



Your Challenge. Our Mission.

Aaron Crane, FHFMA, CPA, MHA
2020-21 National Secretary, HFMA
Executive VP, Seattle Cancer Care Alliance



Presentation Overview

- HFMA 2020-21 Theme
- Your Challenges
- HFMA Resources

hfma[®] Your Challenge.
Our Mission. 20-21

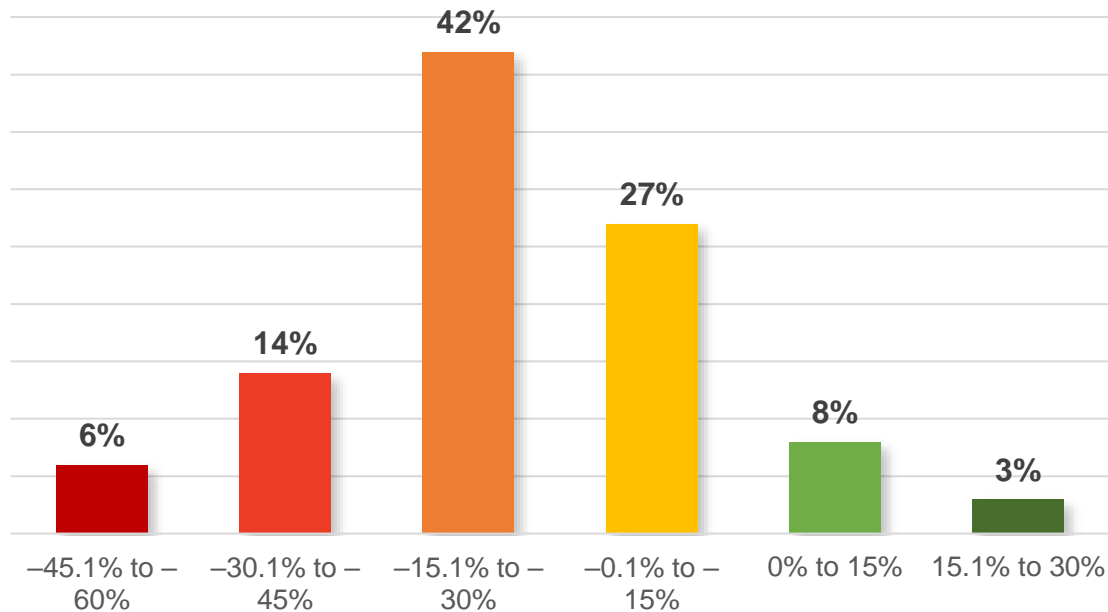
Your Challenges

Financial Losses and Decreased Revenue



Providers projecting revenue & patient volume drops, incremental improvements by year's end

Q: How do you expect your future revenues to compare to pre-pandemic revenue levels?

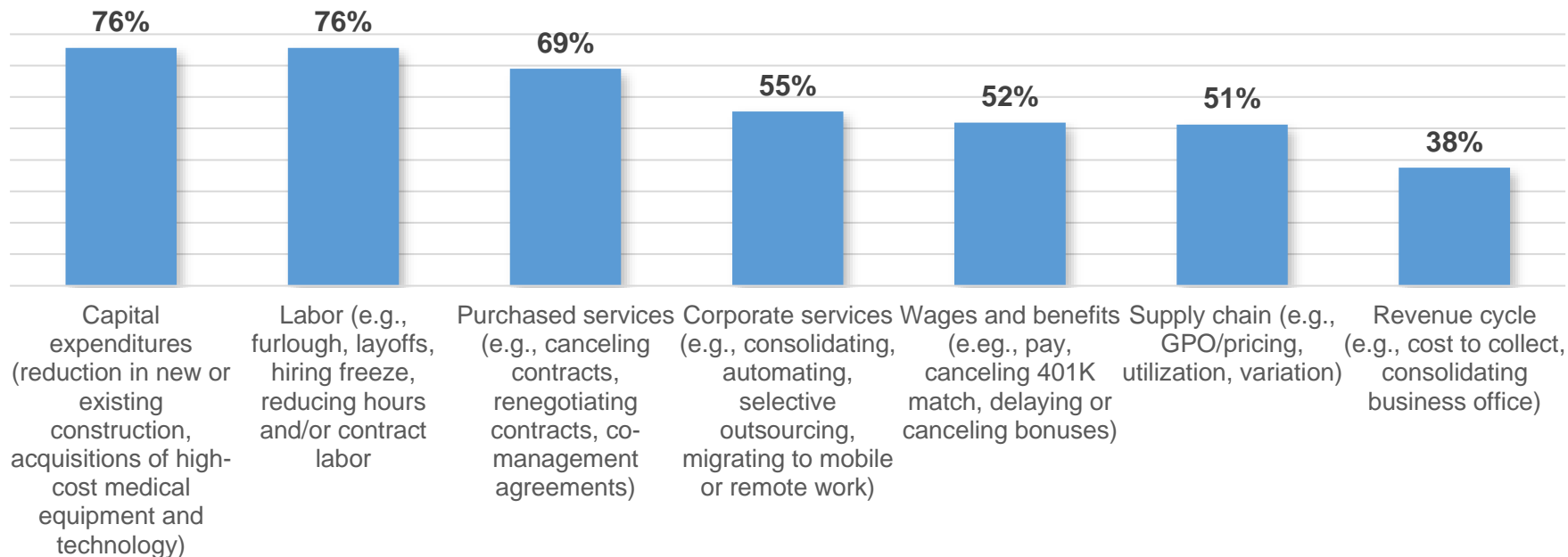


Compared to **pre-COVID-19**, respondents predict their organizations' revenues will be **19% lower at the end of 2020** but just **3% lower one year from now**.

Median days cash on hand per hospital is projected to **drop by 48 days or 26% by the end of 2020**, additional Guidehouse analysis shows.

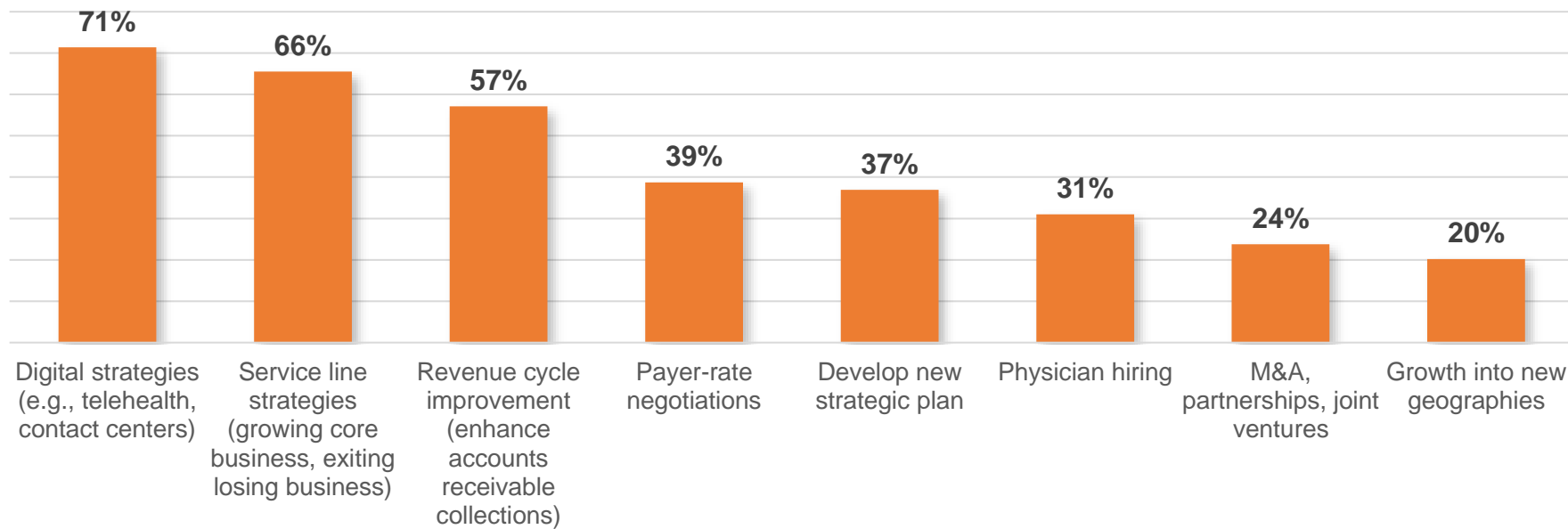
Providers targeting capital expenditures, labor, & purchased services for cost reduction

Q: What areas are you likely to target for intermediate- and long-term cost-reduction opportunities? (Please select all that apply.)



Digital & service line strategies, revenue cycle enhancements targeted for revenue growth

Q: What tactics are you implementing or enhancing to grow revenues? (Please select all that apply.)



Consequences of Deferred Care



Healthcare Forecasting



Supply Chain Issues

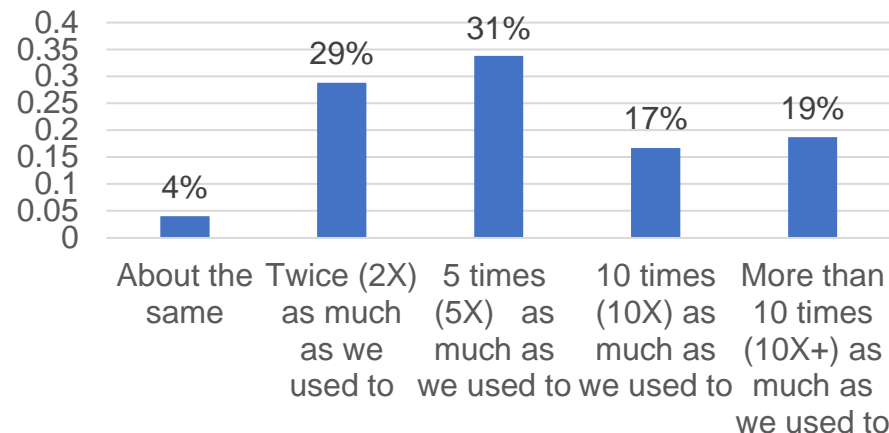


Telehealth

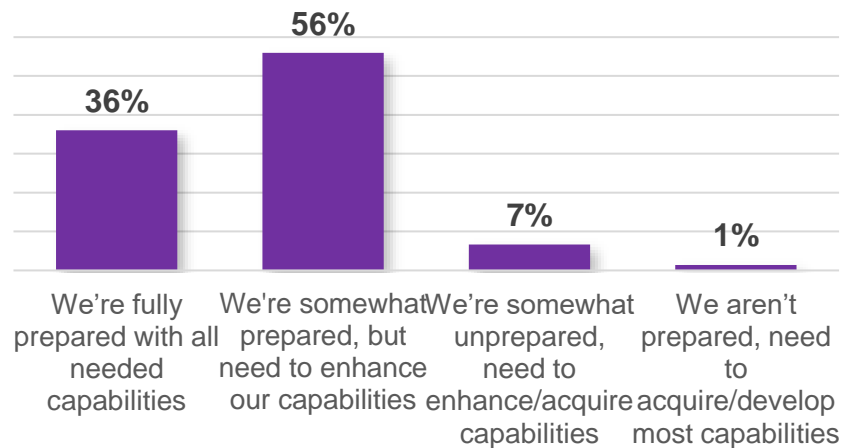


Majority of providers not yet ready for post-COVID-19 telehealth push

Q: By the end of the year, how much do you predict your organization will be using telehealth compared to last year?



Q: How prepared is your organization to meet the increasing demand for telehealth serves?



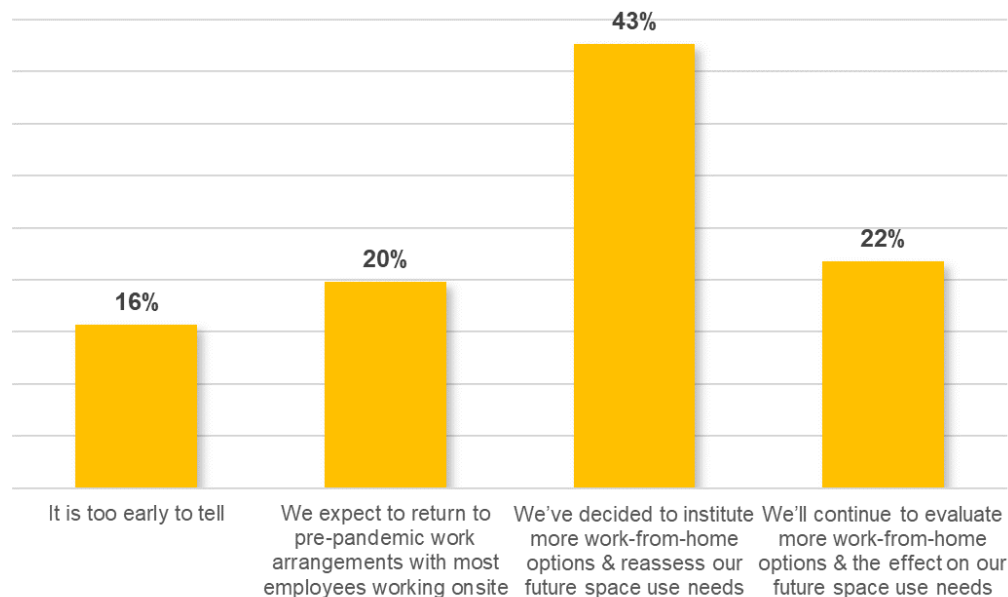
67% of executives predict their organizations will use **telehealth at least five times more** than pre-pandemic, but **only ~one-third believe** they have **all needed telehealth capabilities**.

Workforce Issues



Providers preparing for significant changes to working arrangements

Q: How will the work-from-home experience impact your strategy for flexible work and space planning in the future?



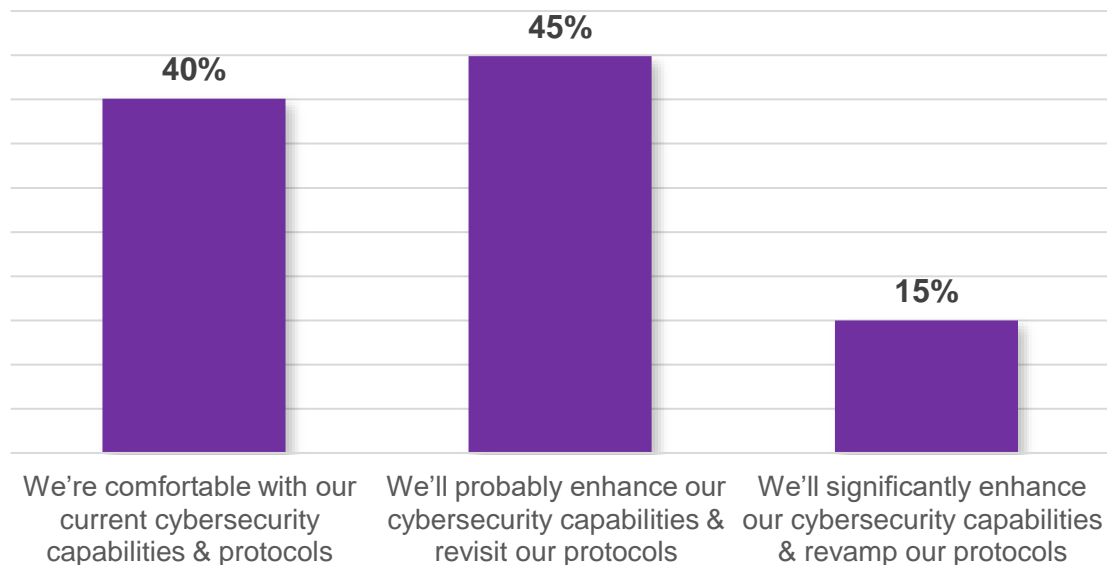
Just **1-of-5 executives** expect their organizations will **return to the primarily onsite work arrangements** established pre-pandemic.



22% of executives have already decided to institute **more work-from-home options, reassess future space needs.**

Cybersecurity preparedness

Q: To what degree have new COVID-19-related work-from-home arrangements and possible new cyber attacks influenced your focus on cybersecurity capabilities within your organization?



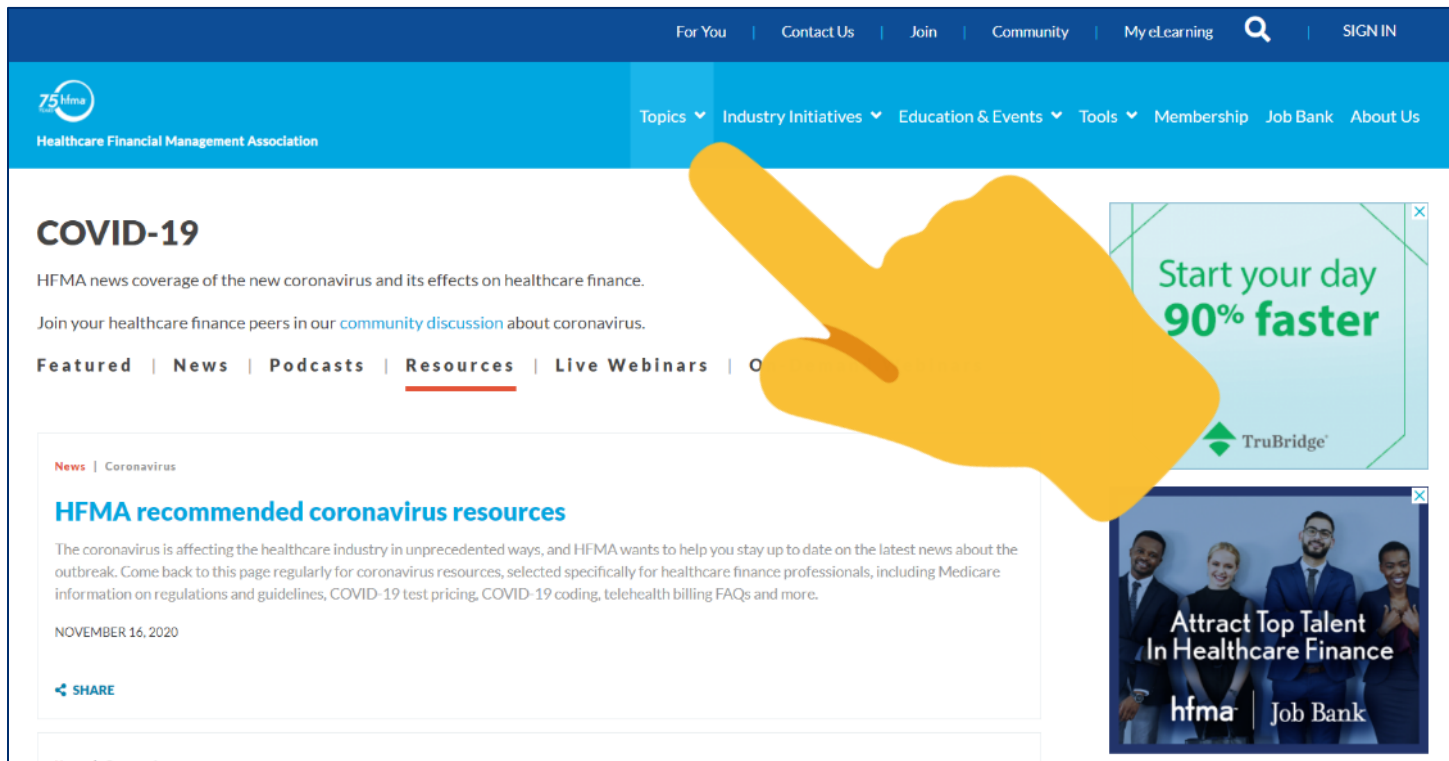
40% of executives say they're **comfortable** with their **organization's current cybersecurity** capabilities, protocols.

15% of respondents think their organization's current cybersecurity capabilities and protocols will **require significant enhancements**.


Value-based Payment




HFMA Coronavirus Resources



The screenshot shows the HFMA website with a dark blue header containing navigation links: For You, Contact Us, Join, Community, My eLearning, and a search icon. A 'SIGN IN' link is on the right. Below the header is a light blue banner with the HFMA 75th anniversary logo and the text 'Healthcare Financial Management Association'. A secondary navigation bar lists: Topics, Industry Initiatives, Education & Events, Tools, Membership, Job Bank, and About Us. The main content area is titled 'COVID-19' and includes text about HFMA news coverage and a link to a community discussion. A horizontal menu below this lists: Featured, News, Podcasts, Resources (highlighted with a red underline), Live Webinars, and a partially visible 'O'. A large yellow hand icon points to the 'Resources' link. Below the menu, a news article titled 'HFMA recommended coronavirus resources' is displayed, dated November 16, 2020, with a 'SHARE' button. Two advertisements are on the right: one for TruBridge stating 'Start your day 90% faster' and another for HFMA Job Bank titled 'Attract Top Talent In Healthcare Finance'.

For You | Contact Us | Join | Community | My eLearning |  | SIGN IN

75th 
Healthcare Financial Management Association

Topics ▾ | Industry Initiatives ▾ | Education & Events ▾ | Tools ▾ | Membership | Job Bank | About Us

COVID-19

HFMA news coverage of the new coronavirus and its effects on healthcare finance.

Join your healthcare finance peers in our [community discussion](#) about coronavirus.


Featured | News | Podcasts | **Resources** | Live Webinars | O

News | Coronavirus


HFMA recommended coronavirus resources

The coronavirus is affecting the healthcare industry in unprecedented ways, and HFMA wants to help you stay up to date on the latest news about the outbreak. Come back to this page regularly for coronavirus resources, selected specifically for healthcare finance professionals, including Medicare information on regulations and guidelines, COVID-19 test pricing, COVID-19 coding, telehealth billing FAQs and more.

NOVEMBER 16, 2020

 **SHARE**

Start your day
90% faster

 TruBridge

Attract Top Talent
In Healthcare Finance

hfma | Job Bank

Voluntary Billing Guidance



Price Transparency

The New York Times

 **TheUpshot**

Hospitals Sued to Keep Prices Secret. They Lost.

The decision was a victory for the Trump administration, which sees pressure from patients as a way to control health costs.

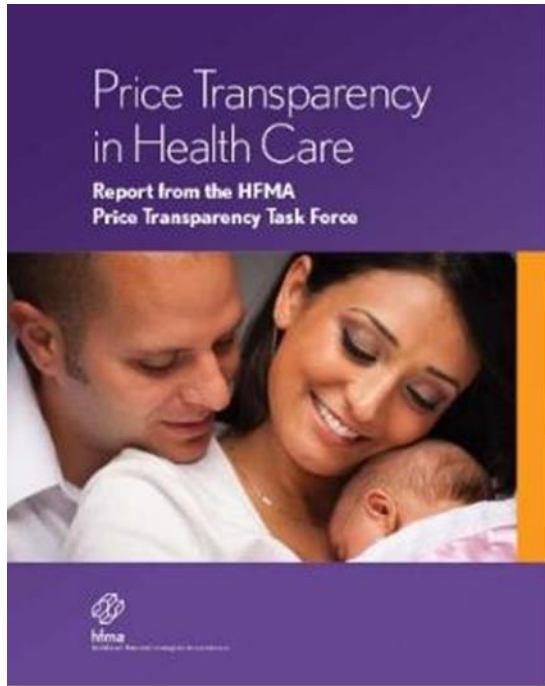


By Sarah Kliff and Margot Sanger-Katz

June 23, 2020



HFMA Resources: Price Transparency



- Price estimates should show out-of-pocket cost to care purchaser
- Price data should be combined with quality, safety and outcomes data.
- Price data should help the patient compare the “value” of the service being provided.

<https://www.hfma.org/industry-initiatives/healthcare-dollars-and-sense.html>

E/M Coding Changes



Medical Debt

MONEY

'This is going to bankrupt me': Americans rack up \$45B worth of medical debt in collections

Jessica Menton USA TODAY

Published 5:01 a.m. ET Sep. 18, 2020 | Updated 12:18 p.m. ET Sep. 20, 2020

CBS NEWS / February 9, 2020, 7:18 PM

"You wouldn't think you'd go to jail over medical bills": County in rural Kansas is jailing people over unpaid medical debt

Medical debt is making it harder for some Americans to get mortgages

PUBLISHED MON, DEC 16 2019•2:13 PM EST

UPDATED MON, DEC 16 2019•4:43 PM EST



Sharon Epperson

[@LINKEDIN.COM/IN/SHARONEPPERSONCNBC](#)

[@CNBCSHARONEPPERSON](#)

[@SHARON_EPPERSON](#)



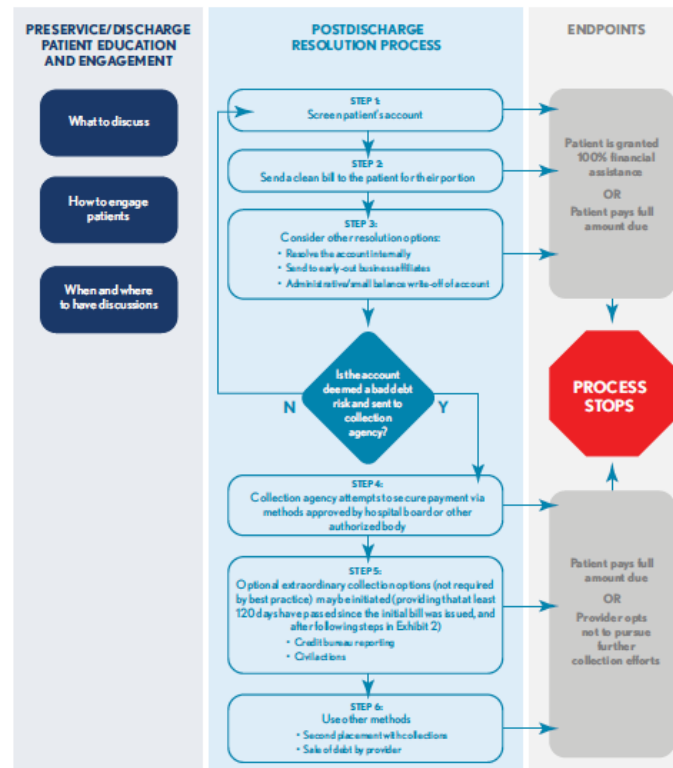
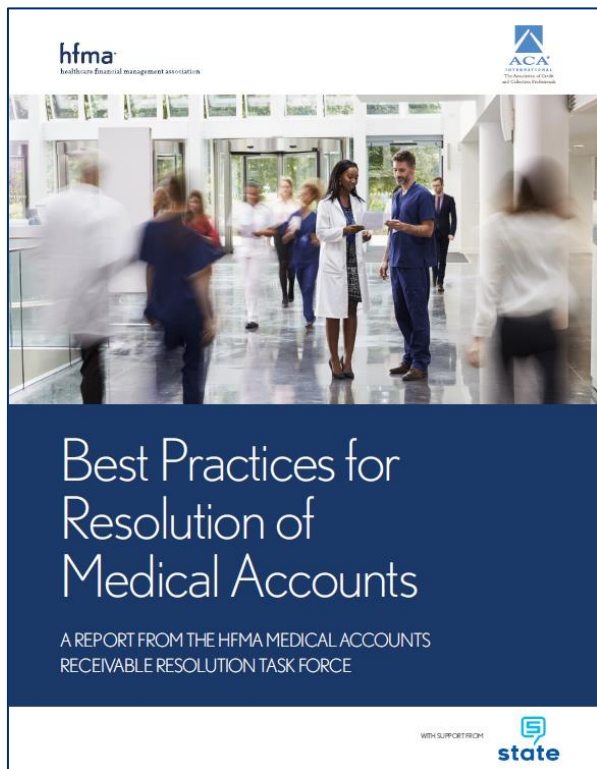
Lorie Konish

[@LORIEKONISH](#)

The New York Times

As Patients Struggle With Bills,
Hospital Sues Thousands

HFMA Resource: Medical Account Resolution



<https://www.hfma.org/industry-initiatives/healthcare-dollars-and-sense>

Pre-COVID Challenges Remain

- Consumerism
- Data analytics
- Digital transformation
- Rising costs
- Social determinants

Our Mission

Research and Trends



The Business of Caring: Promoting Optimal Allocation of Nursing Resources

Outcomes-based Staffing



Clinicians



Healthcare
Administration



Finance



Quality
Patient Care



Thought Leadership



Beyond boundaries: Why finding ways to address social determinants is vital to healthcare's future

A REPORT FROM HFMA'S 19th ANNUAL THOUGHT LEADERSHIP RETREAT
FALL 2019

Seizing opportunities to improve outcomes will require new collaborations outside and within the healthcare sector through approaches tailored to local markets, industry thought leaders say.

A growing body of evidence has demonstrated that health and healthcare outcomes are driven mostly by influences outside of healthcare facilities and physicians' offices. As the healthcare sector increasingly recognizes the impact of outside factors on the health of patients, leaders and innovators have begun identifying ways for their organizations to address those factors.

The challenge has been highlighted by research demonstrating that the healthcare system determines only between 10% and 20% of individuals' health status, even as providers take on increasing financial accountability for outcomes. Such financial pressures are driving more providers and health plans to look for ways to influence social and environmental factors, as well as patient behavior, which combine to determine up to 60% of individuals' health status.

These outside factors, known as the social determinants of health (SDOH), may be influenced by nonmedical services such as housing, nutrition, transportation, education, employment and social services.

Identifying the social determinants that impact individuals' health and sharing ways to influence them were the focus of HFMA's 19th annual Thought Leadership Retreat in October. The gathering, sponsored by Global Healthcare Exchange, Inc. (GHX), InVivo Surgical, AbbVie, Inc., BMD, Inc., Baker Tilly, Mapstone Ventures, nThrive and PatientCo, brought together

100 thought leaders from across the healthcare industry to share ideas on how providers and health plans can identify and implement a range of SDOH-related innovations to improve patient health.

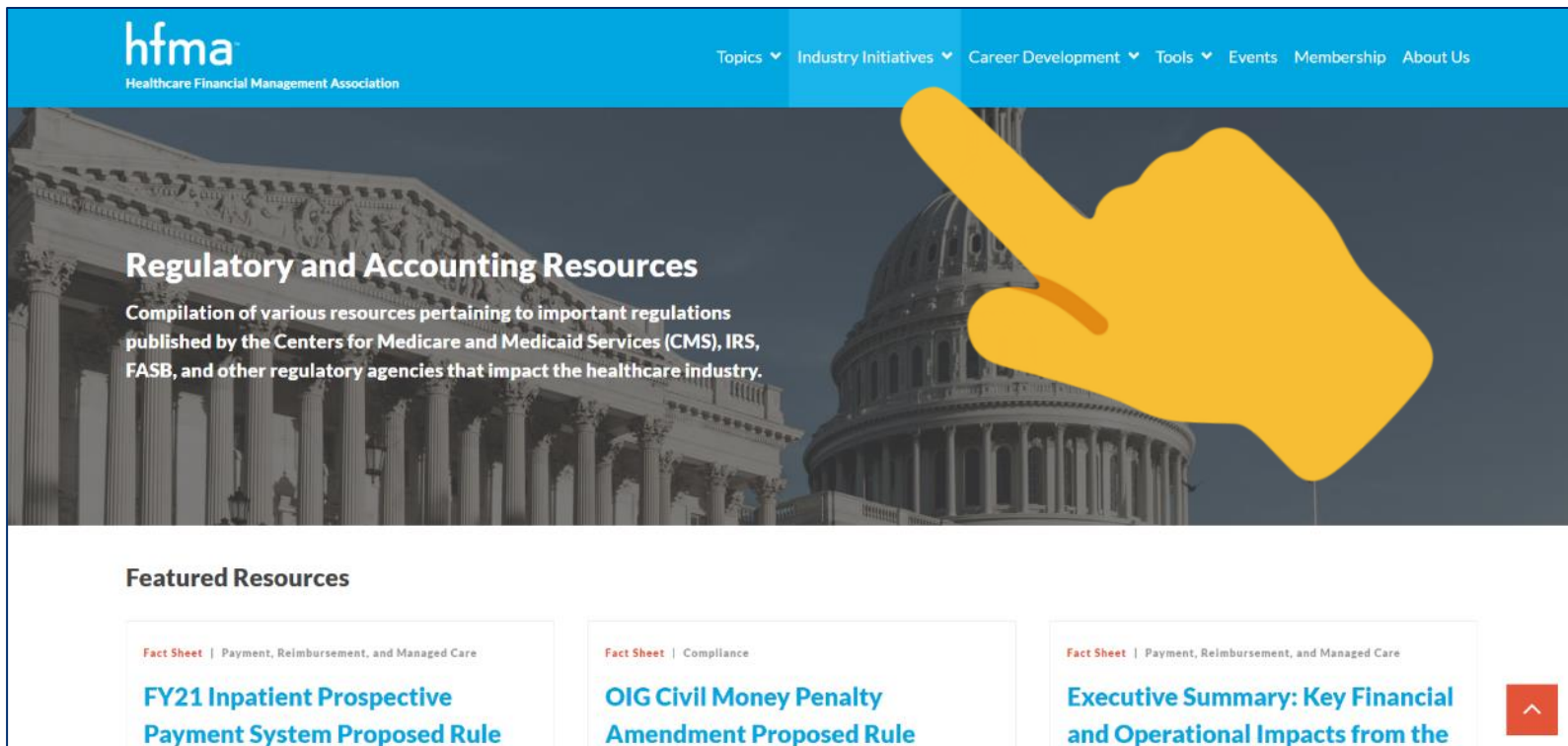
"The truth is that you can't talk about clinical issues, you can't talk about physician issues, nursing issues, you can't talk about social determinants and not talk about them having some financial impact," said Joseph J. Files, HFMA, CPA, president and CEO of HFMA. "The charge for the financial people is that you can't have these conversations and not participate and think broadly."

TOPICS ADDRESSED IN THIS REPORT INCLUDE:

- Identifying the outside factors that affect the health status of local patient populations
- Determining what roles various parts of the healthcare system play in addressing SDOH
- Finding the partnerships that can most effectively impact SDOH
- Identifying what SDOH strategies work
- Funding initiatives to address SDOH
- Engaging patients and families in improving health-influencing factors
- Overcoming practical obstacles, such as data collection, technology and partnership issues



Regulatory and Accounting Resources



hfma
Healthcare Financial Management Association

Topics ▾ Industry Initiatives ▾ Career Development ▾ Tools ▾ Events Membership About Us

Regulatory and Accounting Resources

Compilation of various resources pertaining to important regulations published by the Centers for Medicare and Medicaid Services (CMS), IRS, FASB, and other regulatory agencies that impact the healthcare industry.

Featured Resources

Fact Sheet | Payment, Reimbursement, and Managed Care

FY21 Inpatient Prospective Payment System Proposed Rule

Fact Sheet | Compliance

OIG Civil Money Penalty Amendment Proposed Rule

Fact Sheet | Payment, Reimbursement, and Managed Care

Executive Summary: Key Financial and Operational Impacts from the

29

hfma

Consumerism Maturity Model



Maturity Model
Measurement Tools
for Consumerism in
Healthcare

Figure 1. Components and Dimensions of Consumerism Maturity Model



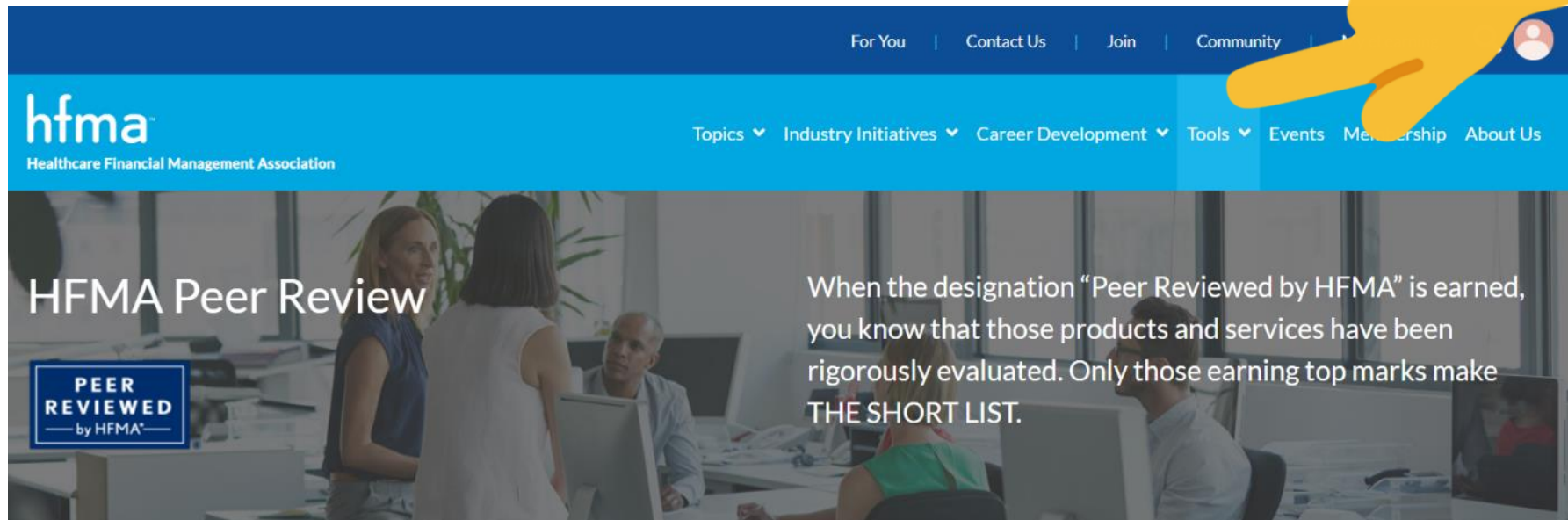
Healthcare Finance Content

Included in your HFMA Membership


**CUSTOMIZED
CONTENT
JUST FOR YOU.**



Peer Reviewed Healthcare Business Solutions



The banner features a background image of four professionals in an office setting. On the left, the HFMA logo is displayed with the text 'Healthcare Financial Management Association' below it. To the right of the logo, a navigation menu includes 'Topics', 'Industry Initiatives', 'Career Development', 'Tools', 'Events', 'Membership', and 'About Us'. A large yellow hand icon points towards the top right corner of the banner. The main text on the left reads 'HFMA Peer Review' above a blue box containing the text 'PEER REVIEWED by HFMA'. The main text on the right reads: 'When the designation "Peer Reviewed by HFMA" is earned, you know that those products and services have been rigorously evaluated. Only those earning top marks make THE SHORT LIST.'

For You | Contact Us | Join | Community | 

hfma[™]
Healthcare Financial Management Association

Topics ▾ Industry Initiatives ▾ Career Development ▾ Tools ▾ Events Membership About Us

HFMA Peer Review

PEER REVIEWED
— by HFMA[™] —

When the designation "Peer Reviewed by HFMA" is earned, you know that those products and services have been rigorously evaluated. Only those earning top marks make **THE SHORT LIST.**

Education and Career Development




- Live events
- Webinars
- Learning paths
- Certifications
- Job bank

2021 Annual Conference




New Online Learning Platform



MY DASHBOARD CART (0)

[Main Catalog](#) [Certifications](#) [HFMA Home](#)



HFMA Online Learning

Included at no extra cost as part of your membership.

Questions?

[See our FAQs for commonly asked questions >](#)



Need assistance?



[Contact HFMA's Member Services team for help >](#)

Not a member?

[Review member benefits and join today >](#)

Browse

 Sort by 

Certification

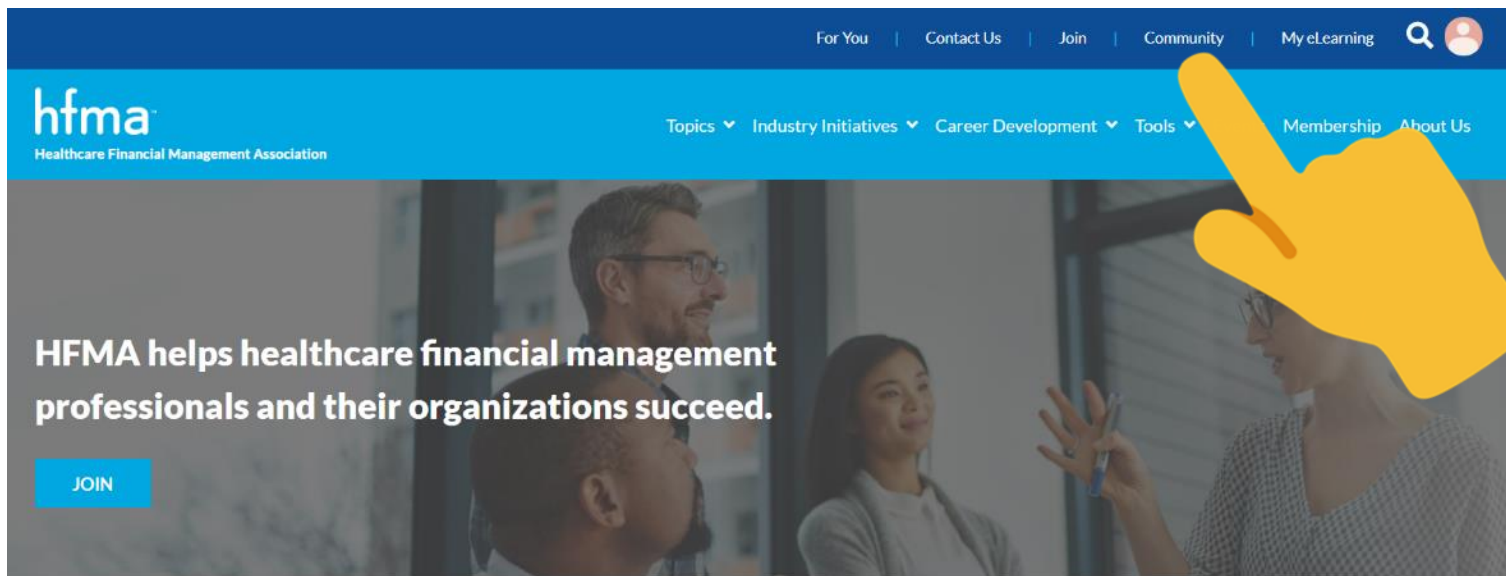


Membership



**64,000
belong**

Community



Member Benefit Update

Supporting you with expanded COVID resources, changes to *hfm*, and free access to the Digital Annual Conference.

COVID-19

HFMA news coverage of the new coronavirus and its effects on healthcare finance.

[READ MORE](#)

Digital Annual Conference

Your guide to leading through COVID-19 financial challenges and leveraging positive outcomes. Free for members.

[LEARN MORE](#)



Join | Community | My

hfma[®] Your Challenge.
Our Mission. 20-21