

- **Respond to declining volumes, margins and non-operating income.**
- **Align with physicians to cut costs and improve quality.**
- **Preserve cash and improve ability to access capital.**
- **Get ready for healthcare policy and payment reform.**
- **Keep your career on track.**

Join the Healthcare Financial Management Association



hfma

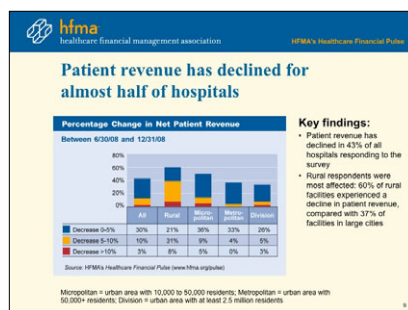
healthcare financial management association

The Healthcare Financial Management Association (HFMA) is the nation's most respected resource for healthcare financial management executives and leaders. HFMA supports more than 35,000 members representing hospitals and systems that face the same challenges as you.

Respond to declining volumes, margins and non-operating income.

FEATURED HFMA RESOURCES:

- Healthcare Financial Pulse initiative tracks the financial performance of U.S. hospitals and health systems in real time, with survey data, resources, educational opportunities, current news and reports.
- HFMA's Strategic Financial Planning newsletter contains insights from healthcare finance's top thinkers about maintaining liquidity and allocating funds.
- Timely HFMA audio webcasts feature pragmatic advice: *Improving Self-Pay Conversion Rates for Medicaid, SCHIP and Other Social Safety Net Programs* details how hospitals can optimize enrollment processes in social safety net programs for uninsured patients.



Align with physicians to cut costs and improve quality.

FEATURED HFMA RESOURCES:

- Leading HFMA publication *Healthcare Cost Containment* outlines how hospitals can manage costs such as a points-based, online shift management system allowing a hospital to reduce external contract agency use by 93%, while improving quality of care.
- HFMA's Physician Alignment Forum provides a professional networking group, peer-to-peer discussions and "how-to" from other healthcare finance leaders on topics like the benefits of using intensivists or critical care specialists and how your hospital can successfully engage physicians.
- Sessions from HFMA's annual conference, ANI: The Healthcare Finance Conference, demonstrate how quality outcome benchmarking can drive case mix and revenue improvement and how to improve productivity through effective labor management.

Membership Benefits

- A subscription to **hfm Magazine**, ranked #1 by healthcare CFOs.
- Weekly News**, featuring breaking and topical news tailored to healthcare finance, posted every weekday and e-mailed every Friday.
- Members-only access to **hfma.org** resources and tools, including the **Online Resource Library**, which offers a collection of tools and solutions on current healthcare finance topics.
- Free **Chapter Membership**, offering you a local, in-person network of other professionals facing the same challenges.

Preserve cash and improve ability to access capital.

FEATURED HFMA RESOURCES:

- The industry's leading publication, *hfm* magazine, identifies alternative capital sources, such as how a healthcare system in the Northeast uses third-party capital and a leaseback to support a new 150,000 square foot ambulatory care facility.
- HFMA's ongoing audio webcast series, Healthcare Finance Outlook 2009, offers survey results and expert opinions on capital planning to help providers allocate scarce capital and support the acquisition of essential technologies.
- HFMA online educational reports provide helpful best practices: *Strategies for Reducing Bad Debt* shows how one provider increased up-front cash payments by 50 percent.



Get ready for healthcare policy and payment reform.

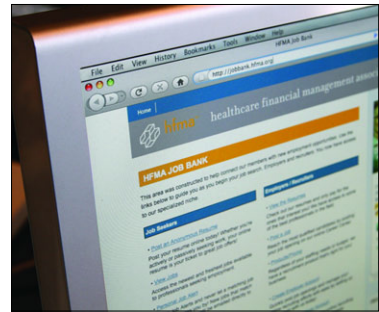
FEATURED HFMA RESOURCES:

- For the third consecutive year, HFMA leads the industry with payment reform by publishing a special report available at hfma.org that defines what policymakers, legislators and healthcare stakeholders must do to achieve sustainable payment reform.
- A recently published online resource, *Readying for the RACs: What You Should Know*, offers key recommendations and insights from providers and industry experts on how to prepare for RAC audits through process change and technology.
- An HFMA presentation, *An Analysis of the SCHIP Bill and American Recovery and Reinvestment Act (ARRA) of 2009 As They Impact Healthcare Providers*, provides a summary of recent legislative acts and highlights the areas that impact acute care hospitals.

Keep your career on track.

FEATURED HFMA RESOURCES:

- HFMA's Online Job Bank is the go-to resource for healthcare finance professionals seeking new positions.
- Free membership in one of HFMA's 68 local chapters provides a professional network that starts in your hometown.
- HFMA's ANI: The Healthcare Finance Conference gives you the opportunity to connect with your peers at the industry's largest gathering for healthcare finance professionals.



A membership with HFMA delivers a network you can count on and solutions and resources you can use immediately. JOIN TODAY!

- **National Online Job Bank** provides free access to job listings, as well as free resume posting for HFMA members.
- **Special Interest Group Forums** are HFMA members-only groups that drill down into specific healthcare finance topics.
- **Certification Designations**—available only to members—are professional designations that distinguish expertise and support your career.
- **Continuing Education** offers member discounts on seminars, conferences, audio webcasts, e-learning and ANI: The Healthcare Finance Conference and is led by the industry's best.
- **Thought Leadership resources** on *PATIENT FRIENDLY BILLING*®, payment reform, cost management and healthcare financial forecasts give you a voice in shaping industry issues, while preparing you for the impact of imminent change.

JOIN HFMA TODAY!

HFMA MEMBERSHIP DUES

Use this table to determine the appropriate dues for the month in which you would like to begin your membership. Determine the amount for any special interest group Forums you would like to join. Fill in the dues information on the application page.

Membership Dues (through May 2010)			HFMA Special Interest Group Forums* (through May 2010)	
MONTH JOINED	DUES	NEW MEMBER DISCOUNTED DUES	MONTH JOINED	CFO, REVENUE CYCLE, MANAGED CARE, HEALTHCARE COMPLIANCE, MEDICARE PAYMENT AND PHYSICIAN ALIGNMENT
JUNE	\$ 260	\$160	JUNE	\$ 95
JULY	239	\$143	JULY	87
AUGUST	220	\$ 131	AUGUST	79
SEPTEMBER	202	\$ 121	SEPTEMBER	71
OCTOBER	182	Take advantage of these reduced new member dues by joining before October 2009!	OCTOBER	63
NOVEMBER	163		NOVEMBER	55
DECEMBER	144		DECEMBER	48
JANUARY	126		JANUARY	40
FEBRUARY	104		FEBRUARY	32
MARCH	89		MARCH	124**
APRIL	68		APRIL	116**
MAY	49		MAY	108**

* Price listed is per Forum.

** Includes Forum subscription dues for upcoming membership year. Visit hfma.org/forums to learn more.

MEMBER PROFILE

Complete the member profile, making one selection from each of the organization, position and function areas that best describes your professional position.

Organization

Select one code that best describes your work setting.

Provider Payer Settings

- 0001 Hospital or Medical Center
- 0010 Health System Headquarters/ Corporate Offices
- 0002 Ambulatory Care Clinic
- 0038 GPO or Purchasing Alliance
- 0022 HMO, Health Plan or Insurance Company
- 0003 Home Health Agency
- 0006 Medical Group or Specialty Practice
- 0043 Physician Practice Management Firm
- 0005 Skilled Nursing, Rehab or Other Subacute Facility
- 0039 Third Party Administration
- 0004 Other Provider or Clinical Service (Lab, Imaging Center...)

Other Settings

- 0031 Accounting Firm
- 0032 Collection and A/R Recovery Service
- 0034 Consulting Firm
- 0036 Law Firm

- 0040 Professional or Trade Association or Publisher
- 0041 Educational Institution or Library
- 9999 Other Non Clinical/ Non Provider Setting

Position Level

Select one code that indicates your level of responsibility.

- A President, CEO, Executive Director, Administrator
- F CFO/Controller
- G Other Chief Officer NOT CFO or CEO (CCO, COO, CIO...)
- H Vice President
- J Assistant/Associate VP or Assistant/ Associate Administrator (NOT CFO)
- K Director/Manager/ Supervisor
- N Staff Specialist or Professional (Analyst, Accountant, Consultant)
- C Partner, Principal or Owner
- L Clinical
- R Attorney
- Q Other Level

Function

Select one major functional area most relevant to your position.

- AA Accounting
- BF Administration or Operations
- AE Audit/Internal Audit
- AL Budget
- AN Business Development or Marketing
- AP Compliance
- AS Decision Support/ Information Technology
- AB Finance
- AH Health Information (Medical Records)
- AU Managed Care
- AC Patient Access (Admitting, Registration...)
- AF PFS, Patient Billing and Collections
- BA Physician Practice Management
- AJ Reimbursement— Government (Medicare/Medicaid)
- AI Reimbursement— Commercial (Managed Care)
- AK Reimbursement—General (Government and Commercial)
- AX Sales or Customer Service
- BD Utilization Review or Case Management
- ZZ Other Responsibility

MEMBERSHIP APPLICATION

Retain a photocopy for your records and return with payment.

Personal Information

Mr. Mrs. Ms. Miss Other

Name

Job Title

Employer

Preferred Mailing Address:

Home Business

Address Line 1

Address Line 2

City State Zip

Business Telephone Business Fax

Home Telephone Home Fax

Mobile Telephone

Email

Alternate Email

Birth date / /

Date started in health care / /

Highest education level you have completed:

High school Some college Associate
 Bachelor Masters Doctorate

Date degree earned / /

HFMA is committed to diversity. Your response is voluntary.

American Indian/Alaskan Native
 Asian or Pacific Islander
 Black (not of Hispanic origin)
 Hispanic Caucasian Other

Exclude my name from the online HFMA Membership Directory.

Exclude my name from lists provided to outside organizations.

Responses to the following are used only by HFMA. Is your position the most senior level financial authority:

Within your system? Yes No N/A

At your facility or unit? Yes No N/A

Membership Registration

Begin my membership the month of _____

Dues through 5/31/10 \$ _____

See table on the front of this page

One-time app. fee for new members \$ 30.00

Special Interest Group Forums:

(optional) *See table on the front of this page*

CFO \$ _____

Revenue Cycle \$ _____

Managed Care \$ _____

Healthcare Compliance \$ _____

Medicare Payment \$ _____

Physician Alignment \$ _____

Total (add all lines above) \$ _____

Sponsor Information

You do not need a sponsor to become a member.

Sponsoring Member Name and ID #

Chapter Affiliation

Please indicate your chapter affiliation.

To learn more about HFMA chapters, visit hfma.org.

Payment Method

Check Enclosed

Credit Card:

Visa Mastercard AMEX Discover

Card Number

Expiration Date

Cardholder's Name

Cardholder's Signature

Affirmation

I affirm that the information I have given is true to the best of my knowledge, and I agree to abide by the HFMA Code of Ethics and the Constitution and Bylaws of the Association. To read the HFMA Code of Ethics go to hfma.org/about/code.htm.

Signature

Date

Return the application with payment. By mail, send the application to: Healthcare Financial Management Association, Dept. 77-5195, Chicago, IL 60678-5195. Or fax your completed application to (708) 531-0665, attention: MSC. **Online registration is available at hfma.org/join.**

Note: New members are assigned a chapter affiliation based on the location of their preferred mailing address. Upon application acceptance, members may request a chapter transfer by calling (800) 252-4362, extension 2, or by sending an e-mail to memberservices@hfma.org. To learn more about the chapters in your area, visit hfma.org.

Annual regular memberships include a \$30 allocation to *hfm*, the official magazine, which is not deductible from the dues. Annual dues cover membership in National HFMA and in one local chapter. Memberships are personal only and do not apply to institutions. Memberships, even those paid by employers, are not transferable.



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healthcare financial management association

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(800) 252-4362, extension 2

**CAN YOU AFFORD
NOT TO JOIN?**

To join, visit hfma.org/join or
call (800) 252-4362, extension 2.

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