Dare You 2 Move

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Presentation Overview

1000 Dares Project
HFMA Update
Dare You 2 Move
“To dare is to lose one’s footing momentarily. Not to dare is to lose oneself.”

~Soren Kierkegaard
HFMA Update
A Transformed HFMA Experience

BELONG TO THE HEARTBEAT OF PROGRESS.
# A New “All-Access” Membership Model

## Benefits At-a-Glance

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Professional $425 Professional</th>
<th>Business Partner $425 Business Partner</th>
<th>Business Partner + $495 Business Partner</th>
<th>Faculty $175 Academic</th>
<th>Student $50 Academic</th>
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hfma.org/membership
A New Digital Platform
A New Online Community

You and your HFMA community

We are excited to make available a secure, personalized, online home for HFMA members. This community is built for you - and we look forward to cultivating a thriving online exchange.

As with most things in life, this community will only be as valuable as what you are willing to contribute through your time, energy, content, and ideas. We are open to your thoughts and are looking for individuals who would like to lead groups and discussions - and become true community leaders. We are happy to brainstorm ideas directly with you - just reach out to our Community Manager, Melanie Binder (community@hfma.org).

Ready to get started? A few ideas:

- Update your profile with a photo and a bio
- Head over to the Open Forum and introduce yourself
- Read How to get the most out of your HFMA community
- Review the HFMA Community Guidelines
A New Online Community

Initial HFMA Community Groups

- Open Forum Group
- Legal & Regulatory Forum Group
- Payment & Reimbursement Forum Group
- Revenue Cycle Forum Group
- CFO Forum Group
- HFMA Annual Conference Network

Questions or ideas for the community?
Contact: Melanie Binder @mbinder@hfma.org
A New Approach to Content

- Feedback-driven
- Shorter articles
- More narrowly focused
- Multimedia channels
- Emphasis on what’s happening now and what it means
A New Resource

- A concrete, quantitative self-assessment tool
- Developed by knowledgeable revenue cycle practitioners and business partners
- Vetted by consumers
- Provides insight into progress toward achieving consumer-centric business practices

www.hfma.org/industry-initiatives/consumerism-maturity-model
An Ongoing Effort: Academic Partnerships

- Publications, research & reports
- Insights & analysis of public policy issues & guidance
- Integrating certification content & eLearning
- Supplementing curricula with practical industry knowledge
Coming Soon:

White Paper: Improving Allocation of Nursing Resources

- Authored by:
  - HFMA
  - American Organization for Nursing Leadership (formerly AONE)
  - American Nurses Association

- Explores transition from quasi-adversarial to collaborative nursing-finance relationships

- Sets forth an action plan for optimizing nurse staffing
Dare You 2 Move
dare /deə(r)/ verb (dared, dared)
“It’s clear that the days of engineering smallness and playing it safe to avoid criticism are over.”

~Brené Brown
“If you aren’t prepared for the biggest wave of the day on your head, then you probably shouldn’t be out there.”

~Laird Hamilton
Dare You 2 Move Starter Kit

Lead with Vulnerability

Heuristics and Cognitive Bias

Doing hard things requires armor

Fear is part of our human need

Get Moving

Dare You
Legacy Health System

Medicare for All

Engineering Smallness

Fear

Resist

Protect Hospitals

Ready to take the biggest wave of the day on your head?

hfma
2019-2020

DY2M
Our work is a Craft

Protection Mode

Avoid

“Retire”

Blame

Finance Workforce of the Future

Ready to take the biggest wave of the day on your head?
I Don’t Understand My Bill

Play Defense

Explain it

Ready to take the biggest wave of the day on your head?

Transparency

Blame

Deny

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DY2M
2019-2020
“Life can only be understood backwards; but it must be lived forwards”

~Soren Kierkegaard
There are no disposable moments.
Share the Dare: #HFMA1000DaresProject

Option 1: Web Browser
• https://www.hfma.org/HFMA1000DaresProject

Option 2: LinkedIn
• Search for:
  Healthcare Financial Management Association
Do something they’ll remember.
Questions?