

Welcome to HFMA

Steven R. Blake, FHFMA CPA-President

Scott Ujita – President Elect

Greg Labow, FHFMA – Past President

November 17, 2011



Believe to Achieve



hfma

healthcare financial management association

Presentation Overview

- Strategic direction
- Chapters
- Education
- Professional designations
- Information
- Resources on key issues

Strategic Direction

Vision and Purpose

To be the **indispensable resource** for healthcare finance.

HFMA Vision

To define, realize, and advance the financial management of health care by **helping members and others improve the business performance of organizations** operating in or **serving the healthcare field.**

HFMA Purpose



Strategic Direction Chair's Theme

- Believe in yourself
- Believe in your organization's mission and others who share your dedication to achieving it
- Believe in the possibility of a better future for health care



Believe to Achieve



Chapters

The Heart and Soul of HFMA

- Membership in one of 68 chapters upon joining HFMA
- Leadership opportunities
- Local education and networking opportunities

Chapters

“Because of HFMA. . .”

“**Because of HFMA**, I met hundreds of dedicated professionals at chapter meetings. I’m more optimistic about our future after witnessing your commitment to our industry. . . **Because of HFMA**, I worked with some of the brightest, most talented people I’ve ever met. . . **If you’re actively involved, you have your own ‘because of HFMA...’ list.** You already know that the more you give, the more you receive back. My wish is that your personal list will continue to grow.”

**Debi Kuchka-Craig, FHFMA
2010-11 Chair, HFMA**



Education

Choose In-Person and Distance Learning

- **Certification**
- **ANI: The Healthcare Finance Conference**
June 25, 2012 - June 28, 2012
Mandalay Bay Resort and Convention Center, Las Vegas
- **Seminars**
- **Webinars**
- **Virtual Conference**
–December 13 - 14, 2011
and April 11, 2012
- **E-learning**



Education

Meet Today's Challenges

“Training, education, and job requirements keep going up. CFOs are now truly **strategic leaders**, so we've ratcheted up the level of information for them. At the mid level, directors and managers need to **operationalize strategies**; they need to know how to manage change. And people at the start of their careers need to know the **nuts and bolts**.”

-Richard L. Clarke, DHA, FHFMA
President and CEO, HFMA



Professional Designations Position You for Career Growth

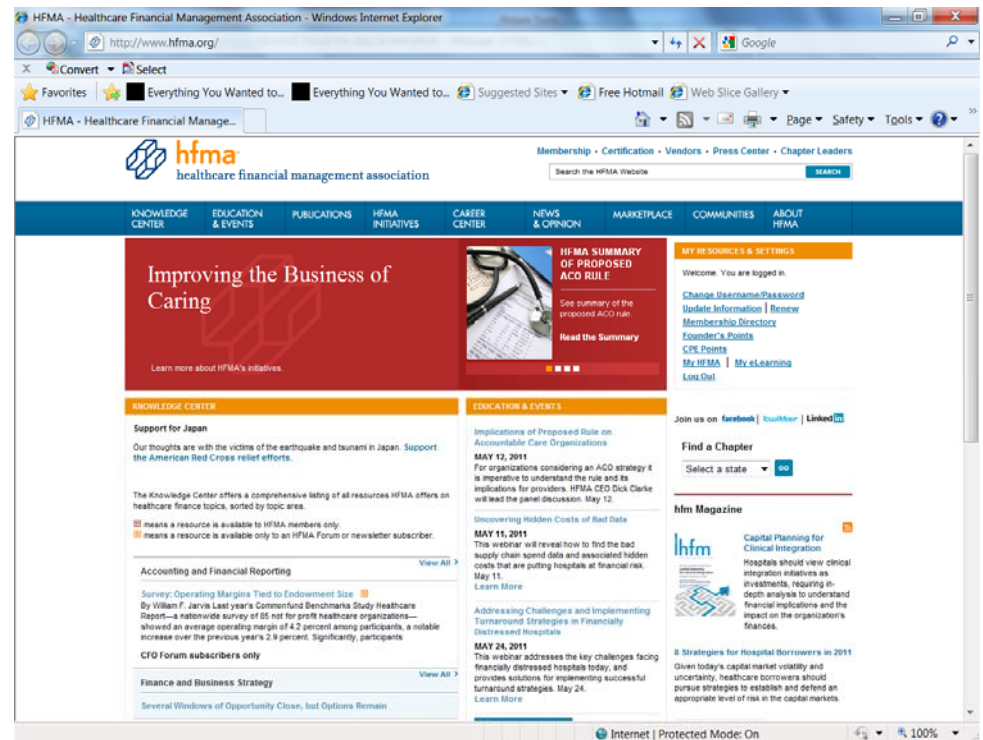
A way to demonstrate your comprehensive understanding of healthcare financial management



Information

Timely, Reliable & Convenient Resources

- Now featuring Google search engine
- *hfm* magazine
 - the industry's top publication for CFOS
- Newsletters
 - *Revenue Cycle Strategist*
 - *Healthcare Cost Containment*
 - *Strategic Financial Planning*
- HFMA Forums
- Daily and weekly online news
- Reports and roundtables
- Buyers Resource Guide



Information

Online Knowledge Center

- Reports
- Fact sheets
- Articles
- Analyses
- Roundtables

Topics include:

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



Information Resources on Key Issues

- Success under healthcare reform
- Becoming a value provider
- Achieving clinical transformation
- Adopting accountable care
- Improving your revenue cycle

Believe to Achieve Success under Healthcare Reform

HFMA's Reform Resources

www.hfma.org/reform

- Key provisions and timelines
- Legal and political challenges to the reform law
- Strategies for providers



Continuing Uncertainty Dominates the Healthcare Landscape
--March 2011 *hfm*

Success under Reform Through Revenue Cycle Excellence:
Don't Make Hope a Strategy
--May 2011 *hfm*

Healthcare Reform

A New LINK for Chapters

Through new Local Information Networks, chapters can provide input to HFMA's Health Reform Advisory Committee.

- Local perspective on the impact of the reform law
- Ramifications and response strategies
- Input and comment on HFMA positions
- Comment on potential HFMA services



Believe to Achieve Value in Health Care

HFMA's Value Project

- Insights and successful practices from leading providers
- Organizational capabilities needed to become a value provider
- Strategies and tactics to operationalize each capability

Coming soon

- Report of project highlights
 - In-depth reports
 - Web-based tool
-

**Research findings
will be released at
the 2011 ANI and
online throughout
the coming year**

Value Project Collaborators

RESEARCH



With the assistance of



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Believe to Achieve Clinical Transformation

- Financial turnaround through clinical transformation
- Using technology to address care delivery challenges
- Creating a culture of collaboration with physicians and other clinicians

Where to look

- 2011 ANI: The Healthcare Finance Conference
- *Leadership* publication
- *hfm* magazine
- Newsletters

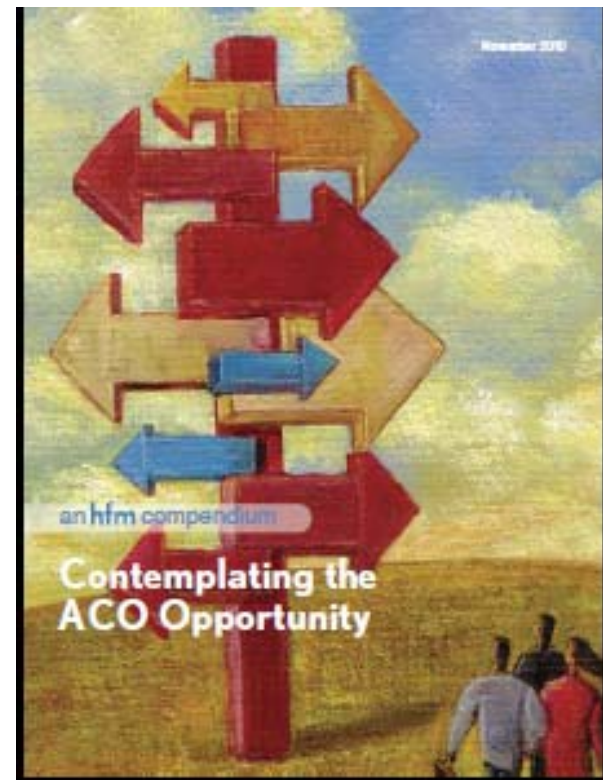


Believe to Achieve Accountable Care

- Understanding the proposed rules
- Making the ACO decision
- Moving toward accountable care—
whether or not you develop an ACO

Where to look

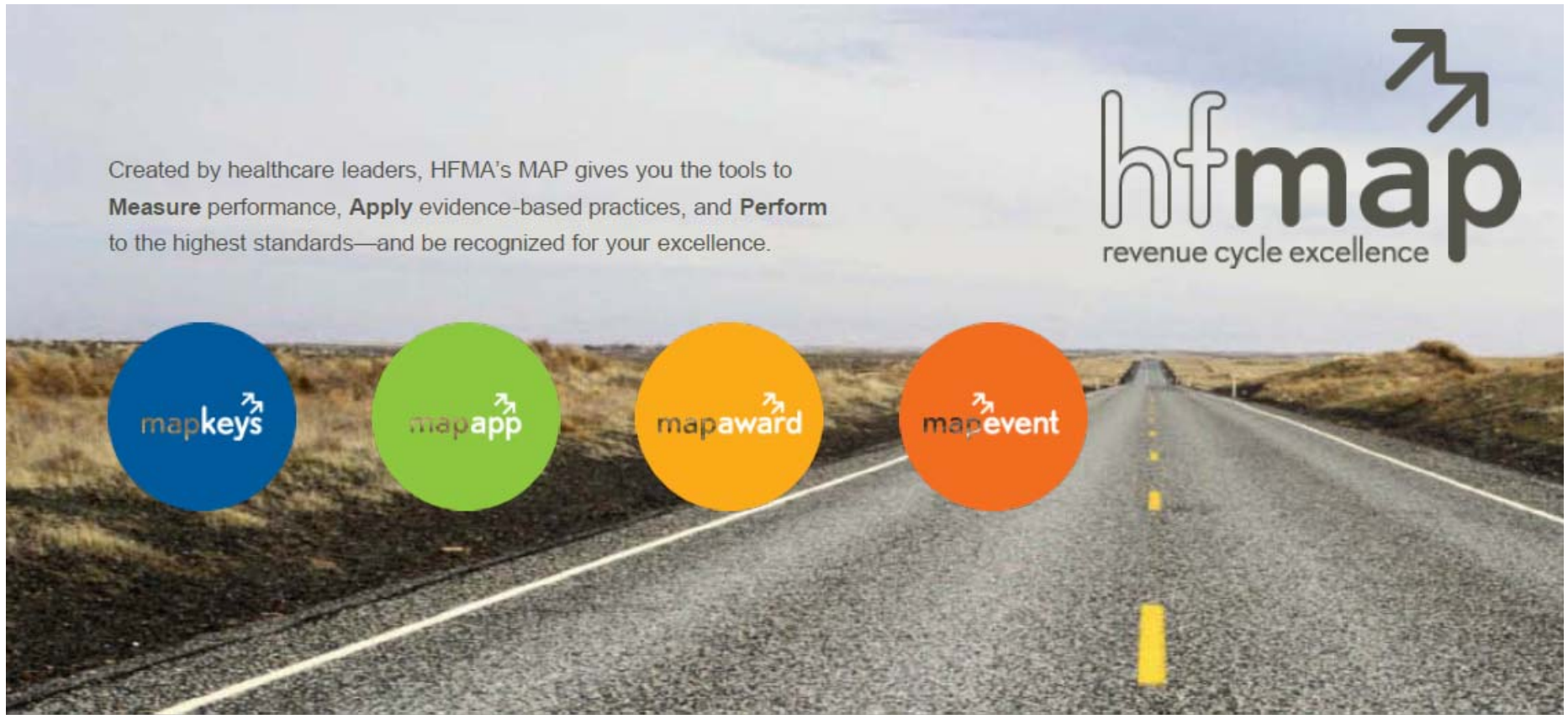
- Online summary of the proposed ACO rule
- Online compendium of ACO resources
- Webinars, including two archived webinars
conducted in May 2011



Believe to Achieve Revenue Cycle Excellence

Created by healthcare leaders, HFMA's MAP gives you the tools to **Measure** performance, **Apply** evidence-based practices, and **Perform** to the highest standards—and be recognized for your excellence.


hfmap
revenue cycle excellence



Believe to Achieve Revenue Cycle Excellence



www.hfma.org/map

Believe to Achieve Your Leadership Potential

“There's no question that my involvement with HFMA provided me with the **skills and confidence to move from CFO to CEO**, helped me develop strategic planning skills, professional-relationships-building skills, creative thinking, and public speaking. Without a doubt, my leadership within HFMA also helped give my new board the confidence to take that risk on an unproven CEO. **HFMA builds leaders.**”

Phyllis A. Cowling
President and CEO
United Regional Health Care System
Former HFMA Chair

**HFMA'S Future Financial
Leader Award**

To be presented at the
2011 ANI

Chapter Events: <http://www.hfma-socal.org/>

National Website: <http://www.hfma.org/>

