

Greetings Oregon HFMA Members! I am very enthusiastic as my year as president of the chapter begins. Your consistent participation in our meetings and activities make our chapter what it is. The Oregon Chapter is a leader across the national HFMA organization in all that matters especially member satisfaction, education hours and certification.

My priorities for this year center around member satisfaction. I know we are already among the best, but why not do better. I hope to guide our leadership team in providing more value through meeting program content, networking opportunity and fun activities that make participation in the Oregon chapter events a consistent priority for you.

I will reiterate my comments at our last chapter meeting. We are in a critical time for this industry. Federal and State reform efforts promise sweeping changes and lower reimbursements. A soft economy and an aging population with increasing levels of chronic conditions are putting significant pressure on our financial performance. These changes are also bringing monumental transformation to the revenue cycle connecting it more tightly to care management processes and our patients. Our communities are expecting leadership from us to deliver a sustainable and transparent healthcare system. Could there be any greater challenge levied upon us?

Our chapter leadership team is dedicated to helping you build the necessary capability to meet this challenge. At Salishan, I outlined the nine imperatives for hospitals to overcome the margin pressures we are facing at an accelerating pace. These form the platform for our education agenda. In addition, our leadership team will continue to solicit your feedback reflecting on opportunity for improvement. Thank you for continuing to complete the meeting evaluations. This is very helpful guidance for future events. I am also in the process of reaching out to our sponsors to better understand the value provided in their sponsorship. How can we bring greater value to them in such a way that generates additional resource for the chapter to increase member value in our quarterly meetings?

Our national chair has chosen an important theme for the year “Whatever it takes.” As a chapter we need to do whatever it takes to help position you for success. Please feel free to share any thoughts you may have as to how our chapter can support you as a healthcare leader in Oregon.

#### Nine Imperatives to Sustain the Margin

1. Maximize revenue capture
2. Excel under performance risk
3. Bend Labor cost curves
4. Standardize clinical care pathways
5. Redesign inpatient care models
6. Build effective capacity
7. Reassess supply of less profitable services
8. Deflect demand of less profitable services
9. Secure surgical market share

Source: The Advisory Board Company, The New Performance Standard, 2011

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