



2024 | V6-01

Brand Identity Standards

CORPORATE EDITION

hfma[™]

healthcare financial management association

BEING WHO WE ARE IS UP TO US.

An important strategic component of the HFMA brand is our corporate logo, and the purpose of this document is to help promote consistent application of the logo and visual standards. These guidelines create a framework to ensure consistency across the channels which make up HFMA's organizational identity; in other words, our brand.

These guidelines contain the basic information necessary for maintaining a consistent visual style for the Association's chapters, and its affiliates. The look of HFMA is a reflection of our principles and commitment to the healthcare financial management profession.

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BRAND MESSAGING

Brand Messaging

COMMUNICATION PILLARS

EXPERT

DIRECT

OBJECTIVE

USEFUL

Our Communication Pillars embody the HFMA brand. By featuring these pillars throughout our content, our stakeholders will know and trust HFMA as a leading voice in the industry.

Brand Messaging

COMMUNICATION PILLARS

EXPERT

WHAT DOES IT MEAN?

Knowledgeable, respected, informative, trusted, credible, aware, alert, & forward-thinking to help you meet today's challenges while creating a sustainable healthcare industry.

- Explain the meaning and insights from research – not just stating facts.
- Simplify the complex - When it comes to complex ideas, issues, terms and situations leverage infographics, charts, images, etc., to help the audience understand the details.
- Quote and embrace sources – even if they aren't you. Being an expert means being comfortable admitting when others know more than you.

WHAT IT DOES NOT MEAN.

Overly scientific, pretentious and without humanity.

- Avoid focuses too much on the mechanics or data of the issue – be human.
- Assuming your audience doesn't know any better.
- Steer clear of clichés and overused metaphors they will dilute your voice.

Brand Messaging

COMMUNICATION PILLARS

DIRECT

WHAT IT MEANS?

Clear and concise. Limited use of buzzwords or jargon. State things plainly.

We get to the point and respect your time, done without fluff, pragmatic but not rude.

- Be focused and get to the point.
- Plan your key messages and action points before you create the content.
- Stick to one theme at a time.
- How can you be as straight-forward as possible without losing impact?
- Consider your content format: To be direct with this subject matter – what format would be best?

WHAT IT DOES NOT MEAN.

It's not aggressive, obscure or elusive. It doesn't waste time getting to the point.

- Avoid using a passive voice.
- Avoid repetition and try and keep bodies of copy to short paragraphs and no jargon.

Brand Messaging

COMMUNICATION PILLARS

OBJECTIVE

WHAT DOES IT MEAN?

Content should explore the different perspectives in the industry without shutting them down. We take a position of understanding to help our audience navigate the complex industry.

- Focus on current affairs.
- Emphasize relevance to the situation.
- Be a voice of reason.

WHAT IT DOES NOT MEAN.

Taking a political, controversial or unexpected point of view.

- Avoid ignoring current market situations or realities.
- Avoid subjects or topics that are not likely to be forefront in the audience's mind.

Brand Messaging

COMMUNICATION PILLARS

USEFUL

WHAT DOES IT MEAN?

All content is created to fulfill an audience need and is focused on solving a problem or providing guidance. Our offerings are accessible, relevant, timely, personalized, easy to use, and enjoyable.

- Provide real world examples, use cases and references.
- Think about the audience - What part is most important to them?
What problems can solve with this?
- Provide tools, takeaways and other modular content to allow the audience to easily leverage the material.
- Provide a concise summary of the key points.

WHAT IT DOES NOT MEAN.

Patronizing, dumbed down or filler.

- Avoid over explaining areas that most of the audience would already understand.
- Avoid content that can not be supported with practical example.

Brand Messaging

VOICE + PERSONALITY

*Your Expertise Elevated,
Your Contribution Valued.*

Brand Voice

At HFMA, our mission is to empower healthcare finance professionals. By providing the tools and resources needed to navigate the complexities of the industry and build a sustainable future. Our diverse community includes leaders and professionals from hospitals, health systems, provider organizations, physician practices, payer markets, and forward-thinking business partners.

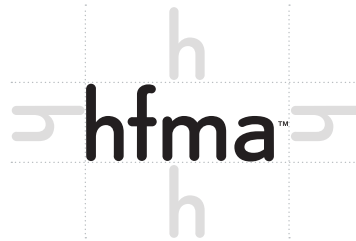
Brand Personality

Our brand is professional, yet human; fun, yet relatable. We believe in the power of belonging – the idea that as an HFMA member, you are part of a community that not only supports but elevates your success. Whether you're deeply immersed in healthcare finance or offering innovative solutions as a valued business partner, HFMA ensures that you are recognized as a valued contributor and acknowledged as an expert by your colleagues, your organization, and in your community.

BRAND IDENTITY

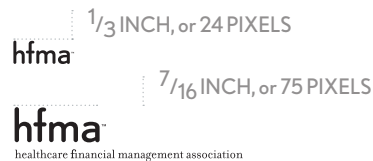
Brand Identity

OUR LOGO



LOGO SAFE SPACE

When using any version of the logo, make sure that there is at least space equivalent to the height of one “h” in “hfma,” on all sides of the logo. Do not allow type or imagery to exist inside this space.



LOGO MINIMUM SIZE

Do not reduce the size of the logo smaller than the above examples.

The logo consists of the HFMA logo mark and can include the full company name.

Think of it as an introduction.

The primary instance of the logo should only contain the letters, HFMA. If the communication is targeted towards an audience that may be unfamiliar with HFMA, or allows for a longer message, the logo with the full name can be used.

Legal sign-offs should use the logo with the full name.

Space to shine.

Whether applying the logo to print applications or new media, space around the logo will help maintain integrity and legibility. The clear space gives the logo importance in situations where it exists among other graphic elements. It is important to be conscious of the amount of space and to keep it clear of other elements.

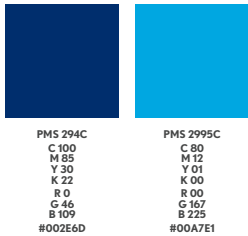
Not too small, please.

The logo will be used in a variety of applications: banners, brochures, websites, social media, etc. Adequate sizing is critical to maintain legibility.

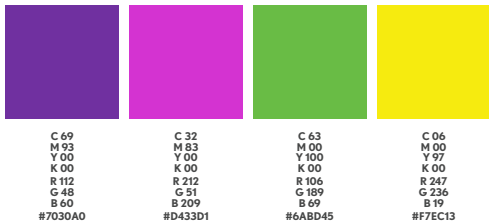
Brand Identity

COLOR PALETTE

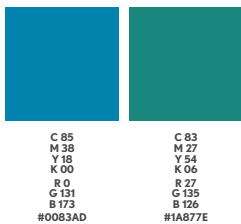
PRIMARY



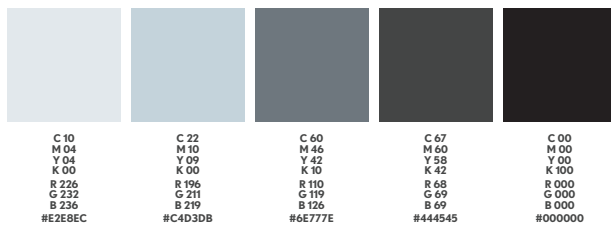
ACCENT



SECONDARY



NEUTRAL



SPOT

PROCESS

Keep it focused.

The primary color is dark blue, PMS 294C. The HFMA logo, and sub-brand logos (See page 23.) may appear only in the primary color, white, or black. Accent colors may be used to draw visual attention, or indicate functionality. These colors may be reproduced with spot or process inks. CMYK, RGB, and hex values are included.

There's plenty of room.

The secondary colors provide muted selections that extend across the color wheel from blue to yellow. The neutral colors scale in value while maintaining their cool hue.

Brand Identity

COLOR USAGE



hfma™

PRIMARY DARK BLUE



hfma™

healthcare financial management association



hfma™

BLACK



hfma™

healthcare financial management association



hfma™

KNOCKOUT



hfma™

healthcare financial management association



hfma™

OFF BRAND BACKGROUND COLOR
KNOCKOUT



hfma™

healthcare financial management association



hfma™

OFF BRAND BACKGROUND COLOR
BLACK



hfma™

healthcare financial management association



KNOCKOUT MAINTAINS
CONTRAST



BLACK COLOR
MAINTAINS CONTRAST

The HFMA logo may appear only in the following colors:

Primary Dark Blue

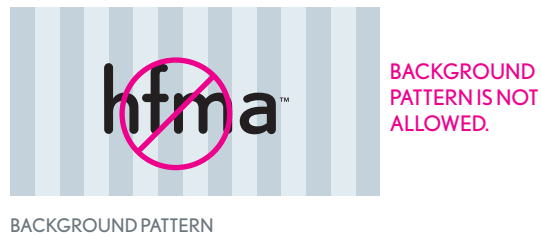
Black

Knockout (white)

Off Brand Background Colors: Use either knockout or black versions of the logo when placing over a color that is not within the HFMA color palette. Discretion should be applied to maintain contrast and legibility.

Brand Identity

INCORRECT APPLICATIONS



A picture says a lot.

Brand integrity is critical in maintaining unity and limiting confusion across channels. The positioning and relationship of the graphical elements is prescriptive and purposeful.

Here you will find the most common mistakes that should be avoided.

Brand Identity

CLEAR SPACE EXCEPTIONS



EMAIL BANNER



GRAPHICAL ELEMENT USED FOR VISUAL EMPHASIS.



SOCIAL POST



POSITIONED TO MAXIMIZE VISUAL SPACE.



LEADERBOARD AD



EXTREME ASPECT RATIO LIMITS VISUAL SPACE.

We can all get along.

Digital media offers a wide variety of application sizes, and technical attributes. The following are examples of expectable brand guideline infringements when space and size are constrained.

Brand Identity

SUB-BRANDS

hfma | Annual Conference

HORIZONTAL

Annual
Conference

hfma

STACKED

SUB BRAND LOGO EXAMPLE

hfma | Annual Conference

hfma | Leadership Training
Conference

hfma | Data + Insights

hfma | Organizational
Learning

hfma | Educational
Workshops

hfma | Peer Review

hfma | Enterprise
Solutions

hfma | Revenue Cycle
Conference

hfma | Job Bank

hfma | Thought Leadership
Retreat

hfma | Online Education
& Certifications

SUB BRAND FAMILY

HFMA's Brand Identity covers a wide range of content and offerings. In an effort to focus attention, this content is divided into sub-brands. This level of organization allows our audience to quickly identify our content.

What makes it special?

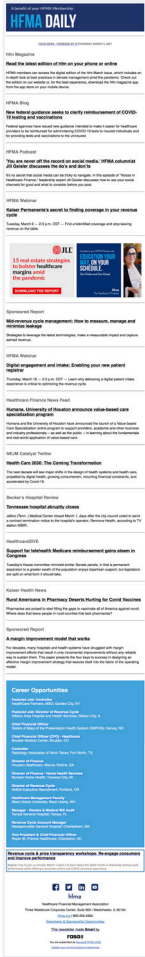
An HFMA sub-brand is an offering that is unique. The content is focused on a specific subject or objective.

Not everything is unique.

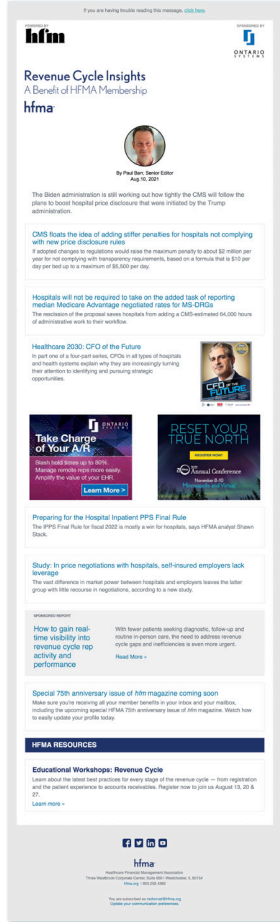
The medium that distributes content does not dictate branding. HFMA content may be consumed in a number of ways; print, digital, social gatherings. This distribution and consumption is not a brandable attribute.

Brand Identity

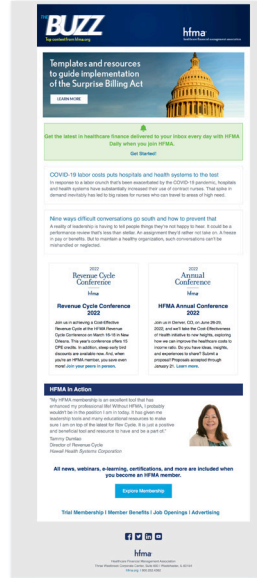
NON-SUB-BRANDS



HFMA DAILY eNEWSLETTER



RCI eNEWSLETTER



THE BUZZ eNEWSLETTER



HFMA Community Social Callout



HFMA Local Event Communication



HFMA Affinity Group



HFMA Offering



Podcast



DIGITAL BADGES & CERTIFICATE

Non-sub-brand family members
 HFMA offers a number of products that are important to their audiences, however they do not rise to the level of a sub-brand. This distinction provides a brand hierarchy that communicates area of focus, while maintaining product organization.

It's an extended family.
 As our audience evolves, new products are developed to meet their demands. Those products may have an adjusted visual identity and based on the nature of the delivery of those product, are not elevated to the level of a sub-brand.

Brand Identity

DIGITAL BADGING



BADGE

CERTIFICATE

FELLOWSHIP

DIGITAL BADGING EXAMPLES



EMAIL SIGNATURE

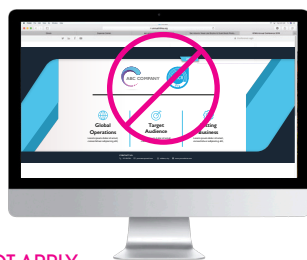
Jane Smith
ABC Company
 Certification Operations Administrator
 (800) 555-5555, ext. 55 | jsmith@abccompany.com



SOCIAL PROFILES



CANNOT APPLY
 TO AN ENTIRE
 COMPANY



NOT TO BE USED ON
 PROMO ITEMS

DIGITAL BADGING USAGE EXAMPLES

Sub-brand family members

HFMA certification products are represented by a digital badge. This allows recipients to display their credentials to their peers, either on their social networks, or in their digital communications.

When a certification is a prerequisite for another, those pairs share a color.

Digital Family

CERTIFICATIONS

CERTIFIED REVENUE CYCLE REPRESENTATIVE (CRCR)

CERTIFIED REVENUE CYCLE REPRESENTATIVE - GCC (CRCR-GCC)

CERTIFIED HEALTHCARE FINANCIAL PROFESSIONAL (CHFP)

CERTIFIED SPECIALIST BUSINESS INTELLIGENCE (CSBI)

CERTIFIED SPECIALIST PHYSICIAN PRACTICE MANAGEMENT (CSPM)

CERTIFIED SPECIALIST ACCOUNTING & FINANCE (CSAF)

CERTIFIED SPECIALIST MANAGED CARE (CSM)

CERTIFICATES

PATIENT ACCESS ESSENTIALS (PAE)

PATIENT FINANCIAL COMMUNICATIONS (PFC)

HFMA BUSINESS OF HEALTH CARE® (BOH)

IHF - HFMA BUSINESS OF HEALTH CARE® (BOH-IHF)

OPERATIONAL EXCELLENCE (OE)

FELLOWSHIP

FELLOW HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (FHMA)

Usage

Digital badging only applies to an individual. Its usage is encouraged when it cites an individual's credentials, such as an email signature, or social profile. Its usage cannot apply to an entire company. It is not appropriate to apply the digital badge to promotional items.

Brand Identity

CO-BRANDING



CORRECT CO-BRANDING APPLICATIONS



INCORRECT CO-BRANDING APPLICATIONS

Equal but not the same.

HFMA partners with peer organization on joint efforts. When presenting this relationship, it is important to maintain the guidelines contained in this document, including color and clear space.

When co-branding avoid the following:

- The HFMA logo color may be dark blue, black, or knockout. The HFMA logo never inherits another logo's colors.
- The logos should appear equal in terms of size and visual weight.
- The logos should not appear visually as one unit.

Brand Identity

MEMBER AND MEMBER ORGANIZATION LOGOS



BUSINESS PARTNER INDIVIDUAL MEMBER



BUSINESS PARTNER ENTERPRISE ORGANIZATION



PROVIDER ENTERPRISE ORGANIZATION

LOGOS



LOGO KNOCKOUT

When required, the logo may appear as a knockout.



LOGO SAFE SPACE

When using the Business Partner logo, make sure that there is at least space equivalent to the x-height of one "h" in "hfma," on all sides of the logo. Do not allow type or imagery to exist inside this space.



1 INCH, or 72 PIXELS

LOGO MINIMUM SIZE

Do not reduce the size of the logo smaller than the above examples.

COLORS



C 100	C 60	C 80	C 0
M 85	M 46	M 12	M 6
Y 30	Y 42	Y 1	Y 2
K 22	K 20	K 0	K 0
R 0	R 110	R 0	R 255
G 46	G 119	G 167	G 255
B 109	B 126	B 225	B 255
#002E6D	#6E777E	#00A7E1	#FFFFFF



ALTERED ARTWORK



OUT OF PALETTE COLORS

The individual and organization logos consist of the HFMA logo mark and a work mark with the year.

Space to shine.

When applying the logo, space around the logo will help maintain integrity and legibility. The clear space gives the logo importance in situations where it exists among other graphic elements. It is important to be conscious of the amount of space and to keep it clear of other elements.

Not too small, please.

Adequate sizing is critical to maintain legibility.

Usage

There are three Business Partner logos.

The Business Partner Individual Member logo can be used by any individual business partner member.

The Business Partner Enterprise Organization logo is to be used by a business partner organization that has a current Enterprise Solutions contract with HFMA - it's intended to be used to reflect a company's involvement with HFMA, not an individual.

The Provider Enterprise Organization logo is to be used by a provider organization that has a current Enterprise Solutions contract with HFMA - it's intended to be used to reflect a company's involvement with HFMA, not an individual.

Brand Identity

MEMBER AND MEMBER ORGANIZATION LOGOS APPLICATIONS



STATIONERY



CORPORATE STATIONERY



BUSINESS CARD



BUSINESS CARD

Jane Smith
ABC Company
Certification Operations Administrator
(800) 555-5555, ext. 55 | jsmith@abccompany.com



EMAIL SIGNATURE

Usage

Organization logos can appear on items like corporate stationery. Individual member logos may appear on business cards, email signatures, LinkedIn profiles, and similar. Logos may not be used on corporate marketing materials or promotional items.



NOT TO BE USED ON CORPORATE MARKETING



NOT TO BE USED ON PROMO ITEMS

BUSINESS PARTNER MEMBER USAGE EXAMPLES

Brand Identity

BUSINESS PARTNER MEMBER ORGANIZATION LOGO APPLICATIONS



CORPORATE WEBSITE



POWERPOINT PRESENTATION



TRADE SHOW SIGNAGE



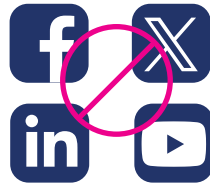
CORPORATE STATIONERY



CANNOT APPLY TO AN EMAIL SIGNATURE



CANNOT APPLY TO BUSINESS CARD



CANNOT BE APPLIED TO SOCIAL PROFILES



NOT TO BE USED ON PROMO ITEMS

Usage

The HFMA Business Partner Member Organization logo only applies to a company. Its usage is encouraged when it represents a company's relationship to HFMA. It is not appropriate to apply the logo to individual's credentials, such as an email signature, social profile or promotional items.

BUSINESS PARTNER MEMBER ORGANIZATION USAGE EXAMPLES

Brand Identity

TYPOGRAPHY

PRINT MEDIA

Nobel

Lite

Lite Italic

Book

Book Italic

Regular

Regular Italic

Bold

Bold Italic

Mallory

Book

Medium

Bold

Black

Book Italic

Medium Italic

Bold Italic

Black Italic

PUBLICATIONS

Acta Poster

DIGITAL MEDIA

Sans Source Pro

Regular

Semibold

Bold

Black

Italic

Semibold Italic

Bold Italic

Black Italic

Bitter

Regular

Semibold

Bold

Black

Regular Italic

Semibold

Bold

Black

Filosofia

The Filosofia font is reserved for HFMA sub-brand logos.

The letters' shape matters.

Typography is a major asset to any identity and branding guidelines. HFMA uses three typefaces, *Nobel*, *Lato*, and *Filosofia*, which work well with each other yet have different functions.

Nobel is a strong sans-serif typeface that has four weights that are included in our identity: Light, Book, Regular, and Bold. This family of typefaces should be used for all typography.

Sans Source Pro and *Bitter* are free Google Web fonts that are reserved for digital usage. Web fonts are designed to render more accurately in pixel-based media.

Mallory is a sans-serif typeface that is used primarily in the *hfm* publication.

Acta Poster is a display typeface. Its usage should be selective where it provides a unique personality.

Filosofia is reserved for HFMA sub-brand logos. Its usage outside of that function dilutes the brand identity. It is not to be used outside of sub-brand logos.

Licensing

Font usage is controlled via licensing. If the *Bitter*, *Nobel*, *Mallory*, and *Sans Source Pro* fonts are not available, *Arial* or *Helvetica* may be substituted.

Brand Identity

LIFESTYLE PHOTOGRAPHY



What is not in the frame means as much as what is. Photography can be a valuable extension of a brand's voice. What cannot be said in text can be conveyed through visual communication and interpretation.

Depth of field, spatial control, subject matter focus, and cropping are all important aspects of photography.

HFMA photography should:

- Utilize a short depth of field, with attention to bokeh;
- Feature clean, simplified environments, with attention to architecture and set styling;
- Cropping should focus attention to the subject and create dynamic areas of visual interest;
- Subjects should reflect a diverse audience. Subject posture should be natural, not composed or forced.

*Knowledge-based interactions
in both large scale and intimate settings.*

*Eliminate the clutter and provide clarity,
confidence, and reassurance.*

*People using technology
to facilitate real solutions.*

Brand Identity

MEMBER PHOTOGRAPHY



Members make it happen.

Our members are a diverse community that represent a vibrant spectrum of healthcare finance professionals. Featuring them in marketing efforts conveys an authentic, honest message.

HFMA member photography should:

- Capture actions in real-world, professionally appropriate situations;
- Follow the same photographic aesthetics found in HFMA lifestyle photography (see previous page.)

HFMA member photography should NOT:

- Portray members in an unfavorable light;
- Be used without expressed consent;
- Feature patients to ensure HIPPA compliance.

Brand Identity

LMS IMAGERY



Learning is part of the brand.

The HFMA Learning Management System offers a wide range of online courseware for our members. The voice and tone of the visual imagery applied within the catalog should adhere to the guidelines previously defined (see page 9.)

HFMA LMS imagery should:

- Provide visual context to the courseware subject;
- Style should be simple, and not overly complicated;
- Present a positive mood.

HFMA LMS imagery should NOT:

- Contain overly complicated, or confusing visuals;
- Contain non-relevant healthcare finance subjects.

Brand Identity

VISUAL METAPHOR



Singular idea or concept.

Not a narrative.

Isolated object.

Keep the story in your message.

Visual metaphor is a powerful method of reinforcing ideas and messaging. There is a direct relationship between the strength of message and simplicity of image.

A visual metaphor is an object that represents an idea or action. It is not a story, or a still life photo. It is important to keep in mind that although visual metaphors' subject matter do not reflect the HFMA brand, their style and approach can reflect the HFMA voice and tone.

Brand Identity


CONTENT SUPPORT

5 Structural Defects are Undermining Nonprofit Healthcare



[LEARN MORE](#)

OIG calls out issues
with denials of payment and services in Medicare Advantage



[LEARN MORE](#)

Only 66
Hospitals Earn Top Marks for Social Responsibility



[LEARN MORE](#)

Fewer than 15%
of hospitals are in compliance with federal price transparency requirements.



[LEARN MORE](#)

Pandemic's financial toll
on the hospital sector won't soon be alleviated



[LEARN MORE](#)

Revenue cycle staff shortages push leaders to adapt quickly.



[LEARN MORE](#)

FEATURED ARTICLE GRAPHICS

Speak fast and command attention.

HFMA's subject matter can be complex and nuanced. Visual metaphors and analogies are powerful methods to quickly communicate content through simple ideas.

When selecting imagery for such usage, keep in mind that more variation, in terms of style, composition, and voice is allowed. Metaphors and analogies can be clever, emotional, and humorous. Featured content can reflect existing articles and artwork.

Brand Identity

PROMO ITEMS



MERCHANDISE

Promotional Items

The HFMA branding may be applied to various promotional items. It is critical to adhere to the graphic standards specified in this document. It is also important to consider the context of the item. What the branding is applied to will affect the brand's message.

If you have a question about a specific item, please contact HFMA (see page 34).

Brand Identity

SOCIAL MEDIA



PROFILE ICONS



SOCIAL CHANNELS



APPROVED
Application links
directly to social
channel.

SOCIAL BADGE USAGE



DO NOT USE
Application that does
not provide direct link
to social channel.

Social Media

Social media channels provide a limited space for individual branding. HFMA Chapters should use the HFMA Corporate logo. This will provide strength and unity across the social spectrum.

Mobile Apps

Mobile apps can also provide an opportunity for branding. The scalable nature of mobile apps limits the amount of direction this document can provide. When developing a mobile app, it is critical to adhere to the guidelines specified in this document.

Social Badges

Social media presence is important to reinforce to our audience. However, the media in which it is communicated should dictate its usage. The badge should direct the audience to the social landing page. If the media does not provide this function, it should not be used. **If the badge is clickable, use it. If not, then don't.**

Social Content

Social media content offers a wide range of messaging opportunities. Use the following categories as guidance:

1. **Marketing:** Broadcast HFMA benefits to a public audience;
2. **Engagement:** Present HFMA benefits to members;
3. **Organic:** Share created content that is relevant to healthcare finance.

If you have a question about a specific application, please contact HFMA (see page 34).

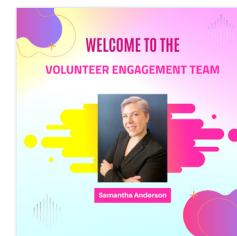
MARKETING



ENGAGEMENT



ORGANIC



SOCIAL CONTENT EXAMPLES

Brand Identity

ICONOGRAPHY



FONT AWESOME



CUSTOM ICONS



There is strength in simplicity.

Iconography is a powerful method to quickly communicate ideas. Icons may be used to visually separate messages, while providing the audience quick comprehension.

Font Awesome

Open source solutions can provide a consistent, globally recognized set of icons. Their strength is the uniformity of usage for common ideas, or functions.

Font Awesome is approved for usage, under their licensing agreement. HFMA cannot provide individual licenses for this font.

A complete library can be accessed here:
<https://fontawesome.com/icons?d=gallery>

Custom Icons

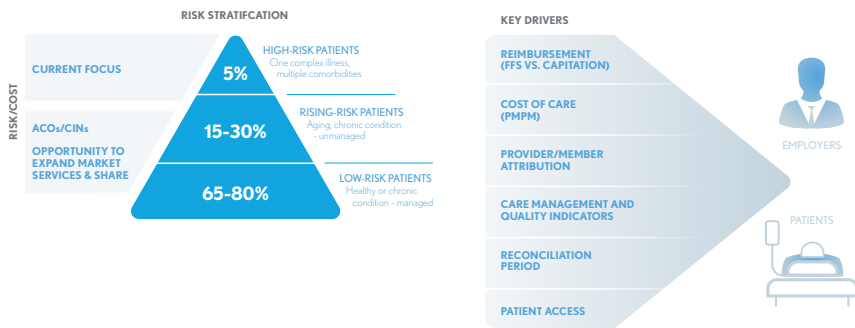
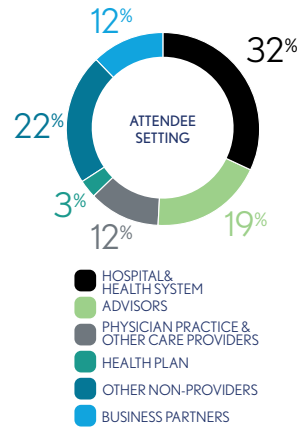
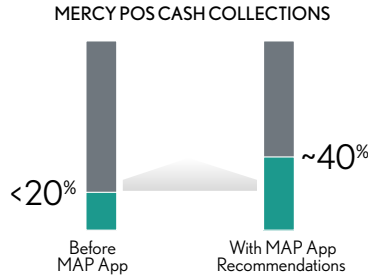
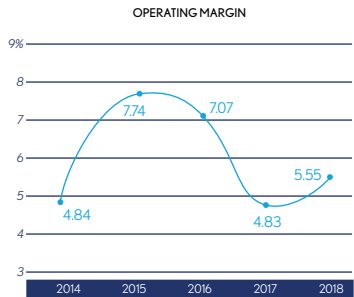
At times, subject matter may require a unique solution. In these cases, custom iconography is allowed.

Please use the following guidelines:

- The subject or idea represented is relevant and reflects positively on the brand;
- Singular, simplified ideas communicate quickly.

Brand Identity

FIGURES & DIAGRAMS

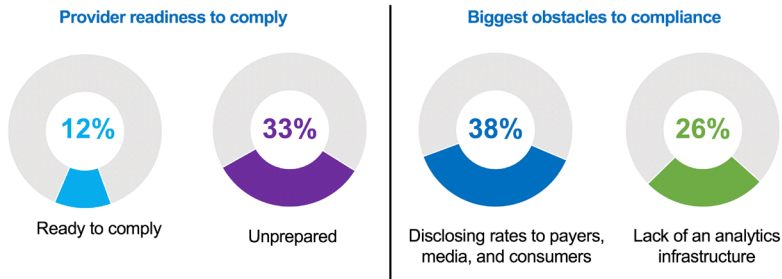


A picture is worth a thousand words.

HFMA content can be complex and nuanced, at times. Figures and diagrams are a useful tool to convey this content to our audience. It is important that the visual style remain true to our brand guidelines.

Please use the following criteria:

- The visual style should be simple, but also expert, and refined;
- The elements should utilize the approved color palette (see page 12);
- The elements should utilize the approved fonts: (see page 24);
- The elements should utilize the approved iconography: (see page 32).



SAMPLE CHARTS

Brand Identity

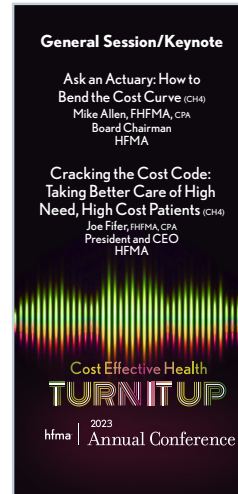
CAMPAIGNS



PRINT AD



SIGNAGE



POP-UP BANNER



SOCIAL AD



PRINT AD

A picture is worth a thousand words.

Campaign messaging is a powerful way to lift unique marketing efforts that span multiple HFMA channels, and utilize diverse media. The longevity of the campaign provides a common theme that is longer than immediate marketing messages, but more temporary than HFMA communication pillars, or mission statement.

Please use the following criteria:

- Elements that stray from HFMA brand guidelines, such as typography, color palette, image selection must be loyal to our core brand messaging;
- The HFMA logo usage guidelines must be applied (See pages 14-15).

QUESTIONS?

What about this?

If you have any questions regarding the use of the HFMA identity or need additional information or artwork, please contact HFMA.

HFMA Marketing

marketingdepartment@hfma.org

The logo for the Healthcare Financial Management Association (HFMA) features the lowercase letters "hfma" in a bold, blue, sans-serif font. A small trademark symbol (TM) is positioned to the upper right of the "a".

healthcare financial management association

ABOUT HFMA

The Healthcare Financial Management Association (HFMA) equips its members nationwide to navigate a complex healthcare landscape. Finance professionals in the full range of work settings, including hospitals, health systems, physician practices and health plans, trust HFMA to provide the guidance and tools to help them lead their organizations, and the industry, forward. HFMA is a not-for-profit, nonpartisan organization that advances healthcare by collaborating with other key stakeholders to address industry challenges and providing guidance, education, practical tools and solutions, and thought leadership. We lead the financial management of healthcare.

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