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5 Reasons to Invest in Digital Patient Engagement

By Paul Shorosh, Founder and CEO, Accureg April, 2021

From e-commerce giants like Amazon to travel industry leaders like Expedia, major retailers set the standard for intuitive, consumer-friendly online engagement. And now, more than ever before, your patients are demanding the same conveniences from their healthcare providers.

To this point, healthcare has been at least a decade behind in offering digital patient engagement, while other industries have become more efficient and profitable by handing the customer more control. The good news is exciting change is happening in our industry, and now hospitals, health systems and patients have access to the same kind of innovation. It's time for healthcare to start adopting digital solutions that not only empower patients, but also provide the convenient, flexible experience they have come to expect.

Implement a Digital Patient Engagement Strategy

Here are five reasons you should make the change:

1. Patient Demand

Patients want more control over their healthcare experience. Today, 81 percent of Americans own a smartphone, and they use it daily to make online purchases of goods and services. Yet there is a chasm between the patient expectation and what hospitals provide today. More than 90% of patients said they would leave providers who have an inferior digital experience. It's time for healthcare to respond to this shift in consumer behavior or be left behind.

2. Patient and Staff Safety

The pandemic led patients and staff to demand safer visits and access to virtual tools that reduce person-to-person or surface contact, serving as a catalyst for hospitals to quickly deploy new technology. But when doing so in haste, many hospitals hadn't considered whether the technology was meeting patient expectations for ease of use and convenience. Now, these hospitals find themselves with suboptimal tools and vendors.

This poses an opportunity to consolidate disparate vendors and upgrade functionality by utilizing a single, integrated platform for everything from patient alerts and pre-registration to eligibility verification and price estimation. Implementing an integrated digital patient access, intake and engagement platform is the most cost-effective way for you to provide a safe, patient and staff experience that is consistent across all facilities and gives you a significant advantage over your competition.

3. Patients Participate as Registrars

The travel, retail and banking industries (to name a few) were disrupted when viable technology to create digital consumer self-service tools emerged. Hospitals that embrace digital patient engagement technology transfer some of the tasks registrars currently perform to patients. Patients will input required information for pre-registration and registration, and automated registration quality assurance software will audit 100% of accounts for data accuracy to decrease costly back-end cleanup. These quality assurance tools integrated with intelligent benefit-level eligibility verification will begin to enable a successful shift to a digital healthcare experience throughout patient access. This is critical to protect your revenue cycle as patients take over tasks previously performed by your registrars.

4. Government Policy

New price transparency rules were designed to create competition, reduce healthcare costs and protect consumers from unexpected bills. While most providers believe the rules fell short, forward-thinking hospitals embrace price transparency as a way to provide a better patient financial experience and have deployed it in a way that not only meets compliance requirements, but goes beyond to give patients the meaningful price insights they want. Giving patients accurate estimates of their out-of-pocket costs is the right thing to do, and there's significant ROI in communicating cost obligations through automated requests for payment. These tools help staff engage in financial discussions earlier, collect more cash up front, reduce collection costs, improve patient satisfaction and increase pre-service revenue.

5. Pricing Pressure and Volume Shifting

Competition among healthcare providers is increasing under price transparency rules, with hospitals now able to analyze one another's pricing. If—and this is a big "if"—patients can obtain price estimates using the mandated shopping tools on hospital websites that provide an accurate comparison between hospitals, patients will be empowered to seek care where perceived quality is equal or better and provided at a lower cost. Adding more fuel to the fire, many procedures are shifting to ASCs where costs are lower. What does all of this mean for hospitals? It's critical to create a quality patient experience.



2021-22

**BOLDER
BRIGHTER
BETTER**
hfma

Continued on page 5

Chapter Leadership



President
Anthony Verdicanno



President-Elect
Olivia Davis



Secretary
Corinna Goron



Treasurer
Teresa Jenkinson



Vice President
Amy Carpenter



Vice President
Neil Boudreaux



Vice President
Julia Jesuit

President's Message

Welcome to a new HFMA year! I am a firm believer we are now seeing light at the end of the tunnel. My highest hope centers around you and your family faring well while protecting each other through the pandemic. We admire and thank our own industry healthcare workers who selflessly tended to those in need. Words cannot adequately express our gratitude and admiration to these caregivers. As we continue transitioning, some or many of us may even be returning to a more normal work schedule, maybe even actually going to the office. I know that is the case with our LAHFMA chapter.

Given the pandemic impact on any sense of normalcy, please know I will continue to serve as President during the 2021-2022 term along with my fellow chapter Board of Directors and national BOD. I see many other organizations taking similar reappointments.

There was a sense of excitement and relief as the Chapter had our first 2021 in-person meeting in Lafayette with over 100 attendees. While traditional, it was special to resume our Bingo game and Crawfish Boil with just plain ole comradery. We have some great pictures of our gathering sharing each other's company. Simple things are the best. Then on to our day and ½ of educational and motivating sessions starting with our keynote speakers Dr. Amanda Logue and Ms. Kim Hebert from Lafayette Hospital. They both touched us with their hospitals experience of treating impacted pandemic patients. Compassionate warriors. Our thanks to them and their professionals.

Next stop: New Orleans, Louisiana, arriving at the Ritz, August 29-31. Please join us for timely sessions on legal matters impacting federal dollars, CARES Act requirements on providers, and even the work environment going remote along with a session on changes in our industry. Couple this with our need to know about significant elements in the new IPPS Final Rule, momentum of our state legislature and presentations on best practices in financial routines leading to required CPE's. All this with our next-door restaurants and jazz. Who does not love walking along seeing the sights along with the sounds of revelry?

Here are coming dates of in-person conferences:

- Region 9, in New Orleans
October 31 – November 2
- HFMA Annual Conference, in Minneapolis
November 8-10
- Winter Institute, in Baton Rouge
Dates coming soon

I close with letting you know your continued support and membership drives our commitment to serve you with timely relevant resources. Our Chapter is regaining our rhythm of reoccurring service to you and your colleagues. I so appreciate your membership, as it is crucial to our mutual success keeping us engaged and current within a business environment with far ranging and sensitive issues.

Anthony Verdicanno

Committees & Chairpersons

Statistical	Anthony Verdicanno
Event Contact	Amy Carpenter
Programs	Julia Jesuit
General Accounting	Teresa Jenkinson
Strategic	PlanningBrook Harvey
Advanced Programming	Charmaine Vidrine
Certification	Chris McGivaren
LINK	Chris McGivaren
Membership	DirectoryAmy Carpenter
Public Relations	Neil Boudreaux
Social Networking	Neil Boudreaux
Webmaster	Paul Douglas
Information Technology	Paul Douglas
Audit	Corinna Goron
Nominations/Advisory	Kim Hebert
Corporate Sponsorship	Alicia Broussard
Awards	Olivia Davis
Chapter Management	Olivia Davis
Compliance	Scott Richard
Advisory/By-laws	Scott Richard

Program Committee

LA HFMA is looking to add new members to our Program Committee. If you are looking for a good way to get involved in the Chapter, the Program Committee is a great way to get involved. It allows you to help plan the educational direction and content of the Chapter.

If you are interested, please email Julia Jesuit – jjesuit@cricpa.com



Volunteer

Looking for a way to volunteer but not sure how to jump in or where you want to serve?

We are looking for help managing our meetings, specifically, help managing meeting rooms the days of the Institute.

Contact Neil Boudreaux, our Volunteer Coordinator for LA HFMA, and he will help plug you in: boudreaux_neil@yahoo.com

What's the Cost of Price Transparency Non-Compliance? Consumer Trust

By Mark Spinner, President and CEO, AccessOne

Hospitals' compliance with a federal price transparency rule that took effect on New Year's Day varies widely. But while the penalty for noncompliance is just \$300 a day—"a flea on an elephant financially" for large systems, one expert says—consumer perception of noncompliance is another story.

Research shows that consumers crave transparency around healthcare costs. A recent AccessOne survey found that two-in-three individuals would shop around for care—and 38% already have. Forty-five percent say it's very important that providers publish price lists of common procedures, including half of Gen Xers—many of whom are coordinating care for themselves, their children and their parents.

Although some hospital leaders say the price transparency rule doesn't give people the information they need most—out-of-pocket costs of care—the perception of noncompliance will be one that is hard to shake. That's why hospitals must be seen as making financial information easier to access in an era when positive patient financial experiences are highly valued.

Making Meaningful Moves Toward Transparency

There are two aspects to the price transparency rule. The first requires hospitals to post charges for 300 shoppable services online in a searchable, consumer-friendly format, such as an online price estimation tool. The second demands that hospitals post a machine-readable file that includes the payer-negotiated rates for all services, by hospital, as well as the cash price offered to self-pay patients.

When it comes to price transparency, the best offense is a great defense. In 2021, as consumers delay non-essential care during the pandemic due to cost, there are three approaches open financial communications to that hospitals should consider.

Initiate conversations about cost with patients. Nearly three-in-five consumers believe it's very important that providers share cost information before a procedure takes place, and about half want to discuss payment plans or financing, the survey shows. Yet 55% of respondents say they haven't had these conversations with their providers. As consumers become more willing to shop around for care before committing to a procedure, addressing financial concerns at the start of the patient

encounter—whether at the point of registration or after a cost estimate is provided—provides peace of mind that the hospital will work with them around payment.

One best-practice approach: Connect with patients within 24 hours of providing an estimate. Then, walk patients through the range of payment plans available, from no-interest to low-interest plans, and offer to start the enrollment process.

Keep patients' financial literacy in mind. Consumer survey results show that two-in-five consumers only "somewhat" understand what expenses their health insurance will cover. This could be a barrier to care, given that nearly half of consumers would be somewhat or very concerned about their ability to pay for a medical bill less than \$1,000. That's why it's important to find simplified ways to speak with individuals about their financial responsibility.

Financial education should not only be delivered before care is delivered, but also reinforced afterward. Make sure patients understand the difference between the total charge their out-of-pocket cost for care. Explain how the out-of-pocket cost was determined, being careful to define terms such as deductible, allowed amount and out-of-pocket maximum. More and more, leading hospitals define these terms on billing statements as well.

Give consumers a single point of contact for financial communications. Americans are feeling the economic strain of the COVID-19 pandemic—and it's impacting both their medical and financial decisions. Pairing individuals with a single point of contact for financial communications ensures that when patients have questions regarding the amount they will be expected to pay out of pocket, a billing representative will be there to walk them through their options. It also supports financial continuity in care, which is vital to supporting a positive experience.

One-to-one patient financial care also gives revenue cycle staff greater confidence in conducting complex financial conversations. The more that staff become familiar with individuals' economic circumstances, the better able they are to direct patients toward personalized solutions—from charity care to community resources to no-interest and low-interest payment plans—that most effectively meet their needs.

Continued on page 5

Membership Update

Total Membership 305

Please welcome all new chapter members!

Shawnia Taylor
Jordan Hotard
Lacy Hebert
Sally Young
Chad Moreau
Karlie Brister
Deneen Porche
Frances Deglandon
Michelle Martin
Vaishali Nayak
Alicia Dugas
Masoud Rezvani
Joyce Camp
Terri Hicks
Tyler Duplantis
Shahla Canafax
Timothy Deshobel
MartiJo Galatas
Mary Ann Silcio
John Spivey
Darryl Levy
Mary Katherine Bell
Debbie Williams
Wanda Lemelle

Membership Benefits

With your membership to HFMA, you have a wealth of resources and benefits right at your fingertips. Check out www.hfma.org to find a number of valuable tools to help you in your daily quest for excellence... As a member of HFMA you have "exclusive access" to special online content, including:

HFMA's practical checklists
Best practice information
Work plans
Job descriptions
Presentations
Forms
Fact sheets
Work sheets
Pricing strategies
Research reports

You can search the site for best practices on a number of hot topics to see what your peers are talking about, plus get more information about free webinars, certification and much more.

Have a friend or colleague interested in membership with our chapter?
www.hfma.org/join

Membership Questions:
contact Amy Carpenter –
amy.carpenter@flywire.com

Please renew your membership!

Calendar Of Events

2021 - 2022

HFMA Leadership Training Conference
Orlando, FL
July 25- 27

2021 LA HFMA Summer Institute
New Orleans, LA
August 29 -31

Register Now! Copy and Paste

<https://www.cvent.com/events/la-hfma-2021-summer-institute/event-summary-49c3f96d4e8b43e991664f3f5654e0a7.aspx?i=1c826c99-6f9a-4626-8c28-1d74a9e8917c>

2022 LA HFMA Winter Institute

Baton Rouge
TBD

Upcoming Webinar

Presented by the Region 9 Chapters

Denials Management Measurement& Mitigation Course

An overview of the steps taken to identify, measure and mitigate denials by utilizing technology in a healthcare system setting.

HFMA Region 9

August 17, 2021
11:30a – 12:30p CT

Register Now! Copy and Paste

<https://web.cvent.com/event/0dd9acce-3d5b-4fd-a-bec-5bdb739608fc/websitemPage:2236a76e-f68a-4f31-81b4-f5bd76b82e23>

Conference Agenda

2021 LA HFMA Summer Institute

New Orleans, LA

Sunday, August 29th - Tuesday, August 31, 2021

Monday, August 30, 2021

7 AM 8 AM

Registration & Continental Breakfast

8 AM 8:15 AM

President's Welcome

Anthony Verdicanno

8:15 AM 9:45 AM

FFY 2022 IPPS Final Rule

Juliet McBride

Partner, King & Spalding

9:45 AM 10:45 AM

Tax Aspects of PPP/ERC

Jennifer Jenkins

Partner, Carr Riggs & Ingram

10:45 AM 11 AM

Morning Break

11 AM 12 PM

Louisiana Legislative Update

Kevin Bridwell

VP of Healthcare Reimbursement, LHA

12 PM 1 PM

Lunch Break

1 PM 2 PM

Remote work environment & driving engagement remotely

Wendy Burns

VP Revenue Cycle & HIM Solutions, Ochsner Health System

2 PM 3 PM

A&A Update

Connie Cagle & Kayla Marsh

BKD

3 PM 3:15 PM

Afternoon Break

3:15 PM 4:45 PM

Power, Personalities, and Profit: The Biden Administration's Impact on Healthcare

Michael Bertaut, MBA

Healthcare Economist/Exchange Coordinator, BCBS of LA

5 PM 6:30 PM

Networking Social

Tuesday, August 31, 2021

7 AM 8 AM

Registration & Continental Breakfast

8 AM 9 AM

CARES Provider Relief Update

Fred Fisher

VP-Service Development, Toyon Associates

9 AM 10: AM

Medicaid Supplment Payments

Isabel Bonilla-Mathé & Beau Haynes

Phelps Dunbar

10 AM 10:15 AM

Morning Break

10:15 AM 11:15 AM

Best Collection Practices

Bill Nesmith & Mark James

Franklin Collection Services

2021 Annual Crawfish Boil



5 Reasons... continued

Quality equals value, and patients' perceived value of their experience is a significant contributor to higher satisfaction levels. If you're delivering value, you'll attract and retain patients regardless of competitor pricing. One way to offset, or combat, pricing pressure is to build a consistent, convenient digital experience that stands out from the competition. Implementing digital tools that increase safety and enable patients to complete pre-registration, forms and check-in online not only expedite registrations, but also improve patient satisfaction. Providing the intuitive, digital experience patients expect increases brand recognition, patient volume and revenue—a win-win for your hospital.

Improve Safety, Satisfaction and Revenue

Get ready to roll out the virtual red carpet at your organization by reading the eBook, "Digital Patient Access, Intake and Engagement: Delight Patients, Grow Your Bottom Line." You'll learn how to implement a digital strategy that will delight patients and staff with improved revenue cycle staff efficiency, reduced costs, enhanced brand reputation and increased revenue.

What's the cost.... continued

A More Compassionate Approach to Financial Care

Closing the price transparency gap promotes higher levels of trust with consumers. It also enables access to care when individuals need it most. In 2021, hospitals should approach price transparency compliance as part of a holistic approach to patient financial care, making information easy to access, understand and act upon for consumers.

Mark Spinner is President & CEO of AccessOne, a leading provider of flexible, co-branded patient financing solutions that help patients afford medical expenses for health systems nationwide.

**LA Chapter Corporate Sponsors 2021-22**

The LA Chapter of HFMA sincerely appreciates the support of its sponsors. The financial backing of our sponsors helps LHFMA to offer top level educational opportunities to our members at a minimum cost.

Diamond Sponsors

AccuReg



Horne LLP Healthcare Services



LaPorte CPAs & Business Advisors



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Sapphire Sponsors

Healthcare Reimbursement Services



RevClaims

Platinum Sponsors

BKD.LLP



Blue Cross Blue Shield Louisiana



Bolder Healthcare Solutions



CloudMed



CRI



DECO Recovery Management



Franklin Collection Services



Iberia Bank



Impact Healthcare Solutions



Lester, Miller & Wells CPAs



MedData



Postlethwaite & Netterville



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The SSI Group, LLC



Transfinancial-HCRR Companies, Inc.

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LA Public Facilities Authority

Meduit

Silver Sponsors

AccessOne

D-MED Corp

FMA Alliance

HCFS, Inc.

LHA Trust Funds

M Modal

Revint Solutions

CSI Leasing

To find out more about the benefits of being a sponsor or how your company can sponsor selected events throughout the year, Neil Boudreux - boudreaux_neil@yahoo.com

THANKS TO ALL OF OUR SPONSORS!

Recent Founders Awards**Silver**

Amy Carpenter
2021

Gold

Corinna Goron, FHFMA
2021

Bronze

Eric Smith
2021

Silver

Henry Harvey, CHFP
2021

MOH

John Wells, CPA
2021

Bronze

Neil Boudreaux
2021

Check Your Founders Points

Did you know that you can check your founder's points 24/7 through the HFMA web site www.hfma.org? It is easy. Just follow these few, easy steps.

Go to www.hfma.org

Click on membership

Go to manage my account

Log in with your user name and password

Click on the box that says view founders points



LA HFMA Sponsorship Opportunities

2021-22

The Louisiana Chapter of Healthcare Financial Management Association (HFMA) sincerely appreciates your interest in sponsoring and/or participating in our Chapter activities.

Please send us a reply email indicating your desired sponsorship level along with contact information, a jpeg file of your current logo and a brief current company description as soon as possible. This will help us ensure you are included in all of the necessary publications and allow us to meet all printing deadlines. Once we receive your commitment, we will follow up with an invoice. All payments must be made in advance of the event(s), unless other arrangements have been made with the Sponsorship Chair.

Chapter meetings for the 2021-2022:

**HFMA
Leadership Training
Conference**
Orlando, FL
July 25- 27

**2021 LA HFMA
Summer Institute**
New Orleans, LA
August 29 -31

**2022 LA HFMA
Winter Institute**
Baton Rouge
TBD



Sponsor Benefits

DIAMOND \$3,500.00 per year sponsorship entitles the sponsor to the following benefits:

1. Crawfish Boil Sponsorship for 4 sponsors (right of first refusal to previous years' sponsors then available to the next sponsor/s requesting)
2. Logo recognition in Chapter Newsletters
3. Sign Board recognition with color logo at each Chapter Institute
4. Recognition on the Chapter website including the sponsor contact name
5. Free registration for four (4) company employees at each Chapter Institute
6. Pre-Paid Booth in the Vendors Exhibit at the Annual Institute, priority booth selection
7. Free registration for four (4) golfers at the Chapter Golf Tournament

SAPPHIRE \$2,750.00 per year sponsorship entitles the sponsor to the following benefits:

1. Logo recognition in Chapter Newsletters
2. Sign Board recognition with color logo at each Chapter Institute
3. Recognition on the Chapter website including the sponsor contact name
4. Free registration for three (3) company employees at each Chapter Institute
5. Pre-Paid Booth in the Vendors Exhibit at the Annual Institute.
6. Free registration for two (2) golfers at the Chapter Golf Tournament

PLATINUM \$2,000.00 per year sponsorship entitles the sponsor to the following benefits:

1. Logo recognition in Chapter Newsletters
2. Sign Board recognition with color logo at each Chapter Institute
3. Recognition on the Chapter website including the sponsor contact name
4. Free registration for three (3) company employee at each Chapter Institute; two (2) registrations at the Annual Institute.
5. Pre-Paid Booth in the Vendors Exhibit at the Annual Institute
6. Free registration for two (2) golfers at the Chapter Golf Tournament

GOLD \$1,500.00 per year sponsorship entitles the sponsor to the following benefits:

1. Recognition in Chapter Newsletters
2. Sign Board recognition with color logo at each Chapter Institute
3. Recognition on the Chapter website including the sponsor contact name
4. Free registration for one (1) company employee at each Chapter Institute; two (2) registrations at the Annual Institute.

SILVER \$1,000.00 per year sponsorship entitles the sponsor to the following benefits:

1. Recognition in Chapter Newsletters
2. Sign Board recognition with color logo at each Chapter Institute
3. Recognition on the Chapter website including the sponsor contact name
4. Free registration for one (1) company employee at each Chapter Institute

Event Sponsorships & Booth Space at Annual Institute

For more information, please contact:
Neil Boudreux boudreaux_neil@yahoo.com
or click

<https://www.cvent.com/events/la-hfma-2020-2021-sponsorships/event-summary-faa9ada62c52454bae627fb3b752c041.aspx>



HFMA Certifications

Why Get Certified

Why get certified? Because earning a certification validates your proficiency. And, the benefits of getting certified range from higher salary to increased job fulfillment to improved organizational performance.

If you're personally interested in earning one or more HFMA certifications, know you're taking the first step in increasing your earnings potential and standing out among your peers. If you're interested in having your team certified, you're amplifying the importance of professional development and goal setting in your organization.

In addition to the Certified Healthcare Financial Professional (CHFP), HFMA also offers specialized certifications in revenue cycle, accounting and finance, business intelligence, managed care, and physician practice management. And, when you become a member of HFMA, all certification fees and study materials are included in your membership dues – that's whether you earn one or all of our designations.

HFMA partners with **Credly** to issue digital badges to all certified individuals which provides an easy way to share your designation through your email signature, LinkedIn profile, and more. Earning the designation and digital badging enables you to show off your accomplishment.

Explore HFMA certifications to determine the right path for you, your team, or your entire organization. Need assistance? Contact us at careerservices@hfma.org.

Maintaining Your Certifications

Certified Healthcare Financial Professional (CHFP) or Fellow of HFMA (FHFMA)

HFMA members who have earned either the CHFP or FHFMA designation must maintain their certification every three years by meeting two basic requirements:

- **Remain an active HFMA member in good standing**
- **Complete 60 hours* of eligible education activities every three years**

*Effective June 1, 2020, the revised education requirement mandates that continuing education include a 20-hour minimum of HFMA [national/association], regional or local chapter education.

Reporting Your Education Activities

Online Reporting Tool: It is your responsibility to self-report your education hours/activities using the online reporting tool. The only educational activities that do not need to be self-reported are activities sponsored by HFMA National for which you have received CPE credit. Access to the online reporting tool is available only to current CHFP/FHFMA certified members; login required.

Download instructions for using the online reporting tool along with a list of eligible CHFP/FHFMA maintenance activities. This document also includes general certification maintenance information. See Maintenance FAQs.

CPEs for CPA Licenses & Education Credits

HFMA Certification Maintenance

Healthcare Financial Management Association (HFMA) Educational Foundation is registered with the **National Association of the State Boards of Accountancy** (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors. State boards of

accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBAREgistry.org.

I need CPEs for my CPA license but this program does not offer CPE?

HFMA programs that do not offer CPE credits may be accepted by your local State Board of Accountancy as education credit for your CPA license. Please contact your local State Board of Accountancy for more information regarding qualified programs and next steps.

For information on how to contact your State Board of Accountancy, visit NASBA's website, call NASBA at (866) 627-6286, email NASBA.

Can I use HFMA programs that do not offer CPEs toward my HFMA certification maintenance?

Yes. HFMA programs that do not offer CPE may be eligible toward HFMA certification maintenance for contact hours/education points when self-reported.

Maintenance Requirements:

Certified Revenue Cycle Representative (CRCR) and Certified Specialist (CS)

HFMA CRCR and CS certificants must maintain their certification every two years. The recertification process is straightforward: to re-certify as a CRCR or CS, you must take a 50-question online exam. To help you prepare for the exam, you will have access to an updated elearning course.

With all-access membership there is no cost for the CS and CRCR recertification exams. The maintenance fee for non-members is \$100 per certification.

2021 CRCR and CS Certification Maintenance Info

HFMA implemented a temporary change to the 2021 maintenance due date as a result of launching its new online learning platform. The maintenance deadline for CRCR and CS was extended from May 31, 2021, to Aug. 15, 2021.

The 2021 recertification materials are now available. Eligible individuals may register for their applicable recertification program via their HFMA profile – directions below:

Sign in to your HFMA account.

Click on your account profile and select "My Development" from the dropdown options.

Select the "Certifications" tab.

Click on "Maintain Your Certification" to enroll

**There is no fee for HFMA members.
Non-members will pay \$100.**

You will be redirected to your HFMA eLearning account to access and "Start" the recertification program.

The 2021 CRCR recertification program includes study materials and a 50-question assessment

THE GOLD STANDARD

Certified Healthcare Financial Professional

**Business skills
for today's
healthcare
leaders**

Health care is changing – and so is the Certified Healthcare Financial Professional (CHFP) designation.

The new CHFP from HFMA prepares finance professionals, clinical and nonclinical leaders, and payers to address the continually evolving healthcare business environment. Multidisciplinary courses focus on providing today's essential skills: business acumen, strategy, collaboration, and leadership.

Course modules include:

The Business of Healthcare

Healthcare finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources

Operational Excellence

Exercises and case studies on the application of business acumen in health care

Take the next step in your professional development

check out CHFP
www.hfma.org/chfp



hfma
healthcare financial management association

Note: The 2021 CSPPM Recertification program will be available late-February 2022.

If you have any questions about your maintenance, please email – careerservices@hfma.org.