

CFO = Clinical AND Financial Officer?

The evolving focus and measures
of today's CFO



An Irrevocable Change

Bundled payments, MACRA, and value based payments are all forcing a new direction on the road to financial health.

The role of the CFO has become as much about understanding clinical outcomes, patient satisfaction, and the full cycle of care, as it has been in traditional and necessary financial measures.



Hospital Finance and Clinical Operations Aren't Strange Bedfellows Anymore.

The more communication and collaboration finance directors can foster with clinical staffers, the better. Use these **3 key metrics** to develop a framework for communication with your clinical counterparts. Show them how clinical statistics are indeed financial statistics. Then, work together to adopt more sustainable, cost-effective methods of providing care.

Key Metrics

1. Percentage of potential revenue lost to readmission penalties
2. Cost per visit
3. Throughput



Your Patient Picture: Measures for Reducing Hardship-Based Readmission

How can you tell when your patients need help making payments?

How can you help them continue their treatment and avoid readmissions?

Here are **4 measures** to develop a better picture of your patient.

Key Metrics

1. Accounts receivable
2. Average time to payment
3. Average patient responsibility
4. Patients recommend the hospital to friends and family

[Learn more](#) about these and other measures that are good indicators of your patient situation.



CFO Scope is Expanding Beyond Finance to Help Create an Excellent Patient-Consumer Experience

Like it or not, [consumer-driven healthcare](#) is the new norm. The patient market has little patience. Some CFOs believe that metrics related to patient experience have little impact on financial planning. They couldn't be more wrong. Here are just a few reasons to focus on patient satisfaction.

Why Focus on Patient Satisfaction?

1. When patient experiences improve, outcomes improve.
2. Quality benchmarks determine payment penalties or boosts.
3. Inattention to consumer satisfaction could seriously impair an organization's ability to compete in the future.



**The path ahead is likely to
continue with twists and
turns. Stay ahead of the
curve .**

[Click here to learn more.](#)