



hfma[™] arizona chapter
healthcare financial management association

Sponsorship Update

Leslie Flake

Healthcare reform is requiring health systems to confront operating, strategic, and cost pressures. Payment reform is requiring providers to improve quality, utilization, and patient experience. As a result of these vast changes in healthcare today; health systems, medical groups, and health plans are seeking outsourced services for which they don't have the expertise internally. Due to this shift to increased outsourcing, Az HFMA has put together a Sponsorship Services Grid to help members find companies that provide such necessary services. This will be a great resource for members and will be published on the Az HFMA website in the month of August!

We are making exciting changes to our sponsorship benefits this year! In an effort to engage more providers in our conferences, we are adding provider conference attendance coupons to the sponsorship benefits so that sponsors can give these coupons to providers to attend any conference/one-day event at no cost! More information will be emailed to our Annual Sponsors in the next few weeks.

We look forward to seeing all of our Sponsors at our upcoming Fall Conference in Tucson!