



HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION SHOW-ME OF MISSOURI CHAPTER

STRATEGIC PLAN

June 1ST, 2010 THRU May 31ST, 2011

MISSION

The Show-Me of Missouri Chapter's mission is:

“To improve financial management through tools and solutions available to individuals to enhance their job performance and careers.”

VISION

The Show-Me of Missouri Chapter's vision is:

“To be the resource for healthcare financial management in our service area.”

VALUES

The Show-Me of Missouri Chapter's values are:

- **Service-** The Chapter will provide value added service to our members.
- **Teamwork-** Working together is essential to our mission and success.
- **Individuals-** The Chapter believes individuals are important and should be treated with respect, dignity, and fairness.
- **Financial Responsibility-** The leaders and members of the Chapter will act in a financially responsible manner.

ASSESSMENT

The chapter assessed its current operating environment by looking at the 2009-2010 strategic plan, 2010 member survey, current year financial statements, and current year DCMS Acknowledgment Report and Chapter Balanced Score Card. Based on review of the above documents, the following items were noted:

- The 2010 chapter member survey indicated the following:
 - The survey reflected the two areas members would like the chapter to focus on were location of meetings and the topics addressed at educational programs.
 - The three national topics of most interest in order are changes in Medicare reimbursement policies, compliance with Medicare regulations, healthcare reform and new technologies in healthcare finance, revenue cycle and clinical-financial integration.
 - Topics of local interest include State legislative and regulatory updates, compliance with collections and bad debt regulations, and trends and outlook for local healthcare industry.
 - 42.3% of the respondents had attended an educational event in the last six months.
 - Common themes in participant comments include:
 - Promote more chapter involvement
 - More finance related topics as opposed to revenue cycle
 - Limited resources to attend educational events.
 - Costs.

- Our net income through March 2010 was \$11,635. Our sponsorship revenue through the same time period was \$14,600.
- The DCMS Acknowledgment Report shows that we have complied with all chapter requirements through April 2010, education programs offered has increase dramatically over the previous year, chapter members have passed five exams so far this year, and our member count has neither declined nor increased.
- We should receive a score of 85 on our Chapter Balanced Score Card by the end of the reporting period. The metric we will not receive points for is Member Satisfaction. Even if we lose the points for Membership Count due to someone dropping their membership in our chapter before the end of the reporting period, we should still score a 65 which is above the required Threshold Performance Level of 50 set by HFMA national.

A SWOT analysis was also performed as part of our operating environment assessment. The following points were noted:

- Strengths
 - Group of Directors, Officers, and other highly involved members that work well together.
 - Certification.
 - Programs/education that helps members to improve job performance and stay current on relevant job issues.
 - Webinar offered allow more attendance for members that cannot get away from work and/or have budget restraints.
 - Networking.
 - HFMA.

- Weaknesses
 - Topics covered at educational events.
 - Communication in general.
 - Welcoming new member and/or old members that have not attended events recently.

- Opportunities
 - Committee involvement by more members through better communication.
 - New sponsors – banks, office supply/equipment companies, computer vendors.
 - Job bank.
 - Recruiting new committee members by welcoming/interacting more with members.
 - Survey – increase survey responses by reaching out to members.
 - Website – directing members to website for information/program brochures/registration
 - Utilize social networking opportunities such as Facebook, LinkedIn, Twitter
 - Increased educational opportunities for members.

- Threats
 - Economy
 - Less sponsorship revenue
 - Loss of members
 - Consolidation of providers
 - Travel & education budgets cut
 - Redundant education topics due to numerous other organizations in the health care field.

GOALS

For 2010 – 2011, the Show-Me of Missouri Chapter will focus our efforts on:

1) Promote involvement in committees

- Newsletter, President's message
- New member letter – include committee descriptions and Chair person contact information for the various committees.
- Brochure listing committees, contacts, and a description to be passed out at conferences/meetings.
- Officers at registration desk at conferences/meetings to discuss committees

2) Increase number of sponsors

- More involvement by Officers, Board, and other members.
- Have Officers and Board members send sponsorship letter to their vendors.

3) Improve communication to members:

- Communicate conference/meetings in a timely manner by sending brochures 8 weeks in advance of the date.
- Continue new member and volunteer spotlight in the chapter newsletter.
- Send all meeting/webinar notices with a link to the chapter website and promote other upcoming educational events.
- Explore possibility of using Facebook, LinkedIn, Twitter to send updates/meeting notices.
- Increase awareness of chapter survey and personally reach out to members to make them aware of what the survey means to the chapter.

4) Education/certification:

- Educational Events
 - Achieve education hours goal on Chapter Balanced Score Card.
 - Use the member survey to assess educational interests of members.
 - Expand on webinars to increase educational opportunities, especially to those members that are not able to attend conferences.
 - Divide program committee into three subgroups: Conferences, Region 8 webinars, and co-sponsored webinars in order to increase involvement in committee and enhance the timeliness of reporting education hours.
 - Develop and promote an education incentive program – track education hours per member and present awards at Summer conference.
- Certification

- Achieve certification goal on Chapter Balanced Score Card.
- Market certification benefits in communications and education sessions. This would include the monthly President's letter, quarterly chapter newsletter, chapter web-site, emails, etc.
- Maintain and distribute certification brochures at meetings that explain the process and benefits of becoming certified.
- Offer certification testing site annually at a chapter conference.
- Offer coaching course for members at chapter conferences.
- Follow up with members that have checked out books to encourage them to sit for exam, see how their studying is progressing.

5) Retain current membership and add new members:

- Assign officers/board members to new members and/or members that haven't attended educational sessions in the previous year at conferences to help them feel welcome.
- Offer discounts for programs to new members.
- Send new members welcome packet and contact each new member personally with a phone call or even lunch if possible.
- Implement member award program
- Check with Universities and use HFMA display at career days.

6) Promote Show-Me Chapter Website and Go Green

- Discontinue printing membership directory which costs approximately \$5,000 and produce similar document to distribute electronically.
- Direct members to the website in the President's Notes and Newsletters
- Post all conference handouts on website for attendees to download instead of printing and distributing at meetings.
- Encourage conference attendees to bring their laptops to meetings.
- Implement a portal for officers and directors to access a central location for the chapter's files.