

Arizona HFMA Strategic Planning Draft Worksheet



Mission

To provide members with opportunities for professional growth through sound educational programs, information sharing among peers, certification and networking, operational practices, and accounting policies.

Vision

To be a leading industry resource providing education and development opportunities for our members and healthcare finance professionals.

Purpose

A “For Purpose” organization, dedicated to advancing and improving the financial management of healthcare.

We help our members improve job performance and enhance careers through:

- Continuing Education/Training
- Knowledge Transformation
- Professional Networking
- Certification/Career Development

We help health care organizations in Arizona improve their business purposes by providing:

- Educational opportunities for the industry.
- Access to trends through HFMA National.
- Benchmarking information and analysis through HFMA National.
- Monitoring of emerging trends in our market through HFMA National.

Values

- ◇ **Service** – We believe that service to members is our highest priority.
- ◇ **Excellence** – We believe in excellence in all that we do. We will continuously strive to offer the highest quality services to meet the needs of our members and healthcare professionals.
- ◇ **Teamwork** – We believe that teamwork is essential in meeting the objectives of HFMA. Teamwork involves a strong partnership with members, chapters, regions, voluntary leadership, and staff, as well as cooperation with those who represent healthcare associations, organizations, government agencies, and financial business interests.
- ◇ **Innovation and Creativity** – We believe in encouraging innovation and creativity to find new ways of accomplishing our objectives.
- ◇ **Financial Responsibility** – We believe in conducting HFMA with financial responsibility consistent with our annual budget.
- ◇ **Respect**: The Chapter will promote and maintain respect, dignity and fairness for all individuals. In support of our diverse membership, we must foster an environment of professional respect.

Internal Assessment – SWOT Analysis (Feb 2018)

Strengths

- Great Board Engagement
- Strong Leadership Team
- Core Group Active Members
- Good Education/Speakers
- Relationship Provider/Vendors
- Financial Stability
- Success Planning & Strategic Direction
- Creative Chapter
- Experienced Healthcare Leaders

Opportunities

- Engage Health Plans & Medical Groups/Target Markets
- Membership Growth
- Grow Enterprise Membership
- Innovation Education Experiences/New Formats
- Collaborative Payer/Provider Events
- Best Chapter Nationwide
- Digital Transformation/New Website
- Increase millennial membership
- Rural Outreach
- Regional Alliances

Weaknesses

- Membership & Retention
- Lack of Providers at Conference
- Payer, Provider, Physician, Top Executive Limited Involvement
- Membership Value
- Limited Volunteers/Active Members
- Early Careerist Involvement
- Provider Participation
- Sponsor Financial Support

Threats

- Time Commitment-Decrease engaged Members
- Budgets/Cost Cutting
- Mergers, Acquisitions, Consolidation
- ROI Membership/HFMA
- Competing ways to Network & Education
- Retiring Members
- Loss of Sponsors
- Competing Associations/Free Education