



HFMA Content Pillar:

Insights into how the coronavirus pandemic has affected priorities and consumerism strategies

Sponsored by: CareCredit

View of Findings

October 2020

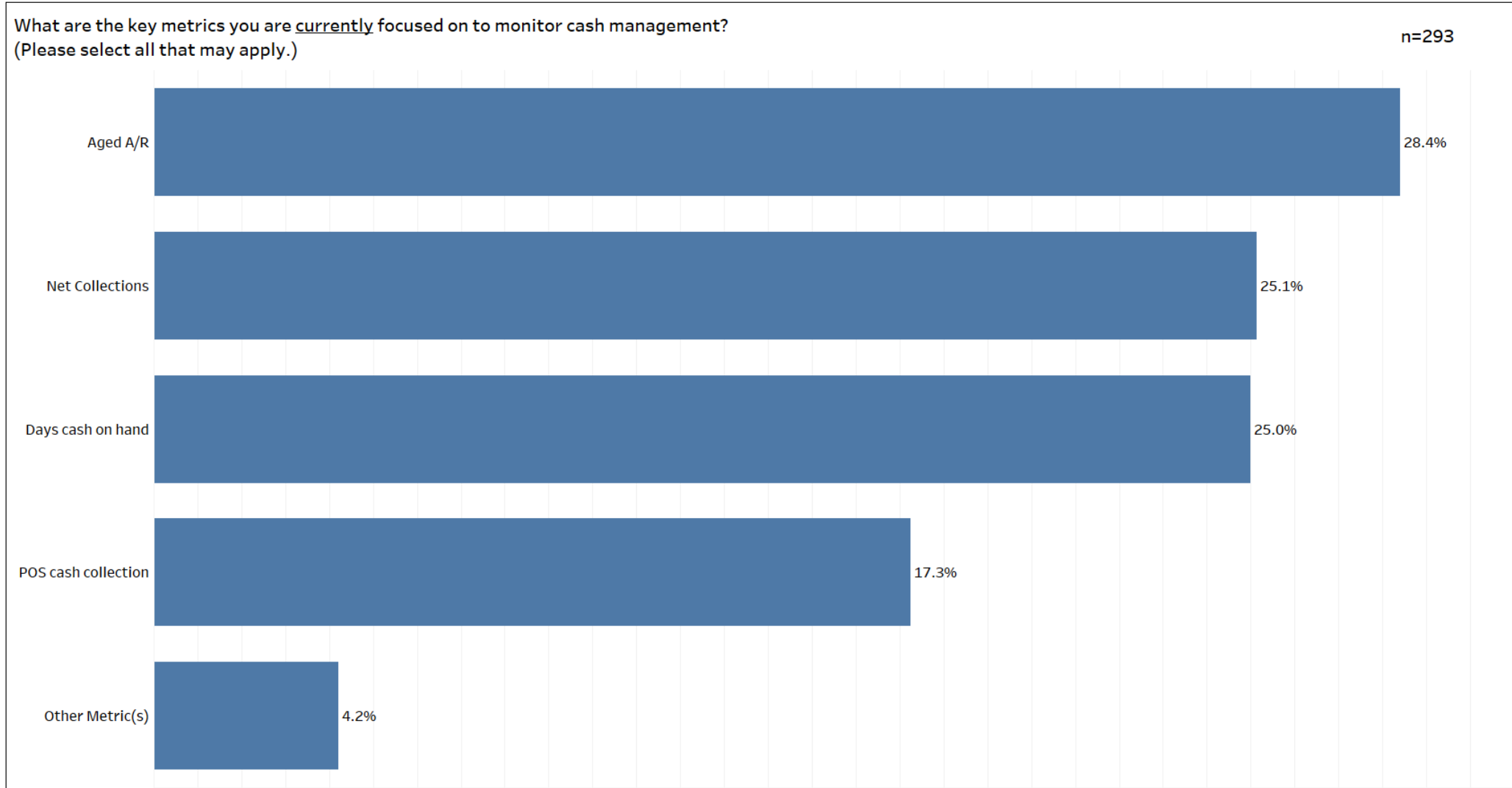


About the Research

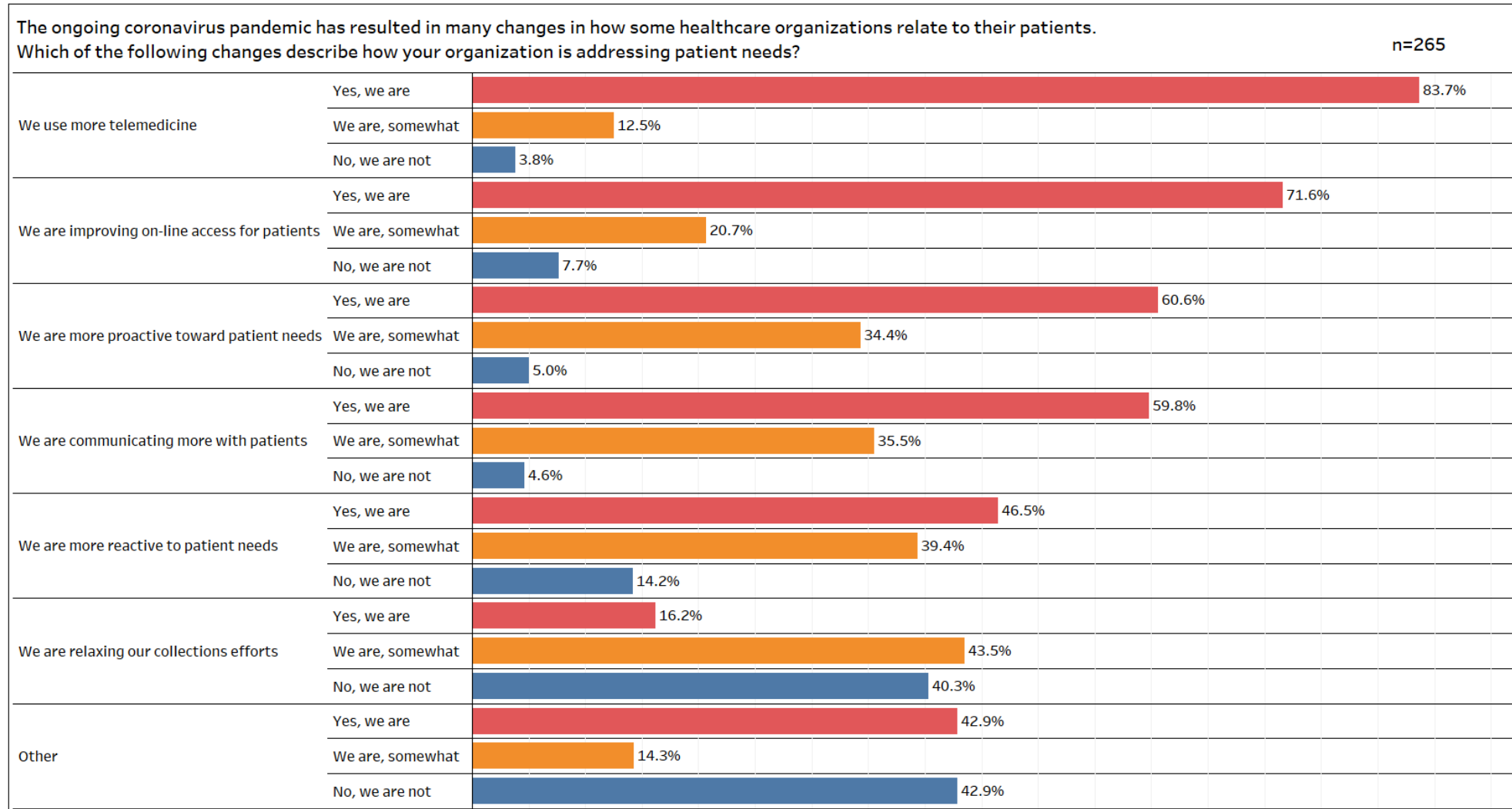
- CareCredit is the sponsor of the HFMA Consumerism Content Pillar.
- Research into consumerism (healthcare consumerism) will be carried out in 3 phases.
- This survey represents Phase 3 of the process.
- 296 HFMA members, primarily Directors and CFO's in Finance and Patient Financial Services completed the survey.
- The purpose of this survey is to learn how the pandemic has influenced the application of consumerism related to the patient financial experience and how those implications are expected to persist.



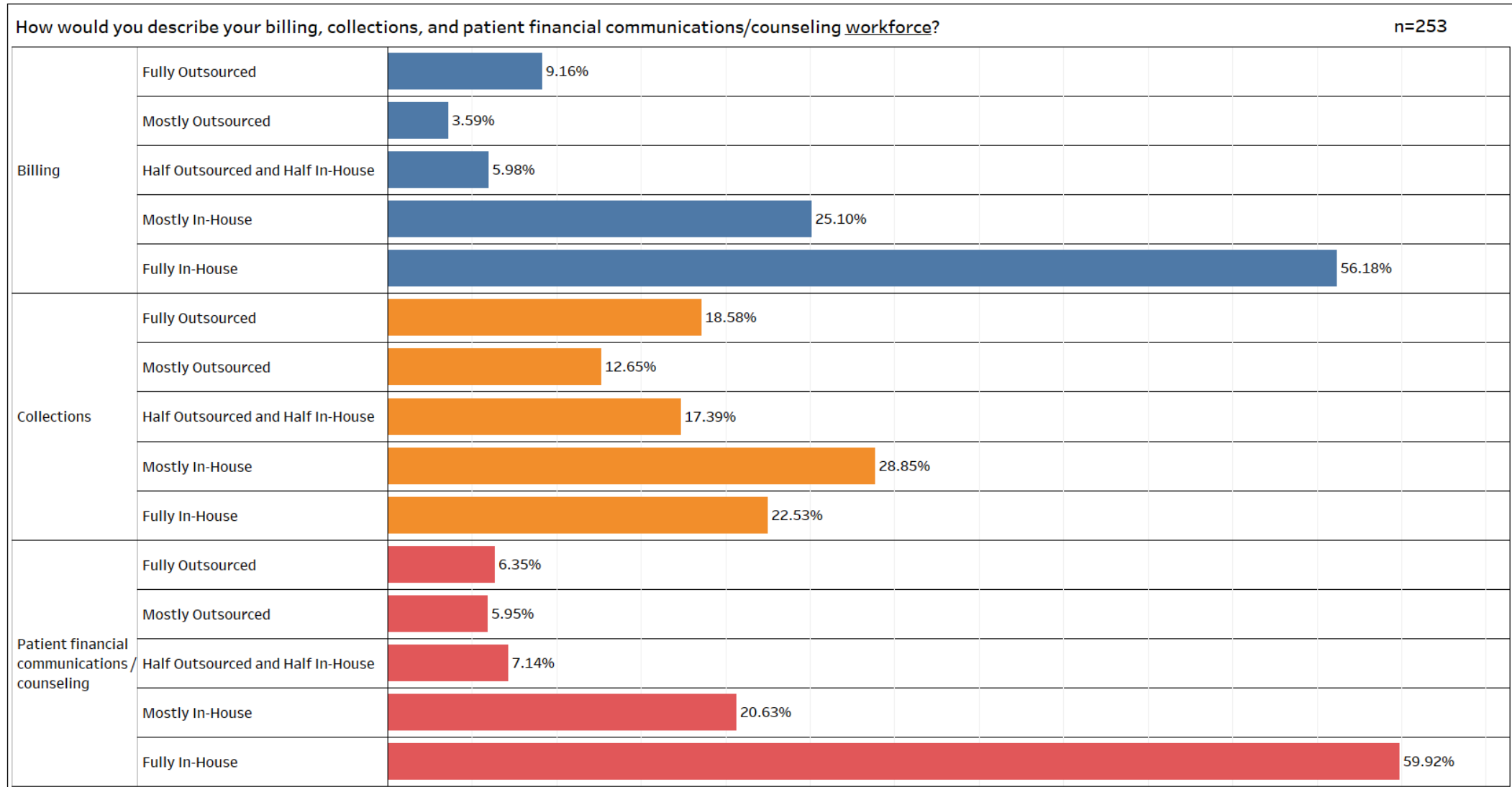
Metrics for Monitoring Cash Management



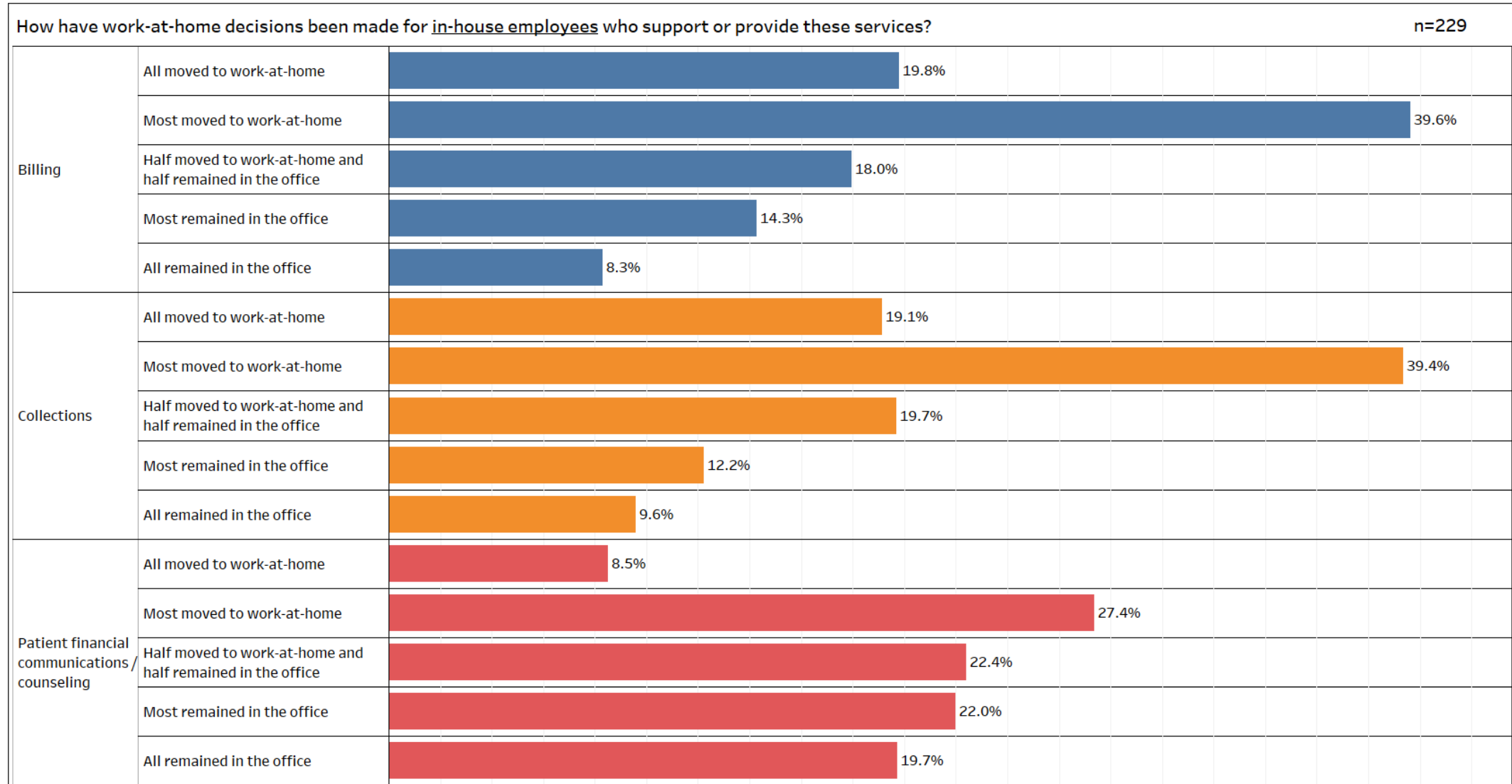
Changes to Address Patient Needs



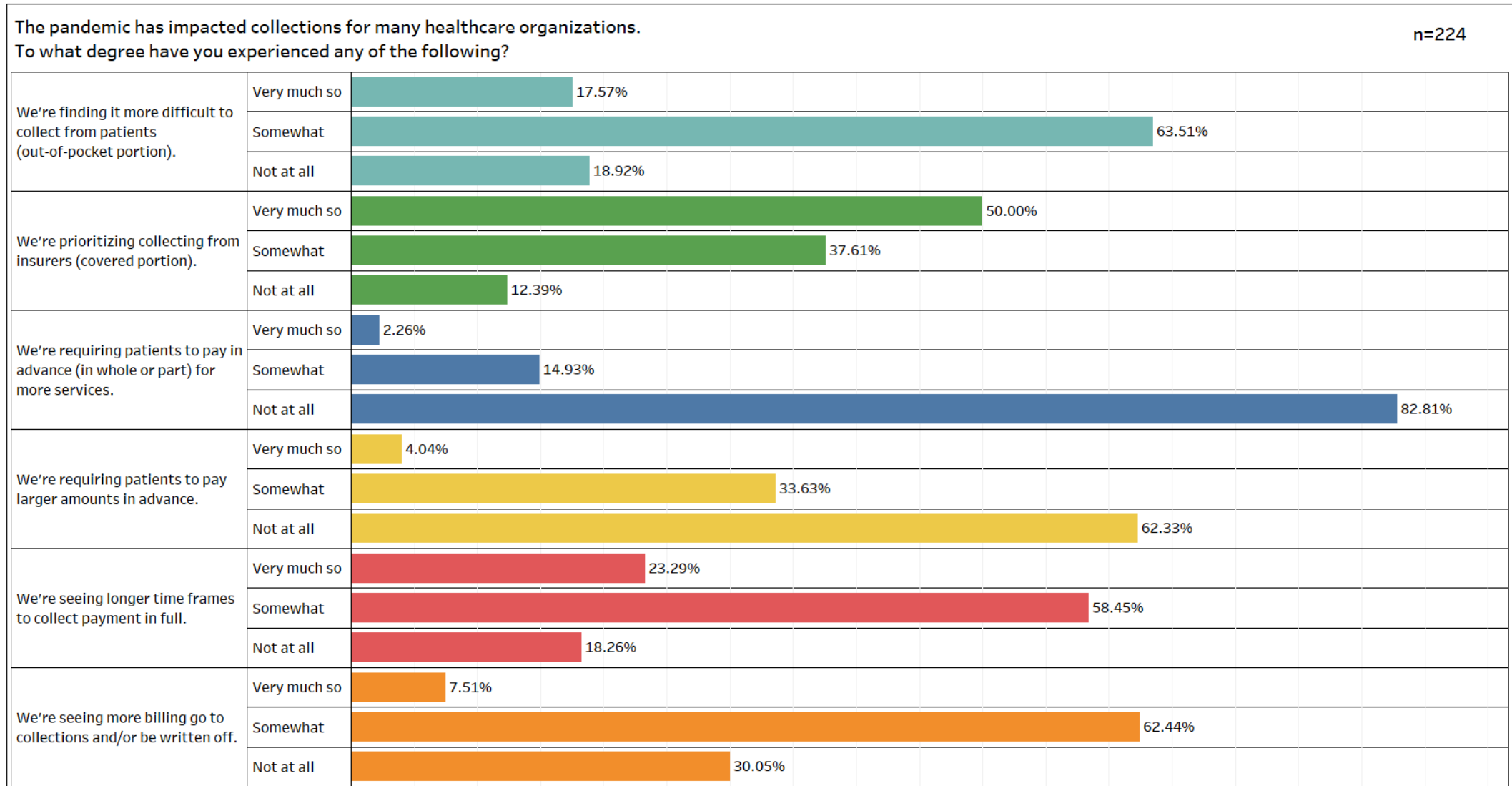
Changes to the Workforce



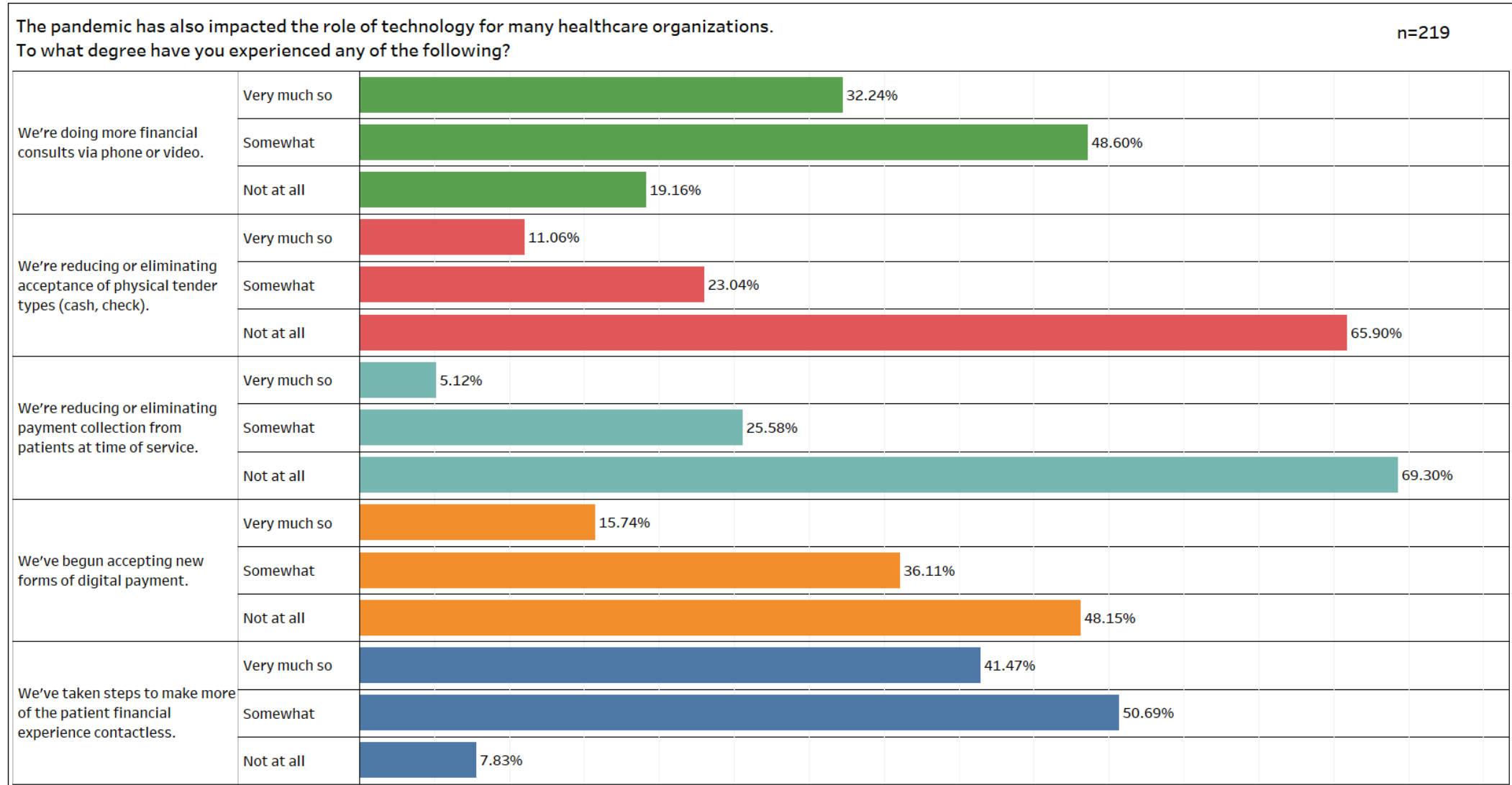
Changes to the Workforce



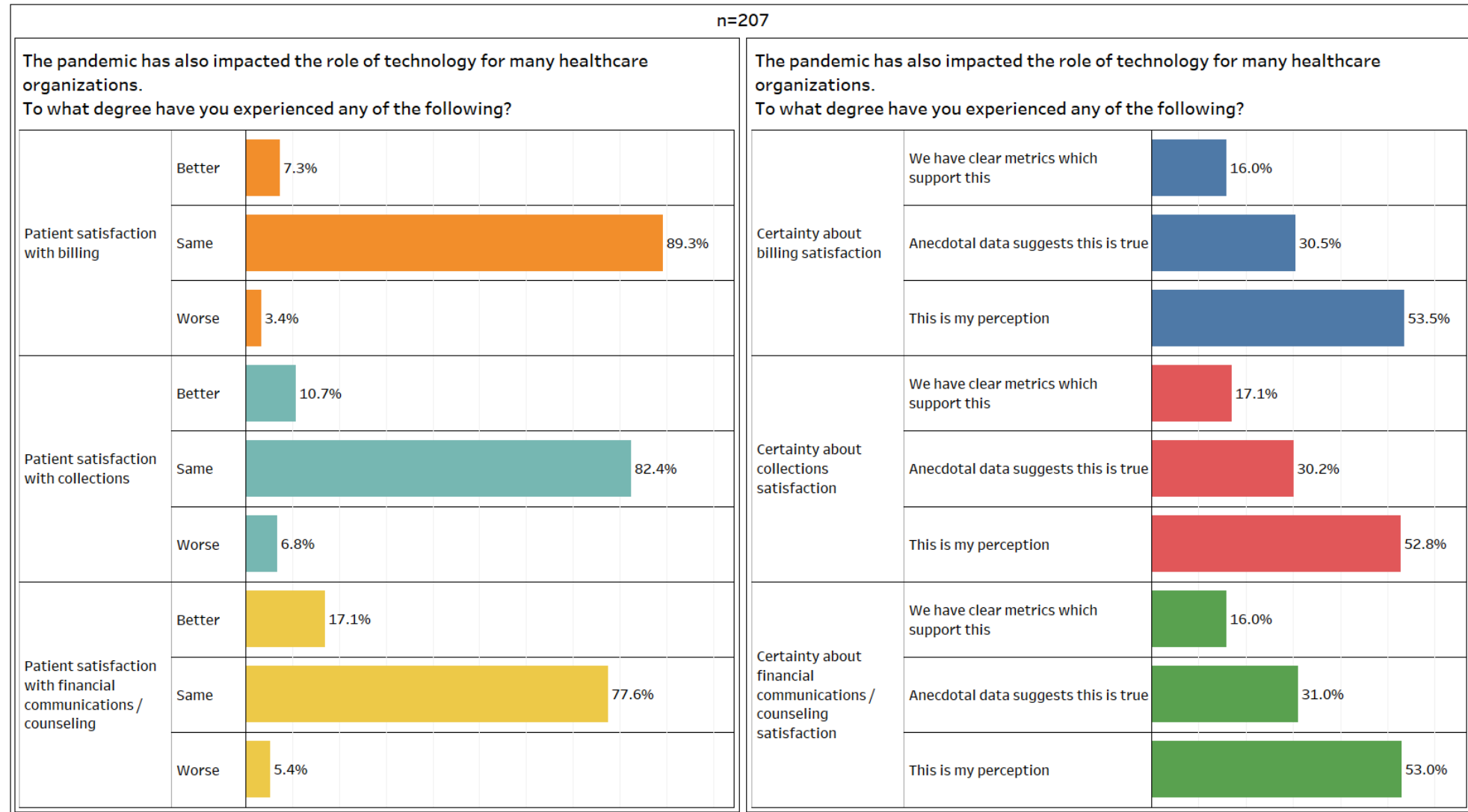
COVID-19 Impacts on Collections



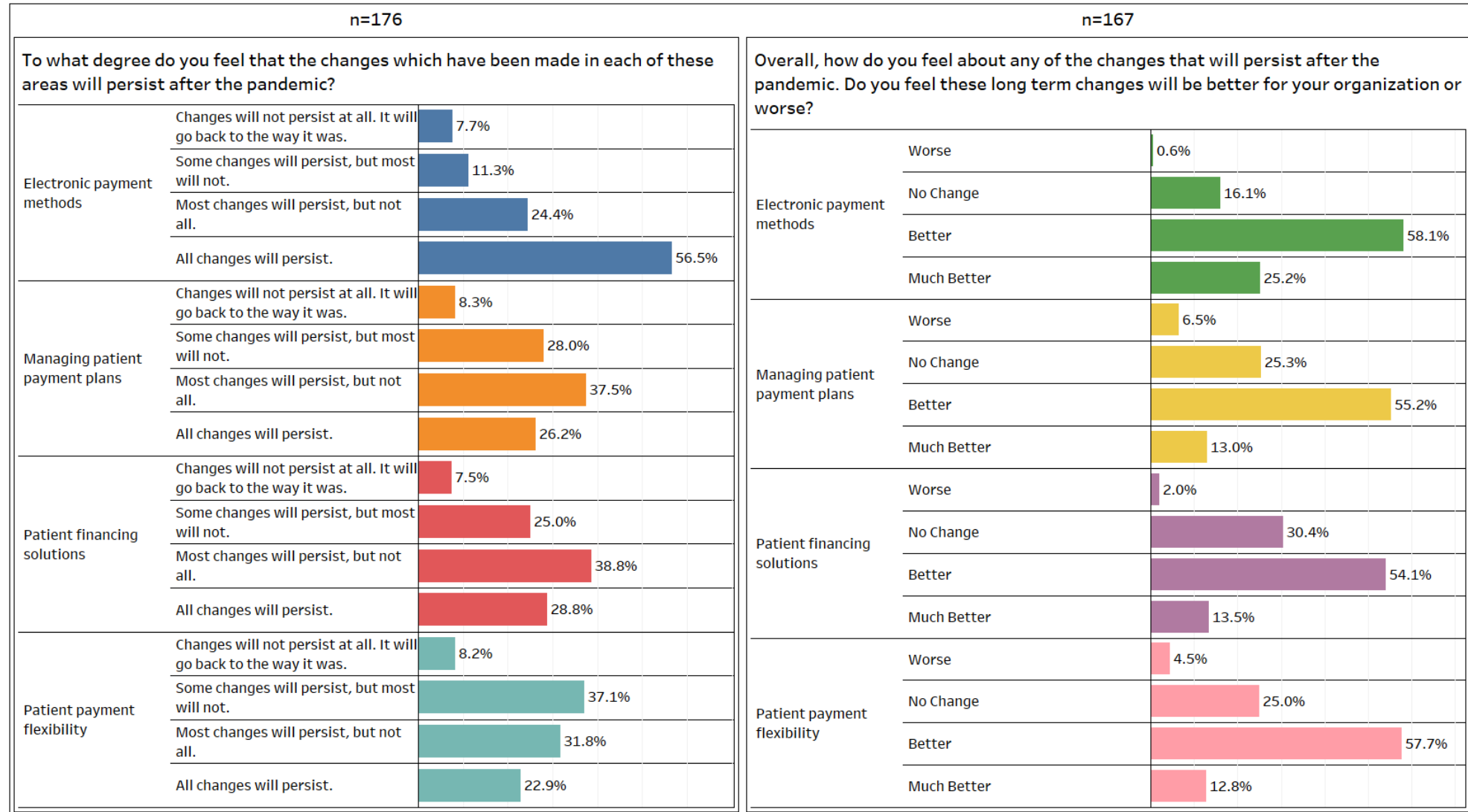
COVID-19 Impacts on Technology



Perceptions on How the Pandemic Has Affected Patient Satisfaction



Perceptions on Changes Made as a Result of the Pandemic



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