What’s New in HFMA

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Learning Objectives

• Articulate the experiences that have shaped you.
• Explore top trends facing our industry.
• Discuss healthcare finance professionals’ unique stewardship contribution.
• Consider opportunities to collaborate.
• Explain how the Power of One can influence and inspire.
• Describe current HFMA initiatives.
Wisely Care
Leave a Mark

Top 5% of spenders account for almost half of spending ($623 billion)

Top 1% of spenders account for >20% of spending ($275 billion)
Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved.

— WILLIAM JENNINGS BRYAN
Seed Innovation

All health care is local. We solve problems. Championing change. Engaging consumers.
Industry Trends
Trend: The Shift Toward Value-Based Payment Will Continue

- ACOs and bundled payments will evolve quickly.

- It’s time to put strategies in place.
Trend: Merger Mania Will Continue

- Hospital/health system consolidation remaking delivery system landscape
- Small, independent physician practices becoming an endangered species
- Health insurance sector will remain highly consolidated
Trend: Value-Based Insurance Design Will Gain Traction

- Increase patients’ understanding of variation in cost and quality among providers
- Encourage patient loyalty to high-value providers
- Reward patients for making high-value choices
Trend: Consumer-Centric Disrupters Ready to Step In

- Acknowledge that consumerism is here to stay.
- Listen to consumers.
- Commit to partnering with consumers.
- Collaborate with other industry stakeholders.
Use innovation to solve pressing problems

Partner strategically

Recognize that ROI is different with innovation.
Trend: By the Numbers, Millennials Rule

- More paid time off
- Flexible working hours
- Opportunities to make an impact
- A voice in the organization
- Self-directed growth opportunities
- Their feedback heard and acted upon
HFMA Initiatives
HFMA Collaborative Efforts
HFMA Educational Offerings

HFMA Certifications

Certified Healthcare Financial Professional (CHFP)
HFMA's CHFP certification provides a broad range of business and financial skills necessary to succeed in today's healthcare environment. Learn more.

Certified Revenue Cycle Representative (CRCR)
Earn the credentials that prove your revenue cycle proficiency and technical expertise. Learn more.

Maintaining Your Certification
If you have already earned an HFMA Certification, you must maintain your certification by meeting certain basic requirements. Learn more.
HFMA Tools and Resources

www.hfma.org
New & Coming Soon: Resources on Important Issues

- Impact of health system mergers and acquisitions
- Value-based payment’s impact on total cost of care
- Surprise medical billing

www.hfma.org
New HFMA Membership Opportunities
HFMA Listening to Members

Through our Voice to Value program—we are looking for ways to:

- Help members easily access our current membership offerings
- Listen, watch and learn more about what members need and expect
- Act purposefully to meet member expectations and provide an exceptional experience
Have you ever had a great customer experience with a digitally savvy retailer? How about with a professional association? You will, soon.
Where Passion Meets Purpose