

HFMA South Texas Annual Institute

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What's New in HFMA

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Lead. Solve. Grow.

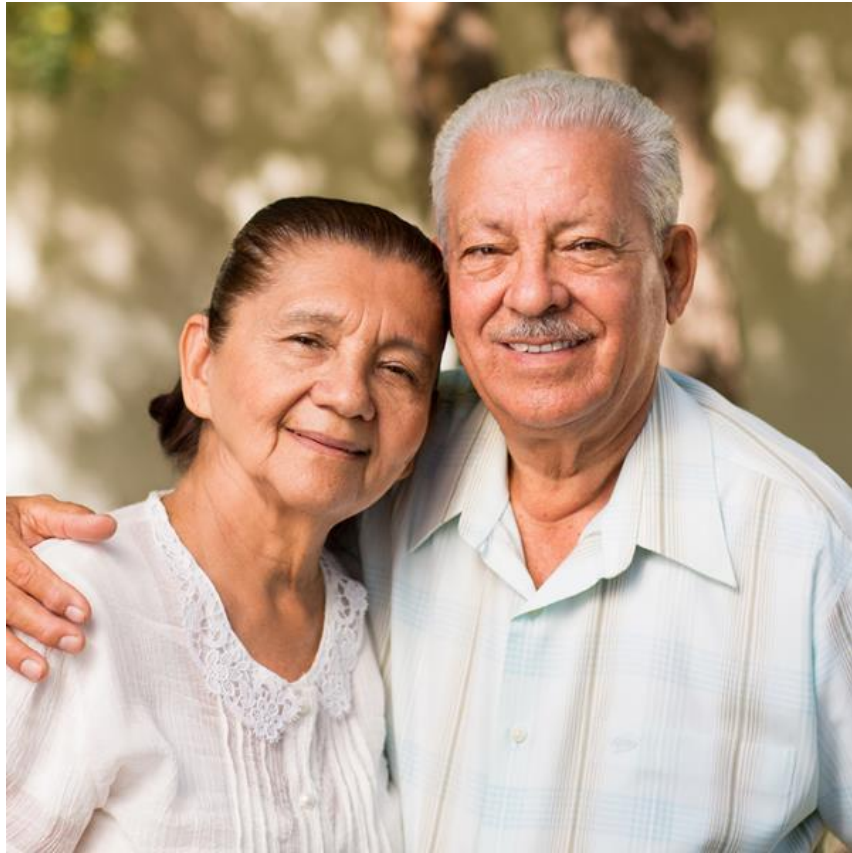
Learning Objectives

- 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

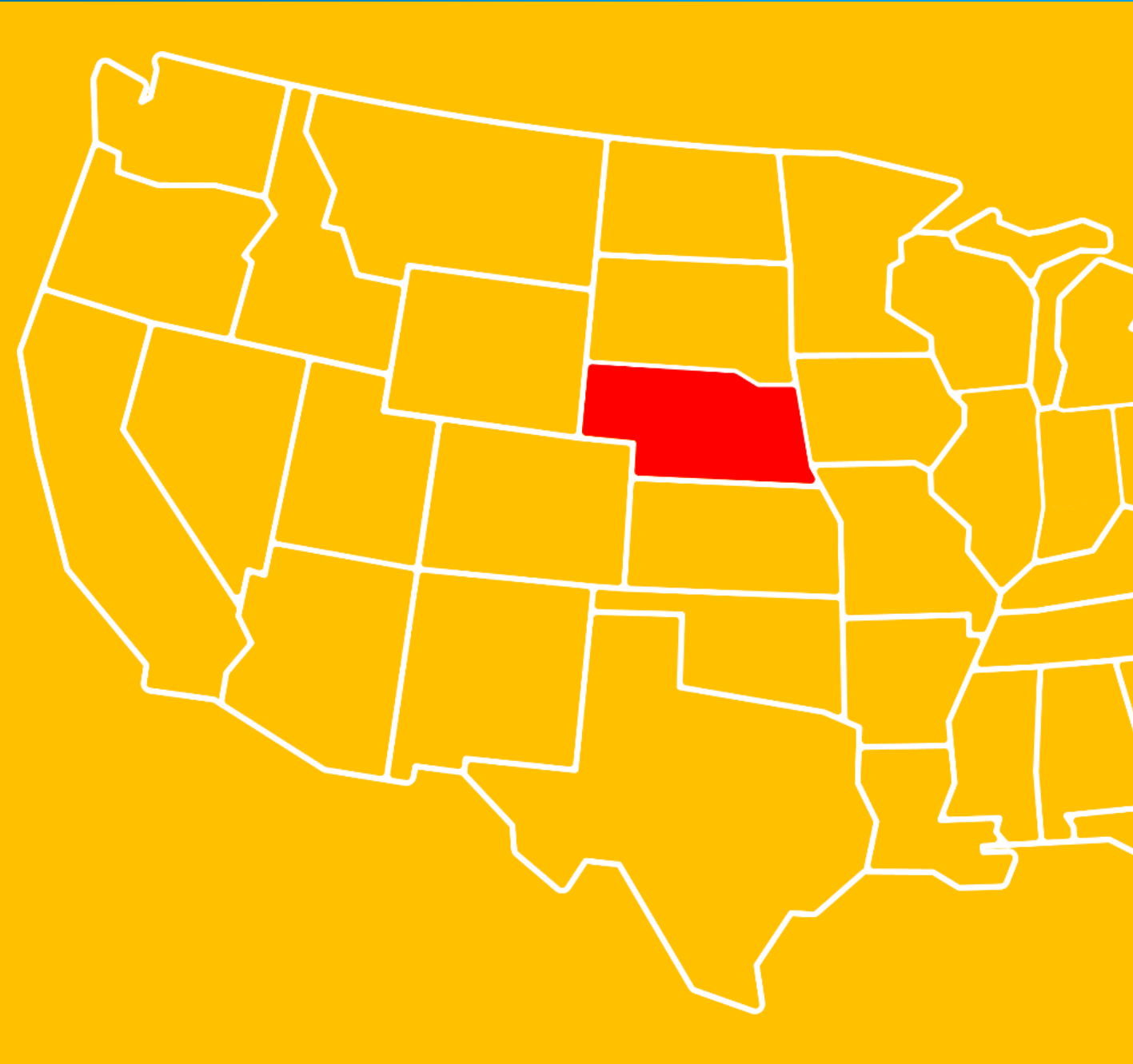


Leave a Mark



Where
Passion | Meets
Purpose

Make the Choice



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

Industry Trends

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





Health Insurance
Application for Health Coverage

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.





Trend: The Pace and Impact of Innovation Will Accelerate

- Use innovation to solve pressing problems
- Partner strategically
- Recognize that ROI is different with innovation.

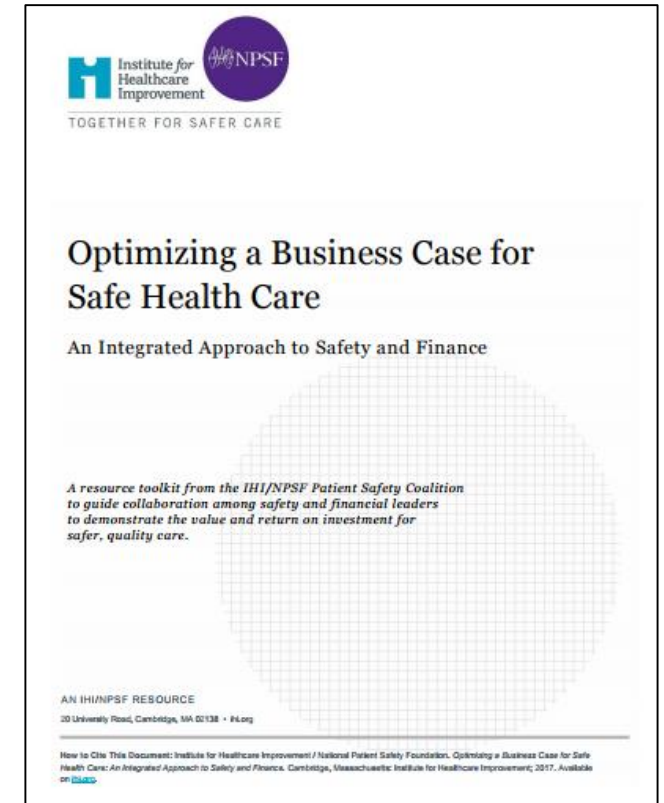
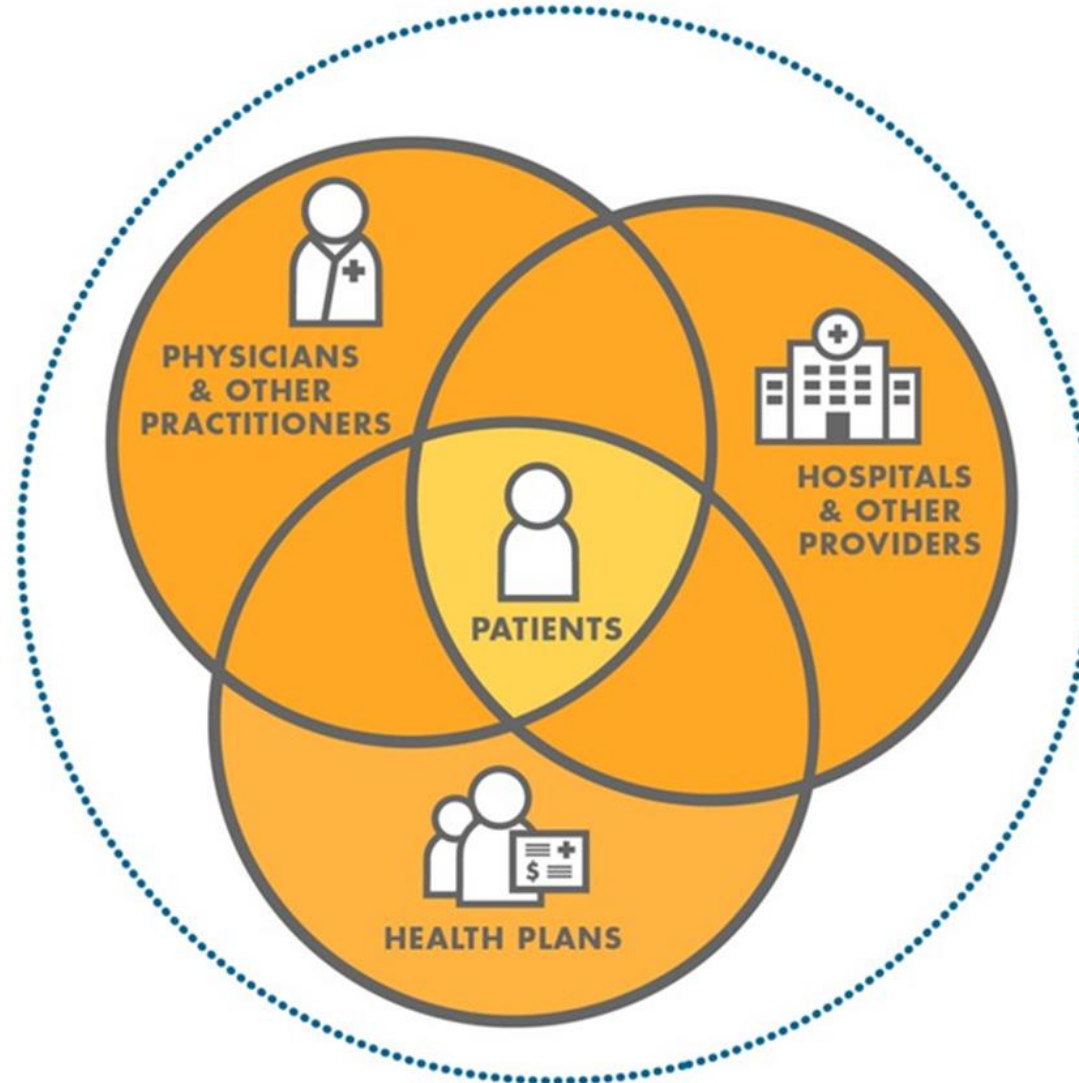
Trend: By the Numbers, Millennials Rule

- 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



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MEMBERSHIP EDUCATION PUBLICATIONS FORUMS CAREERS MARKETPLACE INDUSTRY INITIATIVES

HFMA Certifications



What's missing next to your name?

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.](#)

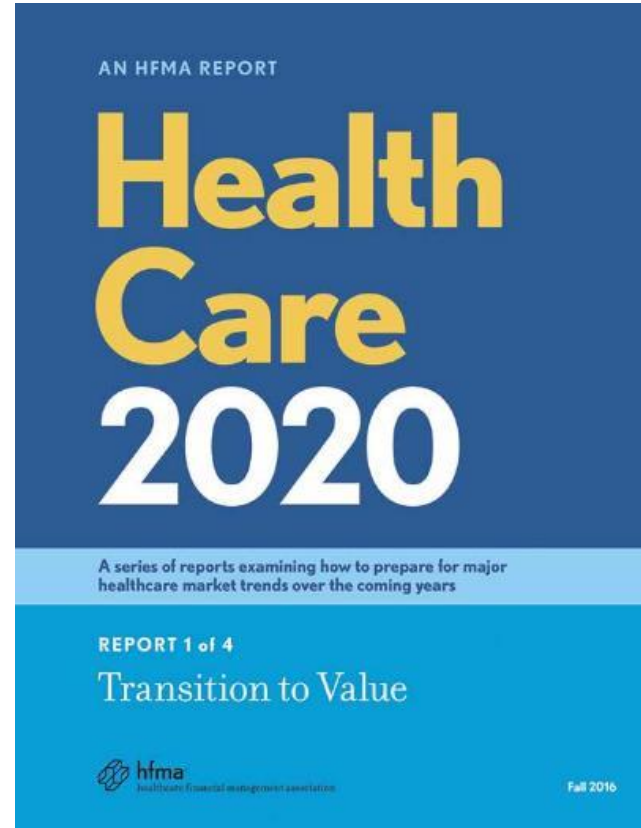
Certified Revenue Cycle Representative (CRCR)

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

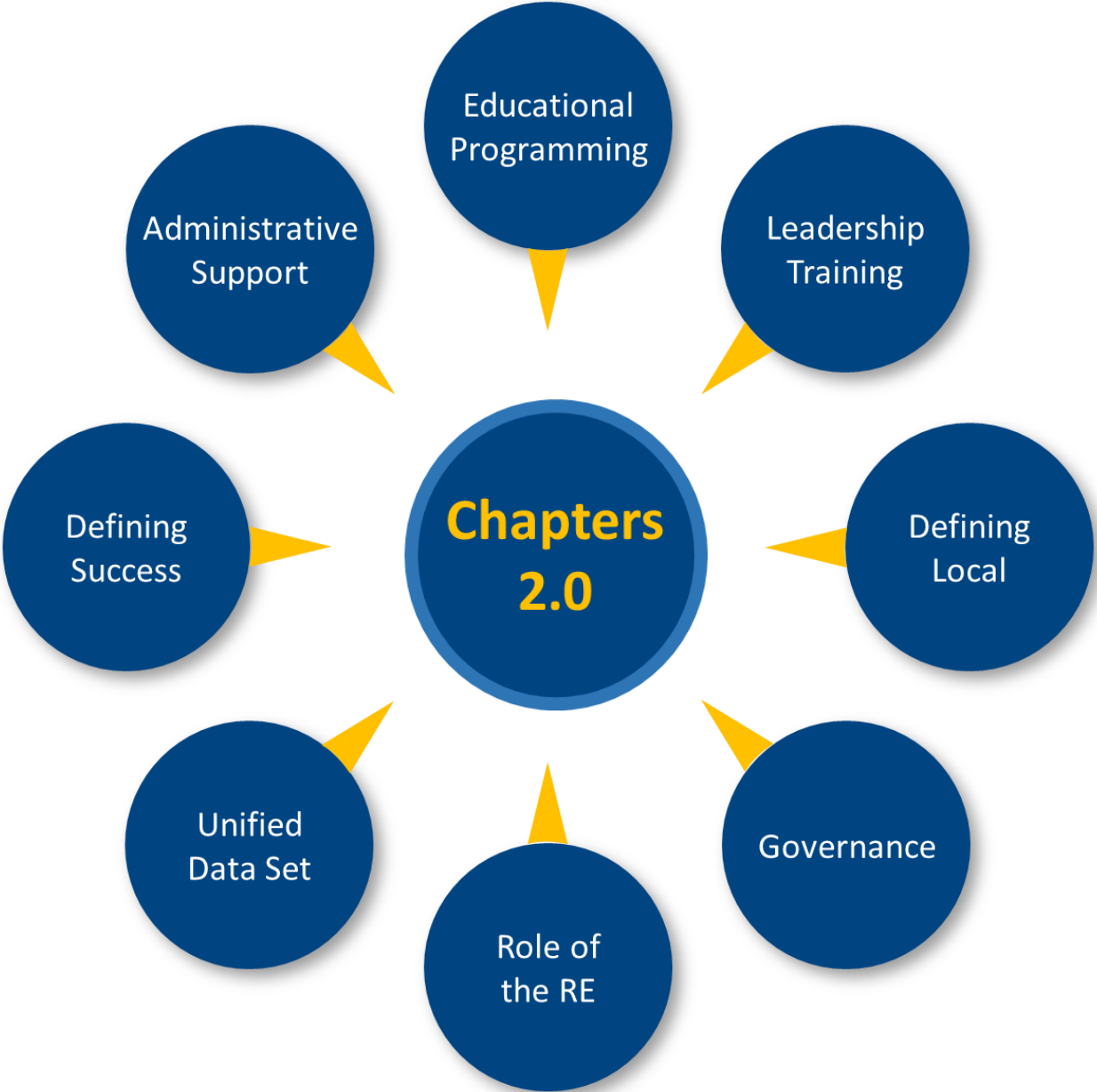
New & Coming Soon: Resources on Important Issues

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



www.hfma.org

Chapters 2.0



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





Superb UX



- ACCESS
- CONNECT
- LEARN
- LEAD

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