

New Member
Discount!

Details Inside.

JOIN HFMA

Prepare for the impact of healthcare reform.

Move toward accountable care.

Strengthen hospital-physician relationships.

Adapt to changes in reimbursement.

Thrive in your career.



hfma

healthcare financial management association

The Healthcare Financial Management Association (HFMA) is the nation's most respected resource for healthcare finance professionals. More than 36,000 members—ranging from CFOs to controllers to accountants—consider HFMA a respected thought leader on top trends and issues facing the healthcare industry. HFMA members can be found in all areas of the healthcare system, including hospitals, managed care organizations, physician practices, accounting firms, and insurance companies. hfma.org

“HFMA has consistently provided me, as a member, with the knowledge, solutions, and results that have strengthened my organization.”

W. CHRISTOPHER JOHNSON, HFMA
VP Revenue Cycle Management-Regional Facilities – Carolinas Healthcare System.

At the chapter, regional, and national level, HFMA helps healthcare finance professionals meet the challenges of the modern healthcare environment by:

- Providing education, analysis, and guidance.
- Building and supporting coalitions with other healthcare associations to ensure accurate representation of the healthcare finance profession.
- Educating a broad spectrum of key industry decision makers on the intricacies and realities of maintaining fiscally healthy healthcare organizations.
- Working with a broad cross-section of stakeholders to improve the healthcare industry by identifying and bridging gaps in knowledge, best practices, and standards.

MEMBERSHIP BENEFITS

hfm Magazine Subscription

Our monthly magazine, the number one publication for healthcare CFOs, charts the course of reform and provides coverage on issues specific to healthcare finance. The magazine includes how-to articles, interviews with industry leaders, commentaries, checklists, metrics, and other information and tools that readers can put to use in their organizations. This subscription includes the annual *Buyer's Resource Guide*, a comprehensive vendor directory of products and services used by healthcare finance professionals.

HFMA Weekly News e-newsletter

Sent to your inbox every Friday, this online newsletter features breaking and topical news tailored to healthcare finance leadership.

Members-only Access to hfma.org

HFMA's website houses e-sources and tools for members, including the *Knowledge Center*, which offers a collection of solutions on current healthcare finance topics. In addition, all past issues of member-only publications are archived here.

Chapter Membership

Tap into your local chapter for an in-person network of local healthcare finance professionals. Education, volunteer, and leadership opportunities are available to enhance and grow your professional skills or provide a forum for sharing your industry expertise.

Certification Designations – CHFP, FHFMA

The HFMA Certification Program, available only to members, recognizes healthcare financial management professionals who have reached an enhanced level of knowledge and proficiency. Both levels of certification are widely recognized throughout the industry. Learn more at hfma.org/certification.

Member-only Discounts

Get member discounts on seminars, conferences, e-Learning, and ANI: The Healthcare Finance Conference – the industry's leading gathering for healthcare finance professionals. Member discounts are also offered on many products and services, including the Forums, targeted online communities in your chosen area.

HFMA's Virtual Healthcare Finance Conference – Members attend free!

Attend live education sessions and earn CPEs from your home or office at the virtual conference. On-demand access is available after the event.

Webinar Series

Choose from a series of webinars that are *free to members* and focus on industry topics that healthcare finance professionals can use to help their organizations achieve success. Content includes reform, regulatory, revenue cycle, cost/quality, physician integration, and more.

Industry Initiatives

HFMA establishes principles, strategies, and standards that advance the industry's ability to provide high quality, low cost care. Initiatives include topics such as payment reform, revenue cycle performance, cost management, and financial forecasts.



FEATURED HFMA RESOURCES

Prepare for the impact of healthcare reform:

- 2011 ANI: The Healthcare Finance Conference will focus on the impact of healthcare reform and offer proven strategies for strengthening your organization's financial health. Topics include: maintaining your tax exempt status under the new reform law, improving outcomes and cost-effectiveness with bundled payment, and creating favorable managed care contracts under reform.
- HFMA will continue to produce timely webinars focused on healthcare reform and its impact on providers. Past webinars included an eight-part series that provided informative and engaging panel discussions on the six key elements of health reform that will affect your hospital's revenue cycle: reduced reimbursement, **ICD-10-CM transition**, compliance reform, quality improvement initiatives, payment reform, and coverage expansion.
- HFMA's Virtual Healthcare Finance Conference is an online educational event that provides live thought leadership and on-demand skill enhancement presentations. Free to members, these events offer an easy way to earn CPEs from your home or office. Topics likely to be covered are ACOs, physician alignment, navigating change in the era of reform, improving revenue cycle performance, and reimbursement.

Move toward accountable care:

- **Accountable Care Organizations (ACOs)**, a key part of the Affordable Care Act, are viewed by some as an essential way to control cost and improve quality. HFMA is committed to keeping members informed about this important topic with summaries, free-to-member webinars, articles in *hfm* magazine, and additional resources.
- HFMA's thought leadership initiatives lead broad-based improvement in health care, while preparing organizations for industry change. Past initiatives have included the **PATIENT FRIENDLY BILLING®** project, payment reform, and physician integration. Most recently, HFMA has begun to explore the implications of value for health care, and launched the Value Project to define the capabilities hospitals, health systems, and other healthcare providers will need to manage the change from a volume-based to a value-based payment system. A Value Advisory Council has been formed to build a new body of knowledge on quality of care and cost containment. Tools, resources, and reports will be created to support this project.

Strengthen hospital-physician relationships:

- HFMA's executive newsletter, *Strategic Financial Planning*, provides subscribers with concise articles on setting strategy and translating that strategy into action – key concerns of healthcare executives. A recent issue offered valuable steps to improving financial performance and enhancing the **future viability of employed physician networks**.
- A recent issue of *hfm* magazine discussed how aligning with physicians, both economically and clinically, can help achieve clinical integration and accommodate upcoming changes in payment mechanisms.
- The CFO Forum, an online discussion community, encourages networking among financial executives around strategic issues, including acquiring and merging with physician practices, clinical integration, and physician-hospital alignment.

A membership with HFMA is a smart investment for both your organization and career, providing you with outstanding resources and networking opportunities.

Adapt to changes in reimbursement:

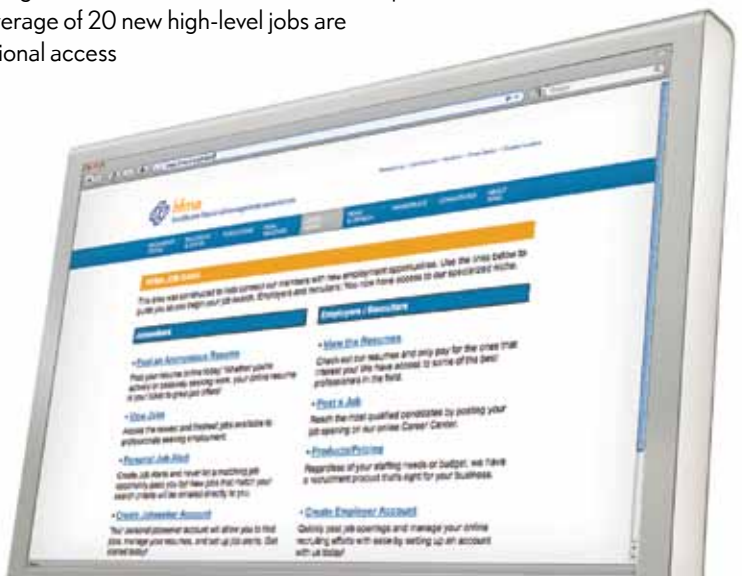


- Created by and for healthcare leaders, HFMA's MAP initiative sets the standard for revenue cycle excellence. It establishes MAP Keys – the definitive indicators of revenue cycle performance, honors excellence through the MAP Award and shares lessons from leaders at MAP Event. It also compares your performance to your peers, and connects you to industry best practices through MAP App. By pointing the way to financial health and honoring those who achieve it, HFMA's MAP raises standards and accountability for the entire healthcare industry.
- The Payment & Reimbursement Forum, an online peer-to-peer networking group, encourages discussion and interaction around commercial payment trends, **Medicare/Medicaid reimbursement**, contracting, and related topics.
- HFMA's Peer Review program is designed to provide healthcare financial managers with an objective third party evaluation of products and services used in the healthcare finance workplace. To earn the Peer Review designation, a product or services must pass a rigorous evaluation process that examines their quality, effectiveness, and reliability. Learn more at hfma.org/peerreview.



Thrive in your career:

- Free membership in one of HFMA's 68 local chapters provides a **professional network** that starts in your hometown and covers local and regional issues.
- HFMA's certification programs distinguish you as a leader and high-level professional in the healthcare finance industry. Certification reflects a deep personal commitment and sense of accountability to healthcare finance management overall. Becoming certified enhances credibility and confidence in your professional knowledge as well as signifies your dedication to high industry standards.
- HFMA's online Job Bank is the go-to resource for healthcare finance professionals seeking new positions. An average of 20 new high-level jobs are posted each week with additional access to an affiliated posting site.



HFMA MEMBERSHIP DUES

For a limited time, when you join HFMA, you can join one or more of the HFMA Forums for a special price. Forums are online peer-to-peer communities that provide valuable networking and job-specific resources targeted to the practice areas most important to you. (For a list, visit hfma.org/forums)

Use this table to determine the appropriate dues for the month in which you would like to begin your membership or your membership plus an HFMA Forum. Fill in the dues information on the application page.

MEMBERSHIP DUES (through May 2012)

MONTH JOINED	DUES	NEW MEMBER DISCOUNTED DUES
June	\$ 274	\$ 174
July	\$ 252	\$ 156
August	\$ 233	\$ 144
September	\$ 214	\$ 121
October	\$ 194	<i>Take advantage of these reduced new member dues by joining before October 2011.</i>
November	\$ 174	
December	\$ 155	
January	\$ 136	
February	\$ 114	
March	\$ 98	
April	\$ 77	
May	\$ 57	

FORUMS OFFER

HFMA FORUMS ^o	
Register today for the popular HFMA Forums now at a special price. Sign up for one or all four!	
25% SAVINGS	REGISTER NOW \$72.75 PER FORUM
<small>^oPrice listed is for Membership and an HFMA Forum(s). You must sign up for an HFMA membership to get this discount. Visit hfma.org/forums for details on each Forum.</small>	

MEMBER PROFILE

Complete the member profile, making one selection from each of the organization, position and function areas that best describe 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
- 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
- 0038 GPO or Purchasing Alliance
- 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

* required information

MEMBERSHIP APPLICATION

PERSONAL INFORMATION

Mr. Ms. Other

* NAME

JOB TITLE

EMPLOYER

*Preferred Mailing Address: HOME BUSINESS

ADDRESS LINE 1

ADDRESS LINE 2

CITY STATE ZIP

* BUSINESS TELEPHONE

* HOME TELEPHONE

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.

MEMBERSHIP REGISTRATION

Begin my membership the month of _____

Membership dues \$ _____

See table on the reverse of this page

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

HFMA Forums 25% Off Offer (optional)

CFO (\$72.75) \$ _____

REVENUE CYCLE (\$72.75) \$ _____

PAYMENT & REIMBURSEMENT (\$72.75) \$ _____

LEGAL & REGULATORY (\$72.75) \$ _____

Total (add all lines above) \$ _____

SPONSOR INFORMATION

You do not need a sponsor to become a member.

SPONSORING MEMBER NAME AND (IF KNOWN) ID#

CHAPTER AFFILIATION

Please indicate your preferred 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/code.

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: If a new member does not provide a chapter affiliation, one will be assigned 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.

* required information