

Sempre Avanti

Marc B. Scher, FHFMA, CPA

National Chair, HFMA

Former Partner, KPMG



What's your role?

Hot topics?

Who's implementing AI?

Transactions?

Who's happy to be here?

Colorado Ski Museum





Charles Minot "Minnie" Dole



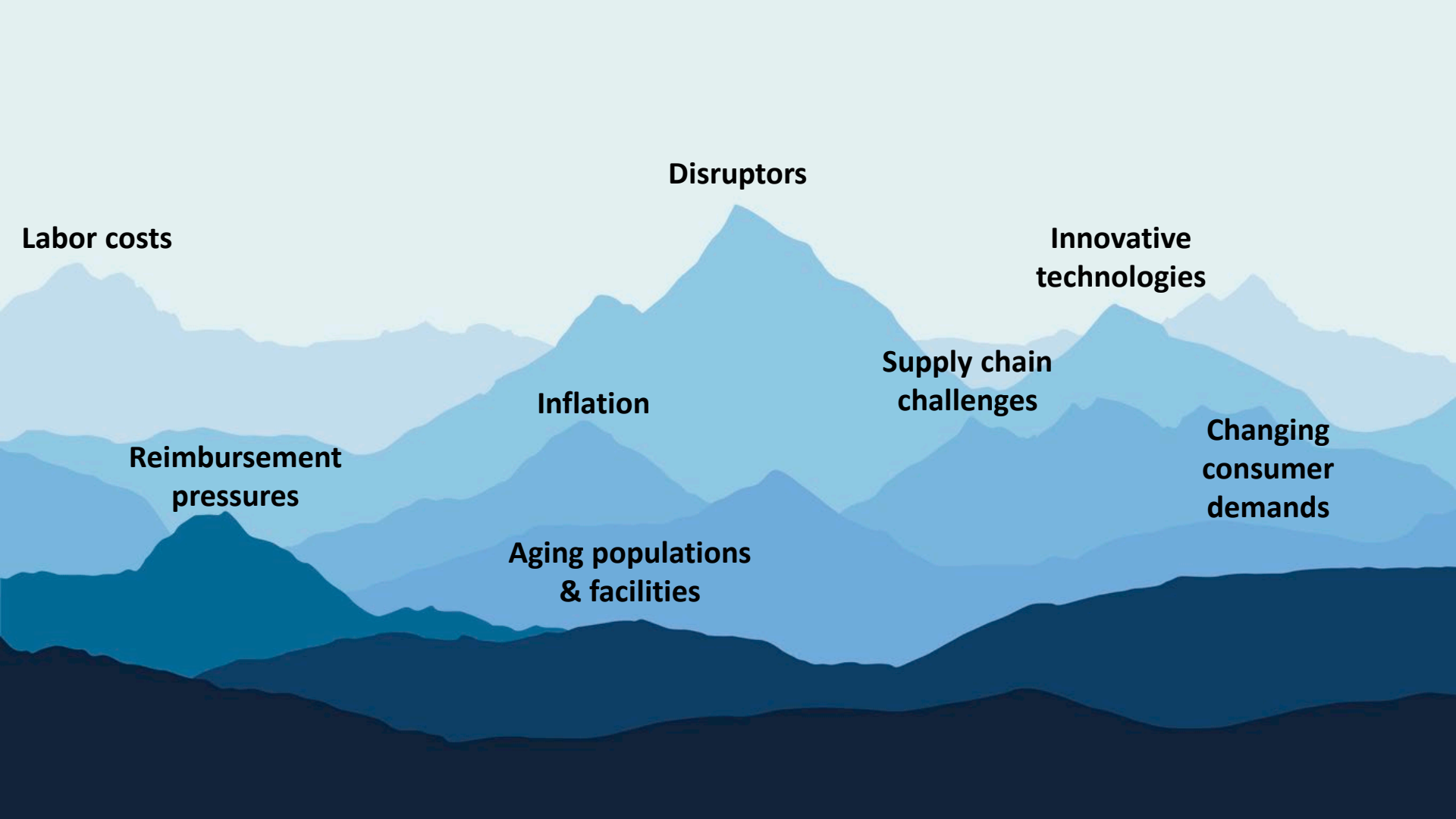
Charles Minot "Minnie" Dole











Disruptors

**Innovative
technologies**

**Supply chain
challenges**

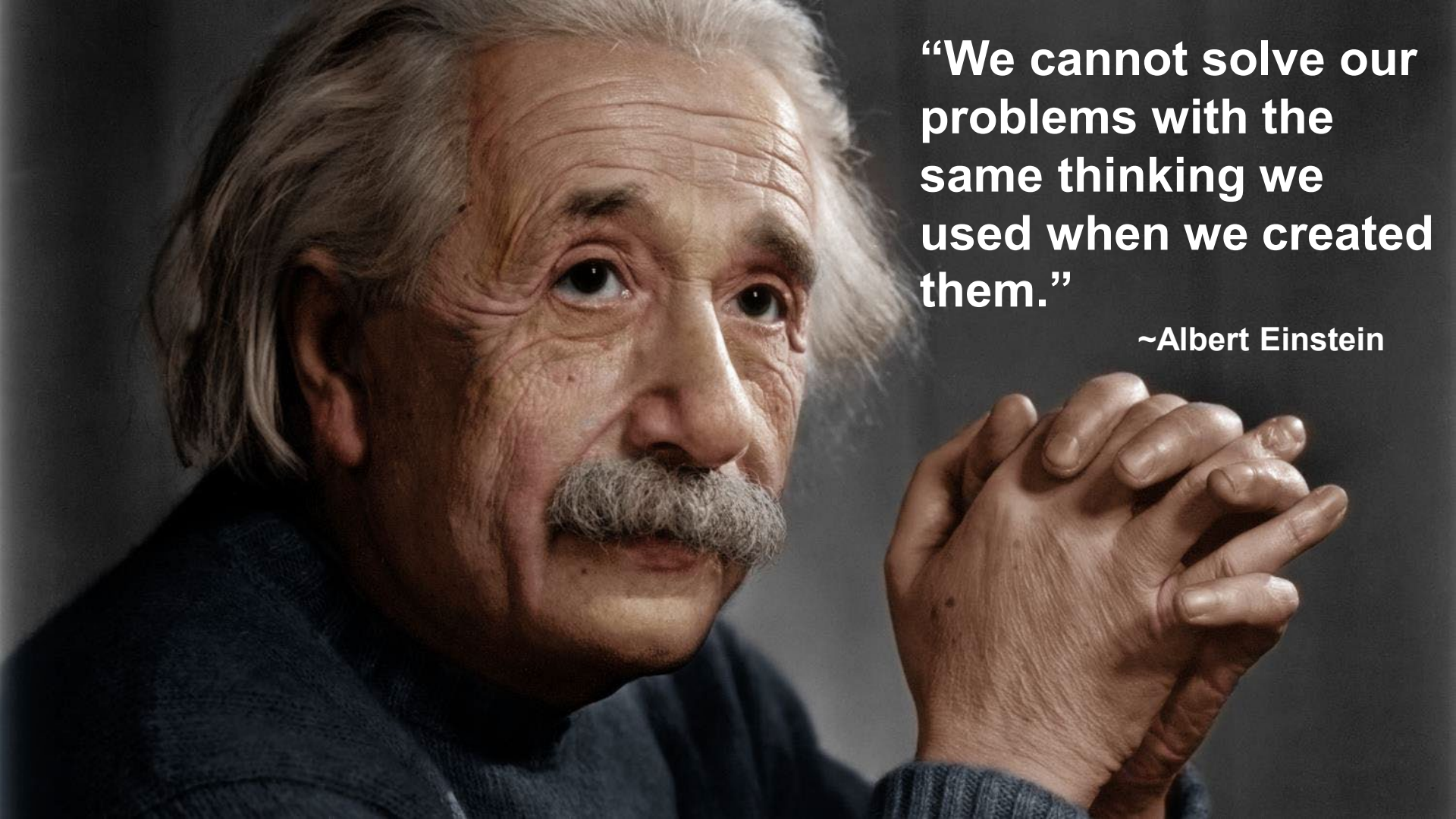
**Changing
consumer
demands**

Inflation

**Aging populations
& facilities**

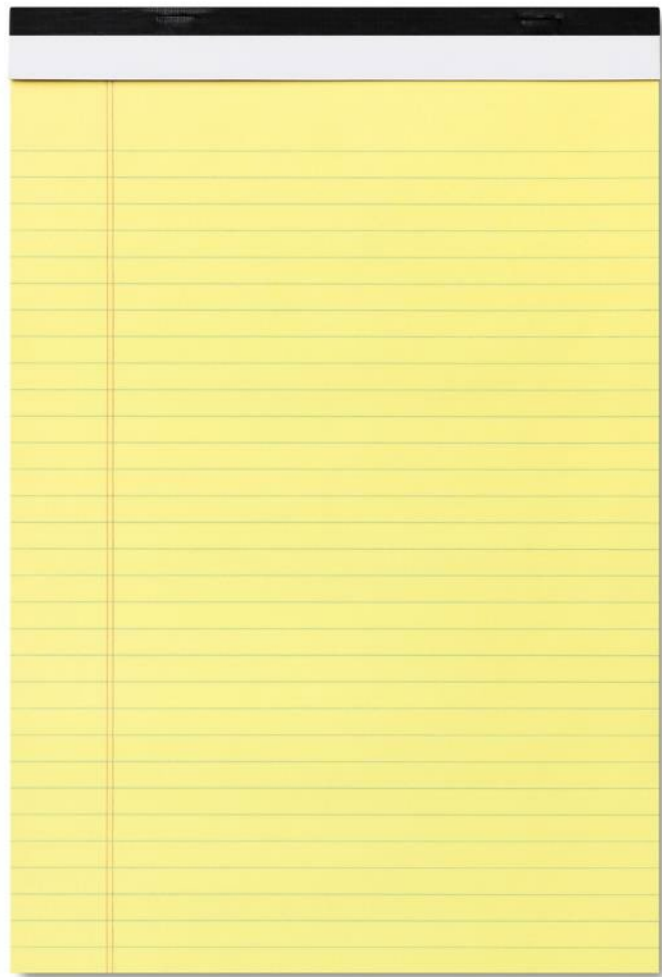
**Reimbursement
pressures**

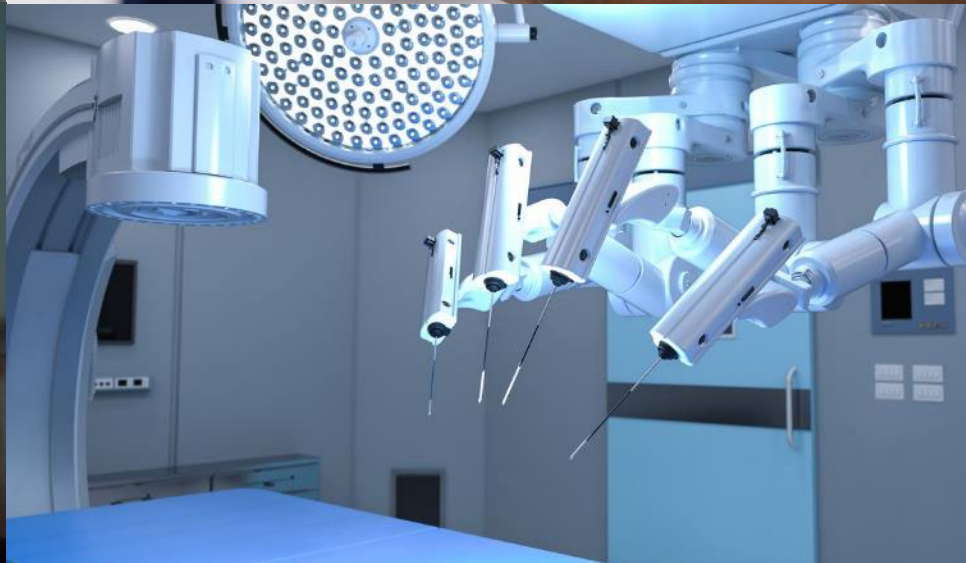
Labor costs

A close-up portrait of Albert Einstein, showing his characteristic wild white hair and mustache. He is looking slightly to the right with a thoughtful expression. His hands are clasped together in front of him. He is wearing a dark blue sweater. The background is a dark, neutral color.

**“We cannot solve our
problems with the
same thinking we
used when we created
them.”**

~Albert Einstein







MEDICAL CENTER



CLINIC



HOSPITAL



EMERGENCY ROOM



Cost

DRG

VBP

Disruption



INNOVATE

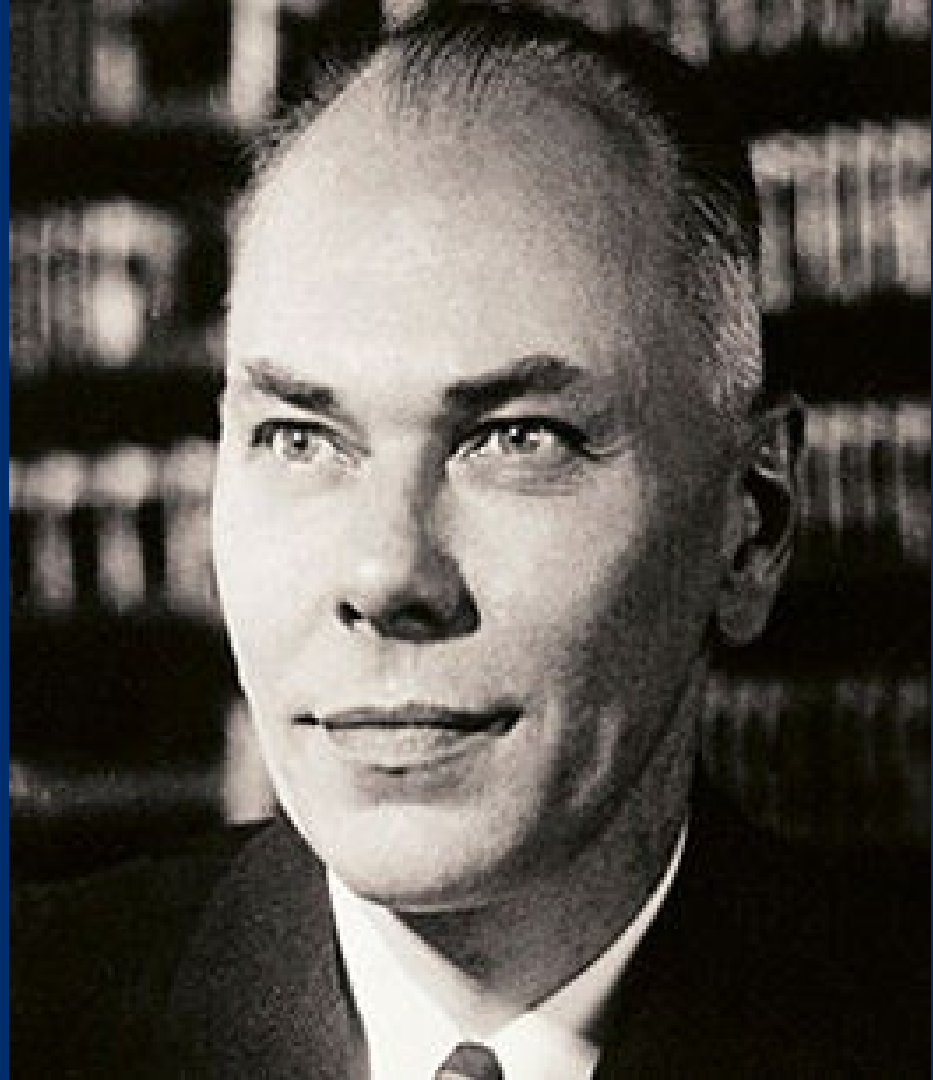
EXECUTE

INNOVATE

EXECUTE

“Don’t worry about people stealing your ideas. If your ideas are any good, you’ll have to ram them down people’s throats.”

~ Howard H. Aiken



Why?

When?

Where?

No

Problems

How

Now

Here

Let's find a way

Solutions

How

Now

Here

Let's find a way

Solutions

**Solve for the
correct problem**



Be positive



**Surround yourself
with the right people**





Raise your hand

Have a plan



Have a plan



Be decisive



Take risks



Take risks



Choose your battles



Be persistent

Do not wait



DO IT!

{Now}

Do not wait



DO IT!

{Now}

hfma™

**HFMA's
mission is to
lead the
financial
management
of healthcare.**

**To succeed, we
need to work
with others.**

Who we're working with

Academic Institutions

- Boise State University
- Case Western Reserve

Health insurance plans

- America's Health Insurance Plans (AHIP)
- Alliance for Community Health Plans
- National Association of Insurance Commissioners
- Society of Actuaries

Purchaser/consumer perspective

- Catalyst for Payment Reform
- Community Catalyst
- Leapfrog Group
- National Alliance of Healthcare Purchaser Coalitions

Standard-setting bodies

- Financial Accounting Standards Board
- Governmental Accounting Standards Board

Hospital and health systems

- American Hospital Association
- Association of American Medical Colleges
- Catholic Health Association of the U.S.
- Federation of American Health Systems
- National Rural Health Association

Physician/clinical areas

- American Organization for Nursing Leadership
- National Academy of Medicine (formerly the IOM)
- Institute for Healthcare Improvement
- American Association for Physician Leadership

Regulatory agencies

- Centers for Medicare & Medicaid Services
- Department of Health and Human Services
- Internal Revenue Service
- Department of Treasury

What we're working on

Achieving
consensus on
solutions to
industry
challenges

Educating
decision
makers on
maintaining
fiscally healthy
healthcare
organizations

Identifying and
bridging gaps in
knowledge,
best practices
and standards

HFMA's award-winning content

77 regional and national awards in 4 years



- Reporting
- Industry analysis
- Photography
- Design
- Podcasting



HFMA's award-winning content

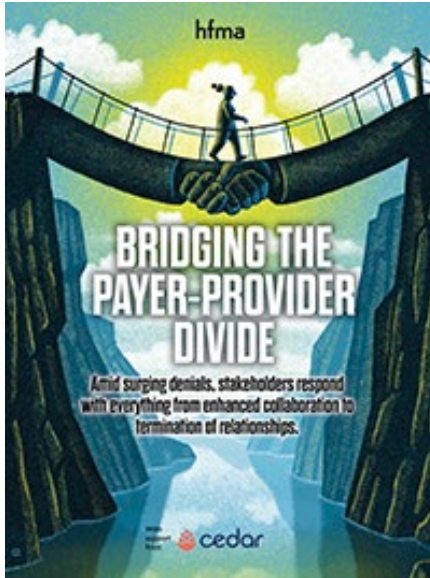
77 regional and national awards in 4 years



- Reporting
- Industry analysis
- Photography
- Design
- Podcasting



Current areas of editorial focus



- Real-time news and hot topics
- State of the payer-provider relationship
- Payment-related policy and regulations
- Development of the AI space
- Helping you do your job better today

Have an idea? Contact Brad Dennison, HFMA director of editorial & policy affairs, at bdennison@hfma.org

Voice of HFMA

		
<i>Restoring Trust in Healthcare and Collaboration</i> • State of the payer-provider relationship • Minimizing friction points for the patient • Misinformation/ disinformation in healthcare	<i>The Incoming Presidential Administration</i> • Stay close to developments • Getting healthy as a country	<i>Innovation in the Healthcare Industry</i> • Payment models • Evolution of AI and revenue cycle tools • Technology in care and business processes

HFMA educational offerings



2025
Annual
Conference
hfma

June 22-25, 2025 | Denver, CO

Live Education

Annual
Conference

hfma

Revenue Cycle
Conference

hfma

Thought
Leadership
Retreat

hfma

Leadership
Summit

hfma

Premier events for healthcare finance professionals to network with top leaders, gain valuable insights, and take actionable strategies back to your team.



hfma™

Not an HFMA Member? Join us!



Overcome today's toughest healthcare finance challenges with online education, certifications and regulatory news and analysis. Membership is designed to help you and your organization create a sustainable future.



hfma™

HFMA Certifications as of May 31, 2024

Certification	Totals
Certified Healthcare Financial Professional (members only)	2,445
Fellow of HFMA (members only)	1,267
Executive of Healthcare Revenue Cycle (members only)	28
Certified Revenue Cycle Representative (CRCR)	19,896
Certified Revenue Cycle Representative (CRCR)- GCC	49
Certified Specialist Business Intelligence (CSBI)	1,023
Certified Specialist Managed Care (CSMC)	787
Certified Inpatient Coding Auditor (CICA)	107
Certified Specialist Payment & Reimbursement (CSPR)	671
Certified Specialist Accounting & Finance (CSAF)	934
Certified Specialist Physician Practice Management (CSPPM)	407
Total Certifications	27,614

HFMA education: What's next?

- New learning management system (LMS)



HFMA's monthly newsletter, The Buzz.

Healthcare finance content, event info and membership offers delivered to your inbox.

Sign up at www.hfma.org





Questions?