

Arizona HFMA Strategic Planning 2019-2020



Mission

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

Vision

To be a leading industry resource providing education and development opportunities for providers, payers and medical groups.

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 healthcare organizations in Arizona improve their business purposes by providing:

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

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 (June 2019)

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
- Top 5 Chapter

Opportunities

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

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
- Transient State