

HFMA Health System CFO Pain Points 2024: Margin Challenges & Opportunities for Vendors



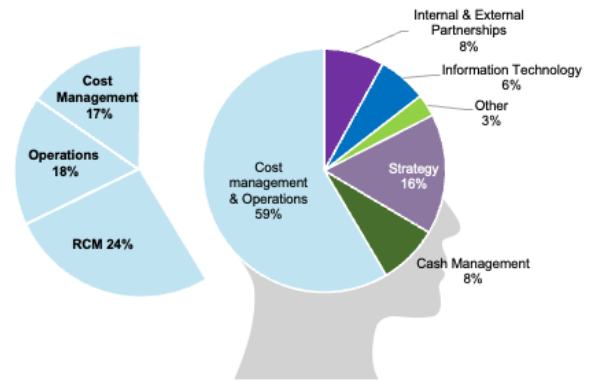
What's keeping health system CFOs up at night? Where are CFOs investing to solve these challenges?

Based on feedback from 135 health system CFOs, this comprehensive study provides a holistic view of health system challenges driving margin pressure, as well as the initiatives underway to alleviate margin pressure. The report includes CFO predictions for departments with the most anticipated budget increases as well as identifies opportunities for vendors and investors.

Key benefits of the report include:

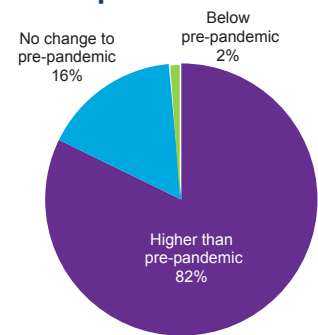
- A **CFO buyer persona** that will help sales and marketing executives better understand and more effectively message to the financial buyer at health systems.
- Top health system **challenges around margin pressure**, specifically: labor shortages, supply chain price increases and payer reimbursement.
- Insight into **how health system CFOs are managing margin pressure** challenges such as delaying technology investments, increasing wages to reduce contract labor and investments in AI/ Automation.
- **Predictions** of which departments CFOs anticipate will see the greatest increase in budget over the next two years.
- An extensive **list of opportunities for vendors and investors**.

How Health System CFOs Spend Their Time



CFOs spend 24% of their time on Revenue Cycle

Payer Denials Compared to Pre-Pandemic Levels

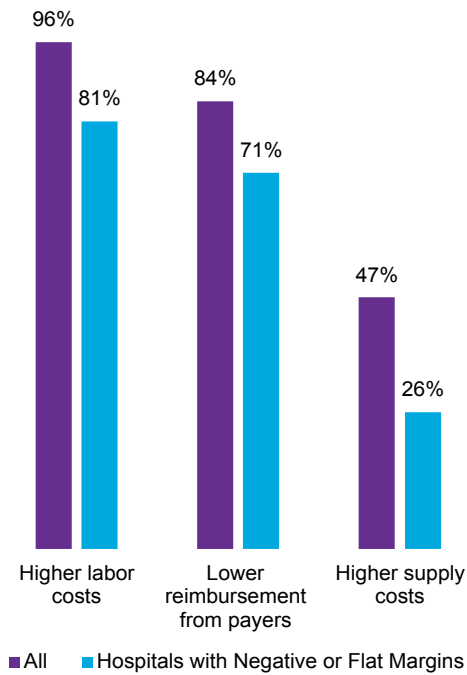


82% of health systems are experiencing higher denials than pre-pandemic levels

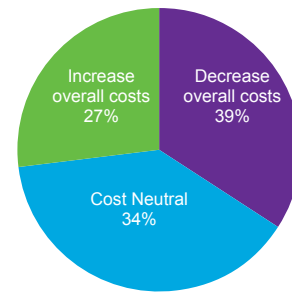
HFMA Health System CFO Pain Points 2024 is available for purchase on the HFMA website or [Elicitinginsights.com/market-studies](https://elicitinginsights.com/market-studies). Contact info@elicitinginsights.com for more information.

*Companies currently Peer Reviewed by HFMA will receive a copy of the study at no charge.

Top Causes of Margin Pressure Among Health Systems

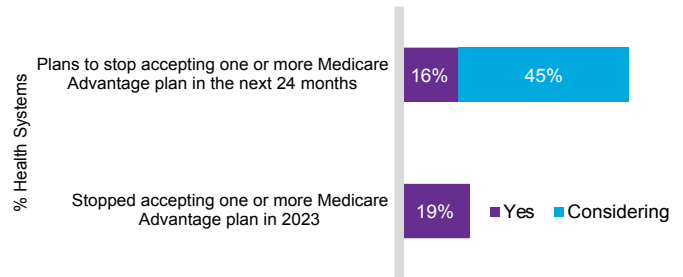


Anticipated Financial Impact of Artificial Intelligence



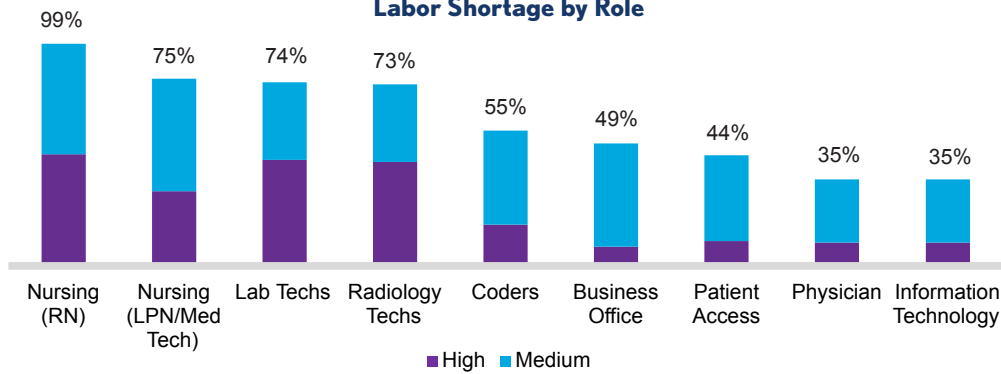
Only 39% of CFOs anticipate AI will lower costs

Health System Plans to Stop Accepting Medicare Advantage



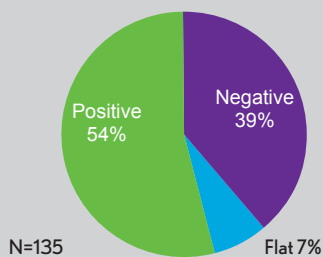
- Between onerous authorization requirements and high denial rates, health systems are frustrated with Medicare Advantage.
- 19% of health systems have stopped accepting a Medicare Advantage Plan 61% are planning to or are considering.

Labor Shortage by Role



Nursing labor shortages have a significant impact on health system margins.

Health System Reported Margins



Methodology

Eliciting Insights and HFMA conducted a survey of HFMA members in January. 135 health system CFOs provided extensive feedback about challenges and how they are working to improve margins.

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