



## ***The Value of HFMA/Social Media***

**South Texas Chapter 2011 Annual  
Institute – South Padre Island**

**May 27, 2011**

**Christopher A. Snyder, MBA  
Avadyne Health**



### **Presentation Overview**

- Strategic Direction
- Chapters
- Education
- Professional Designations
- Information
- Thought Leadership
- South Texas Chapter
- Social Media



## Strategic Direction

- To be the indispensable resource for healthcare finance.
  - ***HFMA Vision***
  
- To define, realize, and advance the financial management of health care by helping members and others improve the business performance of organizations operating in or serving the healthcare field.
  - ***HFMA Purpose***



## Chapters The Heart and Soul of HFMA

- Automatic membership in one of 68 chapters upon joining HFMA
  
- Guidance and Support
  
- Leadership Opportunities



## Education

### Choose In-Person and Distance Learning

- Certification
- ANI: The Healthcare Finance Conference
- Seminars
- Audio Webcasts
- eLearning



## Professional Designations

- [www.hfma.org/certification](http://www.hfma.org/certification)
- New Format for 2011
- Certified Healthcare Financial Professional **(CHFP)**
- Fellow of Healthcare Financial Management Association **(FHFMA)**



## Information Timely, Reliable and Convenient Resources

[www.hfma.org](http://www.hfma.org)

- Newly revamped, easier-to-navigate web site
- *hfm* magazine
  - The industry's top publication for CFOs
- Special Interest Forums
- Newsletters
  - *Revenue Cycle Strategist*
  - *Healthcare Cost Containment*
  - *Strategic Financial Planning*
- Daily and weekly online news
- Reports and roundtables
- Buyers Resource Guide



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## Knowledge Center In-Depth, Targeted Information

### Types:

- Reports
- Fact Sheets
- Articles
- Analyses
- Roundtables

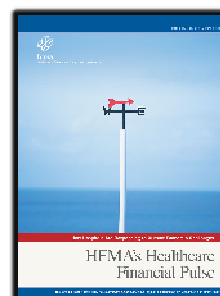
### Topics Include:

- Accounting and Financial Reporting
- Finance and Business Strategy
- Legal and Regulatory Compliance
- Operations Management
- Payment, Reimbursement, and Managed Care
- Revenue Cycle
- Technology

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## Thought Leadership

- Healthcare Reform
  - [www.hfma.org/reform](http://www.hfma.org/reform)
- HFMA's MAP: Revenue Cycle KPIs
  - [www.hfma.org/map](http://www.hfma.org/map)
- Healthcare Financial Pulse
  - [www.hfma.org/pulse](http://www.hfma.org/pulse)
- Patient Friendly Billing
  - [www.patientfriendlybilling.org](http://www.patientfriendlybilling.org)



hfmap  
revenue cycle excellence

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## Chapters A First Experience with HFMA

“Approximately 300 people were there. The quality of the presentations was excellent, and the people were so friendly and outgoing. From then on, I was hooked on HFMA. The heart of HFMA's benefits is the opportunity to build relationships with other members. From those relationships flow the opportunities to learn, to grow in your career, and to feel part of a community.”

Memory of first HFMA Chapter event  
David Canfield  
2003-04 Chair, HFMA

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## **South Texas Chapter 2011 – 2012 Officers**

- **President** – David Glazener
- **President Elect** – Tammie Jackson
- **Vice President** – Lorenzo Olivarez, Jr.
- **Treasurer** – Cipriana Zamora
- **Secretary** – Jeannine Ruffner



## **South Texas Chapter 2011 – 2012 Board of Directors**

- Cynthia Gray
- Chris Snyder
- George Hill
- Clint Owen
- Patty McCarroll
- Wes Fountain
- Glen Boles
- Bob Scofield

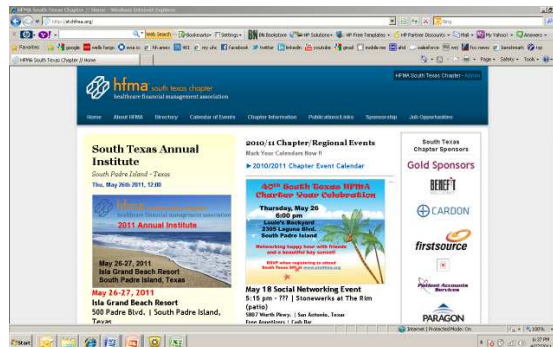


## South Texas Chapter 2011 – 2012 Committee Chairs

- **Programs** – Tammie Jackson
- **Membership** – Clint Owen
- **Sponsorship** – Glen Boles
- **Communications** – Chris Snyder
  - *Newsletter*
  - *Social Media*
- **Certification** – George Hill
- **Founders** – Bob Scofield



# [www.stxfhfa.org](http://www.stxfhfa.org)



# LinkedIn

- [www.linkedin.com](http://www.linkedin.com)
- Type “HFMA South Texas Chapter” in the “People” search box
- Click “Request To Join”
- Guidelines can be found at [www.stxhfma.org](http://www.stxhfma.org)

# facebook

- [www.facebook.com](http://www.facebook.com)
- Type “HFMA South Texas Chapter” in the “Search” box
- Click on “Like”



- [www.twitter.com](http://www.twitter.com)
- “Search” “People” for @stxfma
- Click “Follow”



## 2011 – 2012 HFMA Theme

