learning
Resources: Reports + More

Reports
Fact sheets
Articles
Analyses
Roundtables
Peer Review Short List
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: News, Strategies, Insights

hfm magazine
The #1 publication for healthcare CFOs

Newsletters
Leadership
Revenue Cycle Strategist
Healthcare Cost Containment
Strategic Financial Planning
Physician Business Adviser
Listen: HFMA’s Podcast Series

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

hfma.org/podcast
Earn: Distinguish Yourself with Certification

hfma.org/certification
Connect: Stay in Touch

hfma.org

HFMA Daily

Forums

Social Media
The Evolution is Coming
Membership is Evolving

- **All-Access**
  - JAN 2019

- **Heartbeat**
  - FEB/MAR 2019

- **Launch**
  - MAY 2019
All-Access, Unlimited Resources. One Price.

The below benefits are part of HFMA’s new All-Access Membership

- Professional Certifications
- Online Education
- Forums
- Newsletters
- Exclusive Member-only Content
It’s About Belonging

belong to
the heartbeat
of progress.

hfma.org/belong
Coming Soon: The New Experience

Customized, curated content

Enhanced community & collaboration

New real-time tools
Transactions → Experiences

Easily find & discover relevant information

Access what you need when you need it

Navigate the complex healthcare environment

Collaborative opportunities & communities to actively belong & engage
Curation and Ease of Use
Ease of Access – All-in-one

Join the community today.
The one shop stop for the most cutting edge industry knowledge, exclusive networking opportunities, and custom solutions to solve the most challenging problems.

- Concierge Services: Beyond what has been spelled out executive members will be able to ask HFMA
- Custom Research
- Pulse Survey Service
- Publishing pipeline (opEd)
- Industry Initiatives
- Curated Solutions Box (Blue Ribbon)
- Groups (chats, forums)
- Personalizations

GET MEMBERSHIP
## Ease of Access – All-in-one

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<th>HFMA Tier</th>
<th>Unlimited Website Content</th>
<th>Community Participation</th>
<th>NM Magazine</th>
<th>Certifications</th>
<th>Online Education</th>
<th>Webinars and Podcasts</th>
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<th>HRMA Daily eNewsletter</th>
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JOIN
For You: Personalized Experience
Get Involved
Participate: Get Involved

Take your place in one of HFMA’s 66 chapters

Pursue leadership opportunities

Attend education programs

Take advantage of networking opportunities
HFMA for Clinical Leaders
E-Newsletter for Physician Leaders

hfma.org/leadership/physician
HFMA's Business of Health Care

Recommended for clinical leaders

Online course on business fundamentals designed for physicians, nurses and other clinical leaders

13.5 AMA PRA Category 1 Credits; Continuing Education Credit

hfma.org/boh
Affinity Groups

Educational and networking opportunities to learn and connect with peers across the industry.

AMC CFO Council
Physician Practice Executive Council
Large System Controller Council
Value Based Healthcare Innovation Council
Financial Analytics Leadership Council
Strategic CFO Council
HFMA for Health Plans
Content Dedicated to Health Plans

hfma.org/leadership/healthplan
Affinity Groups

Educational and networking opportunities to learn and connect with peers across the industry.

Healthcare Economics Professional /BPCI/APM Council
Financial Analytics Council
Physician Practice Executive Council
Price Transparency: Role for Health Plans

What you can do:

- Familiarize yourself with the guidelines
- “Walk the talk”—provide information that health plans need to serve their members
- Reference the guidelines in your business conversations

hfma.org/transparency
Member Resource: Consumer Guide

What you can do:

- Read the guide to understand how consumers work with health plans and providers to obtain price estimates
- Post the guide on your organization’s website
- Share the link with health plan colleagues

hfma.org/consumerguide
White Paper: Data Analytics

What you can do:

- Follow the link and read the collaborative report
- Share this link with health plan colleagues

hfma.org/analyticswhitepaper
Value-Based Payment Readiness Survey*

What you can do:

- Use this health plan-sponsored research as a springboard for discussion with your health plan colleagues.
- Talk about the obstacles faced by both providers and health plans and how — together — you can overcome them.

hfma.org/surveyreadiness

* Research conducted with support from Humana
Questions?
Thank you.

hfma
The Heartbeat of Progress

hfma.org