



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

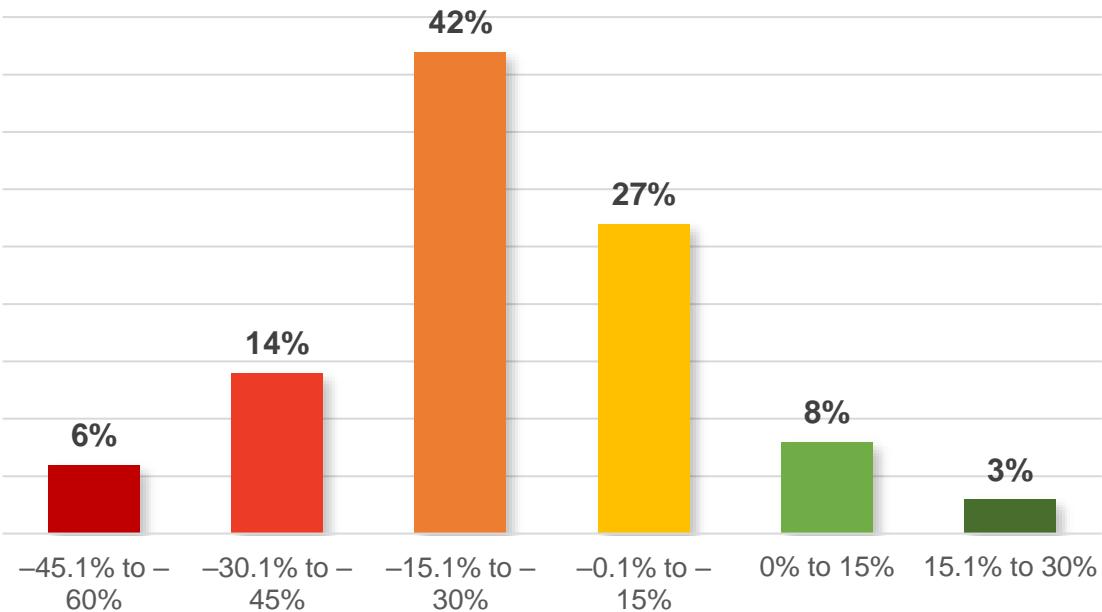
Your Challenges

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?

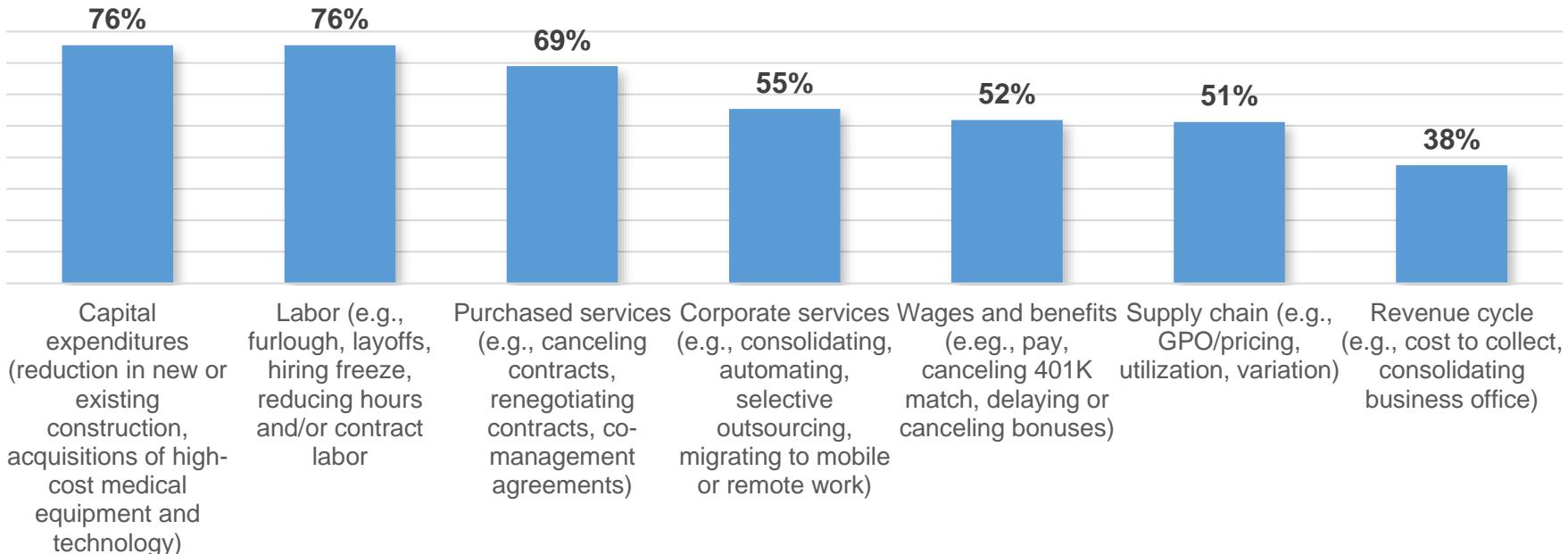


Compared to **pre-COVID-19**, respondents predict their organizations' revenues will be **19% lower at the end of 2020** but just **3% lower one year from now**.

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.

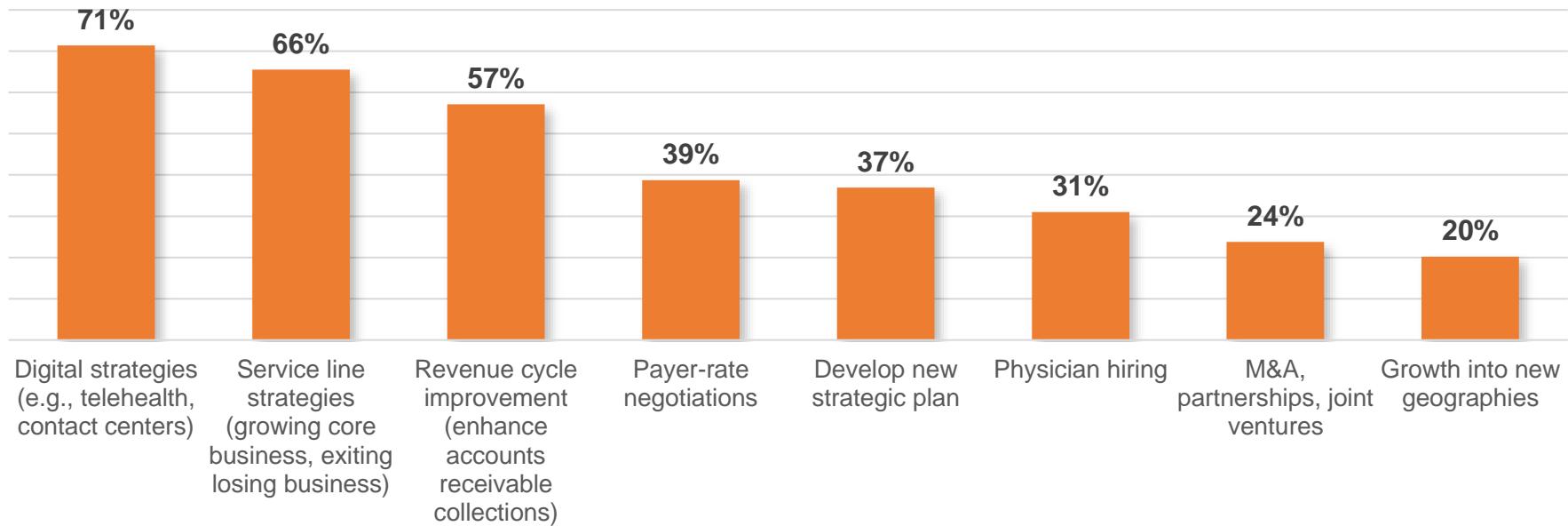
Providers targeting capital expenditures, labor, & purchased services for cost reduction

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

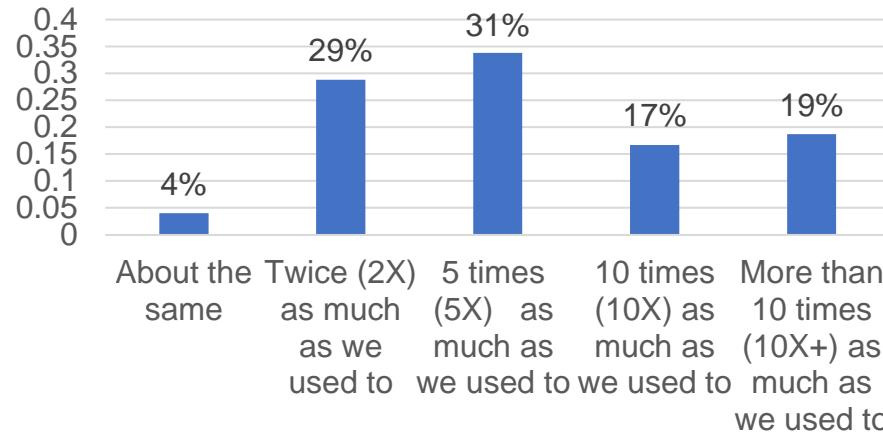


Telehealth

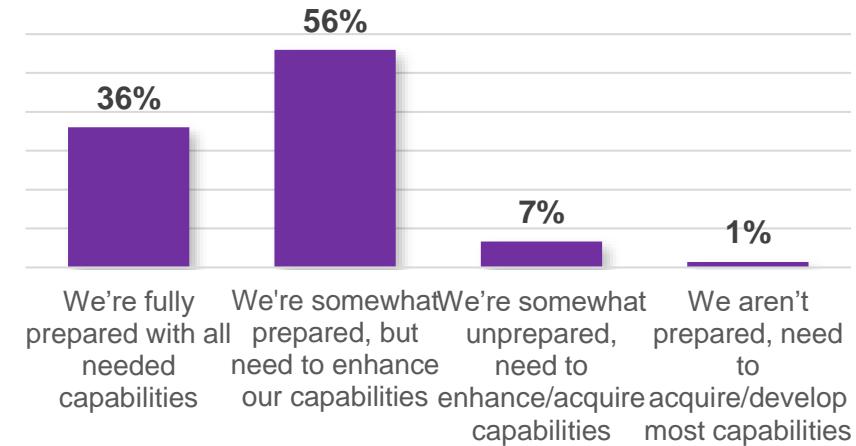


Majority of providers not yet ready for post-COVID-19 telehealth push

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 services?



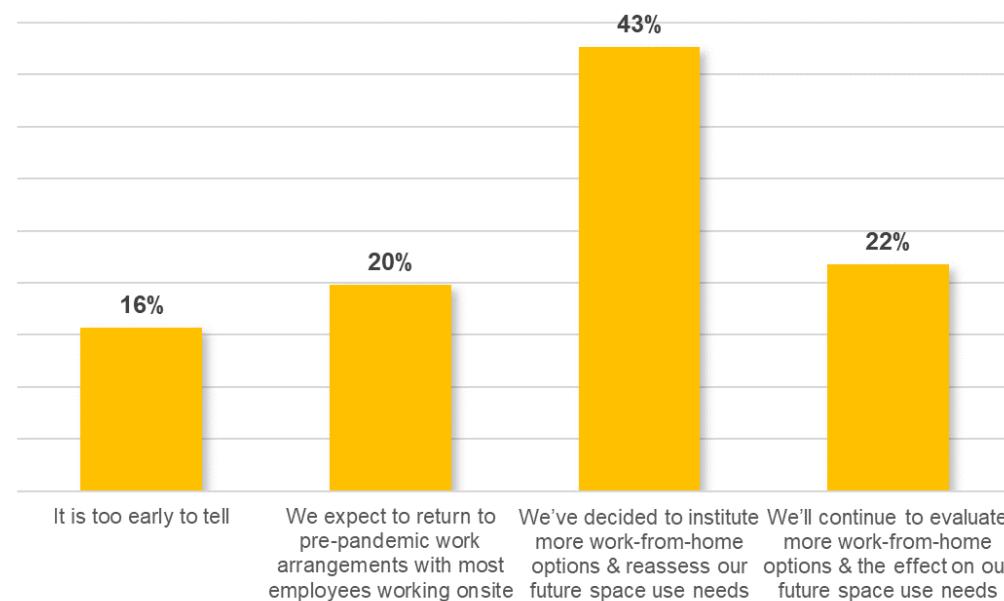
67% of executives predict their organizations will use **telehealth at least five times more** than pre-pandemic, but **only ~one-third believe** they have **all needed telehealth capabilities**.

Workforce Issues



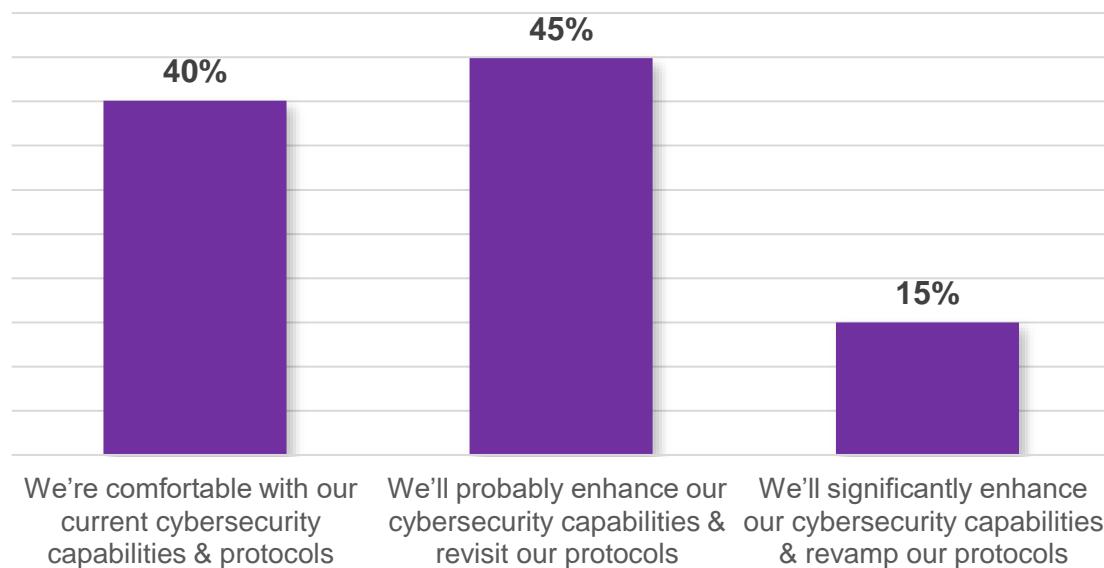
Providers preparing for significant changes to working arrangements

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



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?



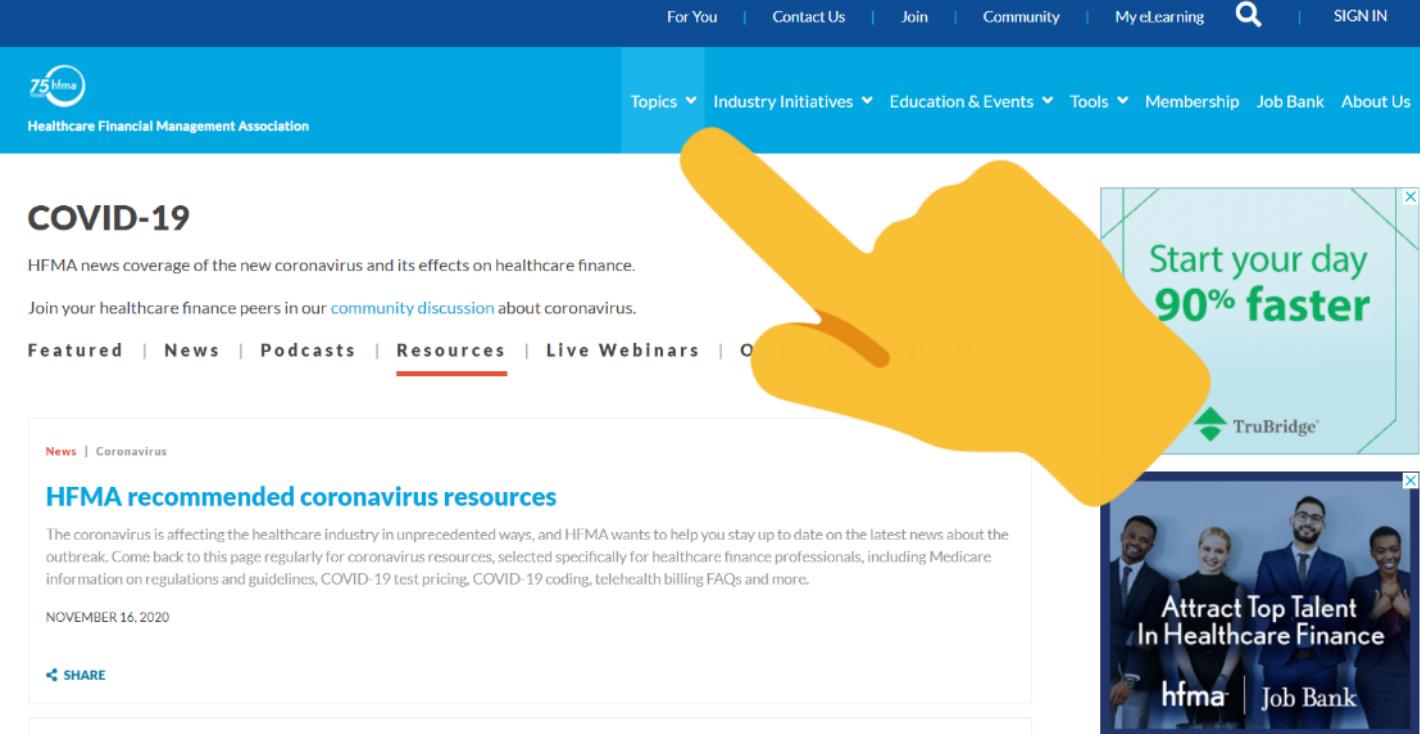
40% of executives say they're **comfortable with their organization's current cybersecurity** capabilities, protocols.

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

Value-based Payment



HFMA Coronavirus Resources



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75th HFMA Healthcare Financial Management Association

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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 | Other

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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

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Start your day **90% faster**
TruBridge

Attract Top Talent In Healthcare Finance
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Voluntary Billing Guidance



Price Transparency

The New York Times

• The Upshot

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.



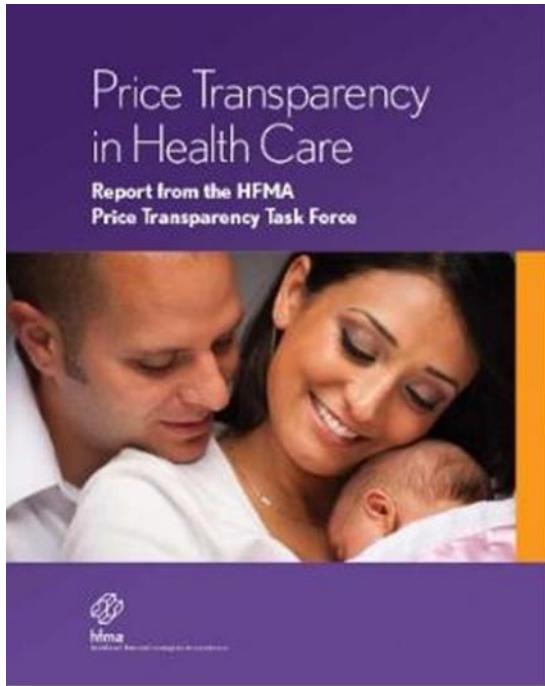
By [Sarah Kliff](#) and [Margot Sanger-Katz](#)

June 23, 2020



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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

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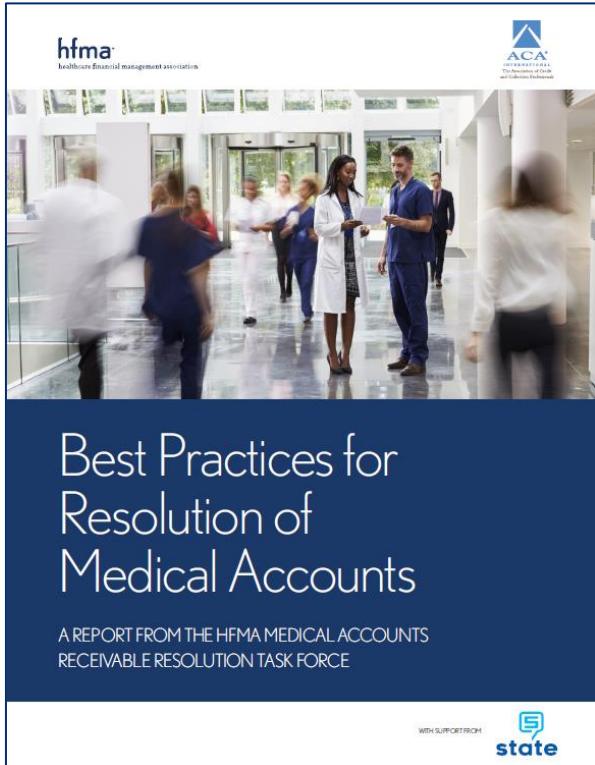
Lorie Konish

[@LORIEKONISH](https://LORIEKONISH)

The New York Times

As Patients Struggle With Bills,
Hospital Sues Thousands

HFMA Resource: Medical Account Resolution



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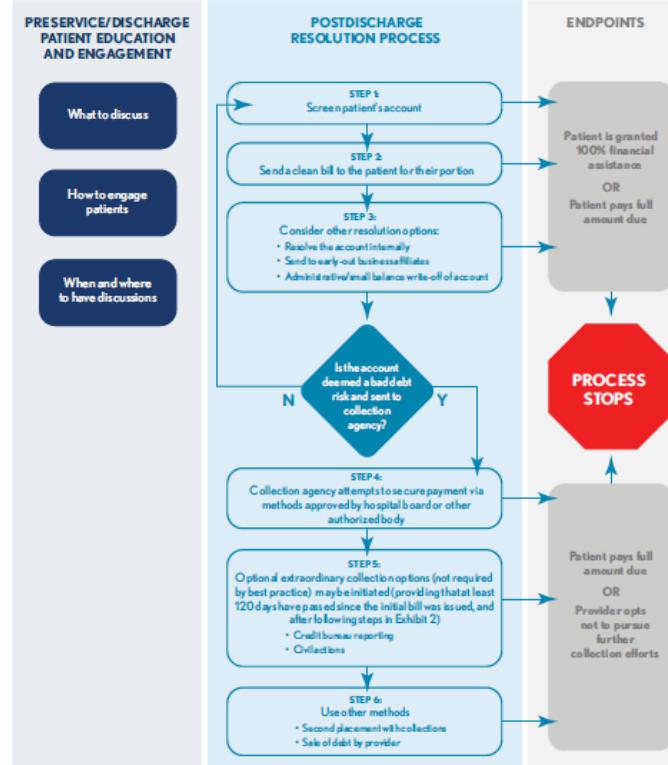
ACA[®]
INTERNATIONAL ASSOCIATION
OF BUSINESS FINANCIAL
AND COLLECTION SPECIALISTS

Best Practices for Resolution of Medical Accounts

A REPORT FROM THE HFMA MEDICAL ACCOUNTS
RECEIVABLE RESOLUTION TASK FORCE

WITH SUPPORT FROM

state



<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

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Research and Trends



The Business of Caring: Promoting Optimal Allocation of Nursing Resources

Outcomes-based Staffing



Thought Leadership



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

A REPORT FROM HFMA'S 13TH ANNUAL THOUGHT LEADERSHIP RETREAT

FALL 2019

Sizing 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 charting a path to influences that were the focus of HFMA's 13th annual Thought Leadership Retreat in October. The conference, sponsored by Global Healthcare Exchange, Inc. (GHE), Intuitive Surgical, AbbVie, Inc., BDX, Inc., Baker Tilly, Mapstone Ventures, nThrive and PatientPoint, brought together

100 thought leaders from across the health care 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. Fifer, RPHMA, CPA, president and CEO of HFMA. "The charge for the financial people is that you can't have those 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

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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](#)

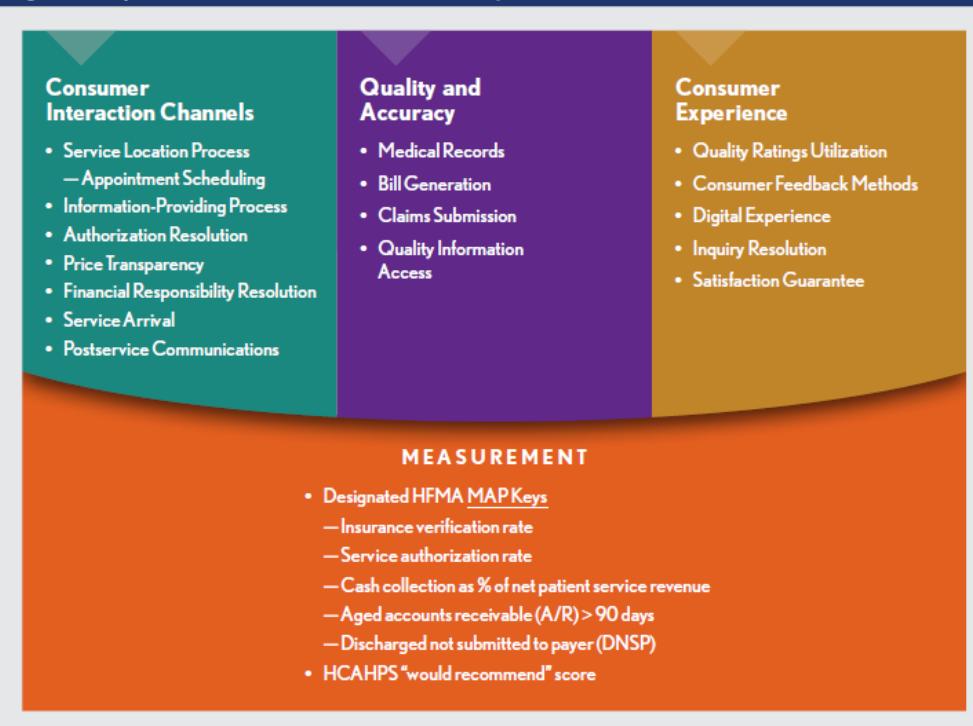
[Executive Summary: Key Financial and Operational Impacts from the](#)

Consumerism Maturity Model



Maturity Model Measurement Tools for Consumerism in Healthcare

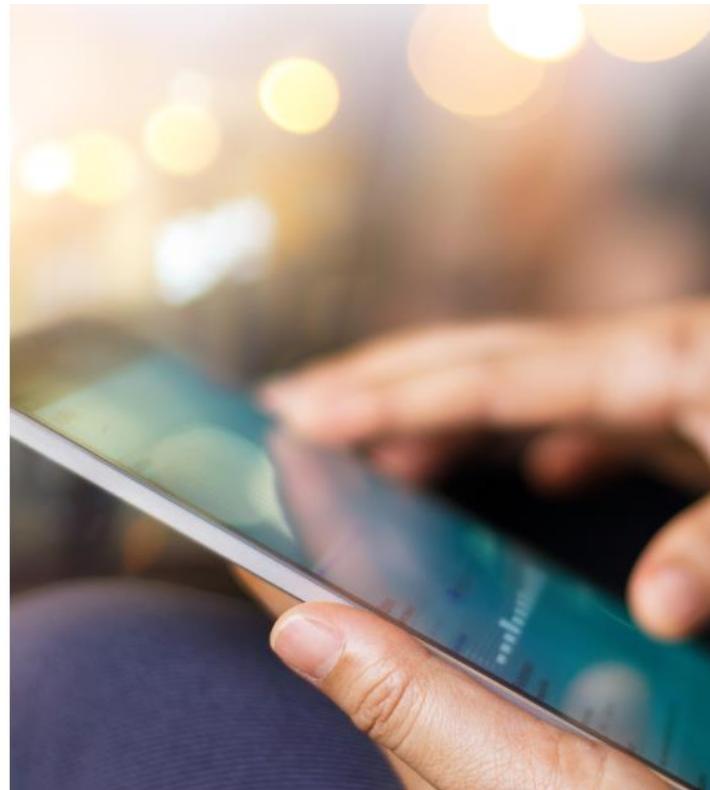
Figure 1. Components and Dimensions of Consumerism Maturity Model



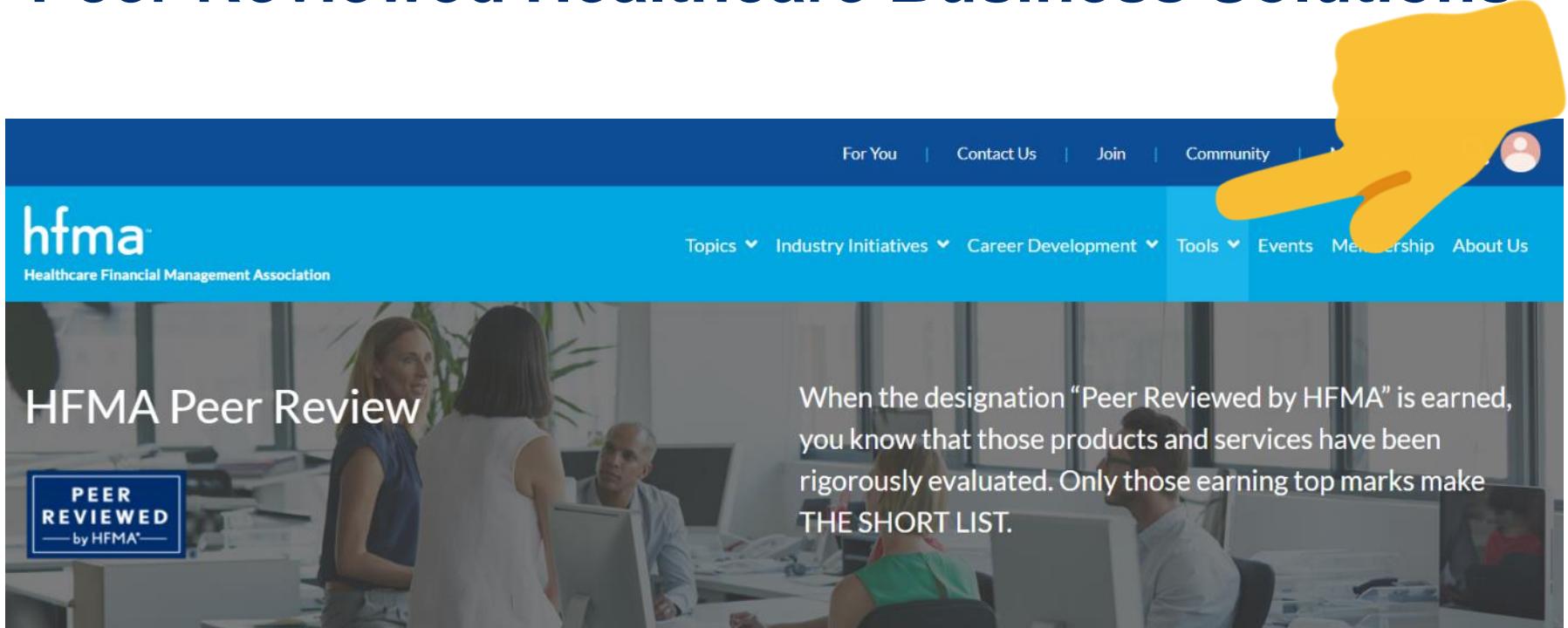
Healthcare Finance Content

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CONTENT
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Peer Reviewed Healthcare Business Solutions



The image shows the homepage of the Healthcare Financial Management Association (HFMA) website. The top navigation bar includes links for "For You", "Contact Us", "Join", "Community", and a user profile icon. Below the navigation is a secondary menu with links for "Topics", "Industry Initiatives", "Career Development", "Tools", "Events", "Membership", and "About Us". The main content area features a large image of people working in an office. Overlaid on this image is the text "HFMA Peer Review" and a "PEER REVIEWED by HFMA" badge. A large yellow hand icon is positioned in the upper right corner of the page.

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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.

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- Live events
- Webinars
- Learning paths
- Certifications
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2021 Annual Conference



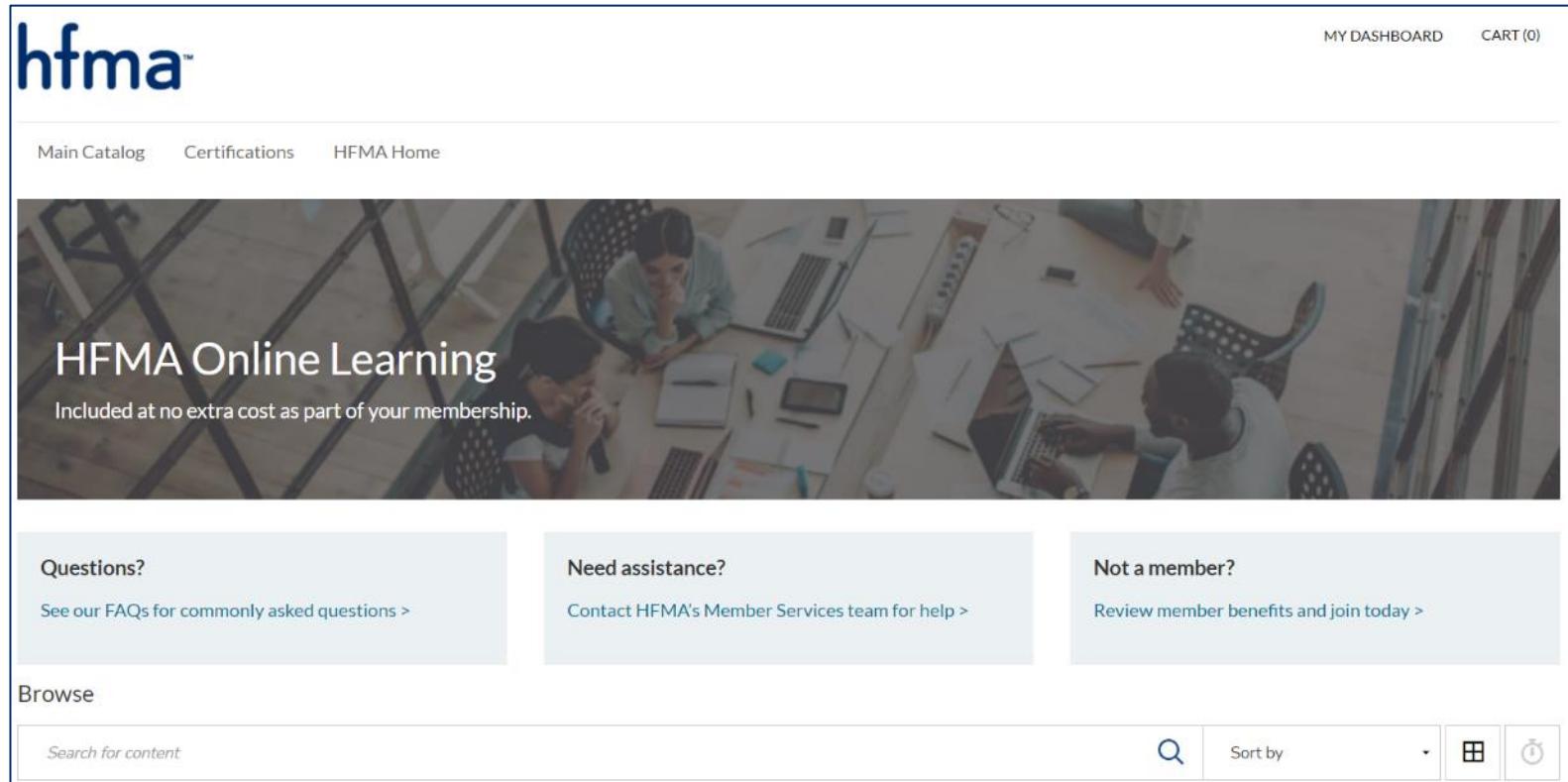
RESET YOUR
TRUE NORTH

November 8-10
Minneapolis

2021
Annual
Conference



New Online Learning Platform



The screenshot shows the HFMA Online Learning Platform. At the top, the HFMA logo is on the left, and 'MY DASHBOARD' and 'CART (0)' are on the right. Below the logo, there are navigation links: 'Main Catalog', 'Certifications', and 'HFMA Home'. The main banner features a photograph of three people working at desks with laptops and papers, with the text 'HFMA Online Learning' and 'Included at no extra cost as part of your membership.' Below the banner are three call-to-action boxes: 'Questions?' (with a link to FAQs), 'Need assistance?' (with a link to Member Services), and 'Not a member?' (with a link to join). At the bottom, there's a 'Browse' section with a search bar and sorting options, followed by a footer with the HFMA logo.

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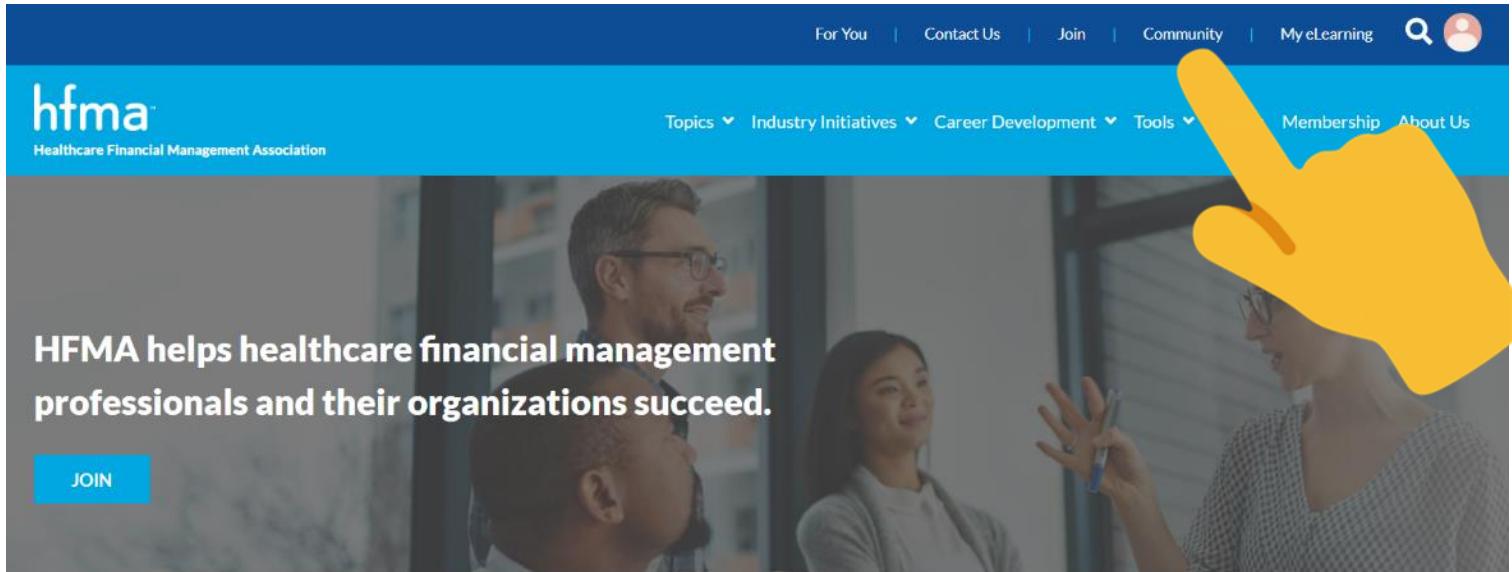


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A yellow hand icon is overlaid on the page, pointing towards the 'Community' menu item.

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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.

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