



# TARHEEL NEWS

## SPRING 2024

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# Message from the Communication Director

Ashley Sanders  
Vice President, Business Development  
Revecore



Welcome to the Spring TarHeel Newsletter! In this edition, you will find a wealth of resources, articles, and information to help keep you up to date on the latest Chapter happenings.

We hope you are also following us across our various online platforms including LinkedIn, Facebook, and Instagram. In today's increasingly work-from-home environment, connection is more important than ever. That is why we have made a concerted effort over the last couple of years to ramp up our online engagement to ensure members are aware of everything going on in our Chapter and taking full advantage of all the things HFMA has to offer including educational opportunities (both in-person and virtual), networking events, relevant healthcare news, etc. As your Communications Director, I encourage you to engage in our online platforms and help us continue fostering a sense of community within NCHFMA.

Additionally, as we transition into this new season, I challenge each of you to consider getting more involved in our Chapter. Volunteers are the lifeblood of our organization, and your active participation is instrumental in our success. Getting involved offers a myriad of personal and professional benefits. From expanding your network to staying on top of industry trends, the rewards are boundless. By sharing your expertise, insights, and experiences, you not only enrich our community but also empower yourself to grow in your career. So, whether you are a seasoned HFMA pro or a new member, we would love to get you involved. Each of us brings unique talents, perspectives, and ideas to the table, and together, we can make a difference in our Chapter.

Speaking of transitions, I am honored to be stepping into an officer role this year, serving as your Treasurer/Secretary. I have deeply enjoyed my time as your Communications Director but am looking forward to this new challenge. It is with great excitement and a deep sense of responsibility that I take on this newly combined role, and I am committed to serving NCHFMA with dedication, enthusiasm, and a genuine passion for advancing our Chapter.

Wishing you all a wonderful Spring!

Warm regards,

*Ashley*



# 2023-2024 NCHFMA Chapter Leadership

## Officers

Ms. Christine Sibley, President  
Assistant Vice President, Managed Health Resources  
Advocate Health

Ms. Elaine Peeler, Secretary  
Manager, Revenue Cycle Quality Assurance  
Novant Health

Mr. Jason Nelms, President-Elect  
Vice President, Revenue Cycle  
Cone Health

Ms. Wendi Bennett, Treasurer  
Senior Director, Patient Finance  
Novant Health

Mr. Ken Vance, Past President  
Retired

## Board of Directors/Council Chairs

Ms. Ashley Sanders, Director (Communications)  
VP, Business Development  
Revecore

Ms. Allison White, Director (Chapter Services)  
Assistant Director, Revenue Integrity  
Cone Health

Mr. Kyle Fredette, Director (Education)  
National Account Manager  
Huntington Technology Finance

Mr. Phil Rooney, Director (Membership)  
Director, Patient Financial Services  
Advocate Health

Mr. Ty Carson, Director (Volunteers)  
Regional VP, Business Development  
GetixHealth

## Committee Chairs

Ms. Elkin Pinamonti, Program Chair  
Asst. Director, Patient Access & Financial Counseling  
Novant Health

Mr. Tom Henderson, Partnerships Chair  
Regional Business Development Executive  
Credit Solutions, LLC

Mr. Clint Stewart, Healthcare Finance Chair  
Executive Director of Finance  
Cone Health

Ms. Kimberly Coker, Chapter Bookkeeper  
Director of Contracts and Commercial Finance  
LabCorp

Mr. Jeff Wakefield, Healthcare Finance Chair  
Chief Financial Officer  
UNC Lenoir Healthcare

Mr. John Lloyd, Compliance Chair  
SVP - Strategic & National Account Management  
ClearBalance

Mr. Kevin Leder, NASBA Chair  
Managing Principal, Raleigh Office  
CliftonLarsonAllen, LLP

Mr. Brett McCone, Region Executive (Region 4)  
Senior Vice President  
Maryland Hospital Associate

# We're growing! Help us welcome to our newest members!

Jeff	Downs	Accumen, Inc.	Ian	McKnight	Atrium Health
Andrea	Graves	Advocate Health	Jennifer	Kistler	Atrium Health
Crystal	Cyrocki	Advocate Health	Robert	Alley	Atrium Health
Nadia	Duncan	Advocate Health	Lisa	Todd	Atrium Health
Chase	Napier	Advocate Health	Charles	Ashford	Atrium Health
Shalana	Carter	Advocate Health	Sharon	Keller	Atrium Health
Kendall	Walsh	Advocate Health	Shaunda	Jones	Atrium Health
richard	shuster	Advocate Health	Thomas	Jones	Atrium Health
Renee	Morris	Advocate Health	Crystal	Chunn	Atrium Health
Erica	Woolsey	Advocate Health	Janel	Mack	Atrium Health
Tanisha	Green	Advocate Health	Dean	Childers	Atrium Health Wake Forest Baptist
Erica	Dunn	Advocate Health	Marissa	Jodway	Bayada Home Health Care
Delonda	Woody	Advocate Health	Michelle	Martin	Bon Secours Mercy Health
Candice	Ferguson	Advocate Health	Joan 'Jai'	Triplett	Certus Psychiatry
Rafal	Podolak	Advocate Health	David	Christian	Chartis
Carrie	Holstrom	Advocate Health	Mark	Franklin	CLA
Partrae	Cozart	Advocate Health	Rhonda	Ammons	Department of Veteran's Affairs
Amy	Honeycutt	Advocate Health	Juan	Aviles-Figueroa	Duke University Health System, Inc.
Courtnei	Stinson	Advocate Health	Alisa	Lee	Duke University Health System, Inc.
Michelle	Rice	Advocate Health	Ursula	Pea	Duke University Health System, Inc.
Tonja	Prysock	Anthem BCBS	Wendy	Walker	Duke University Health System, Inc.
Rhonda	Kiker	Ascension	Jasona	Sanders	ECU Health
Gina	Barrett	Atrium Health	Savannah	Nanney	Ensemble Health Partners
Amanda	Barnes	Atrium Health	Kimberly	Reid	Ensemble Health Partners
Cheryl	Massey	Atrium Health	Ashantiya	Lane	Ensemble Health Partners
Stacia	Elrod	Atrium Health	Jessica	Johnston	Ensemble Health Partners
Kristen	Proctor	Atrium Health	Jessica	Cheek	Ensemble Health Partners
Nick	Petrini	Atrium Health	Nathon	Williams	FinThrive
Karen	Seamon	Atrium Health	Linda	Milone	First Point
Samantha	Harrison	Atrium Health	Rebecca	Lee	Forvis
Susan	Pittman	Atrium Health			
Tyler	Kluttz	Atrium Health			
Taylor	Doub	Atrium Health			



**Have a question about  
Membership?**

Reach out to us at [Membership@NCHFMA.org](mailto:Membership@NCHFMA.org)

# New Members Continued

Guillermo Fuentes		Guidehouse	Mackenzie Westaway	Student
Andrew Jamerson		HCA Healthcare	Charles Harry II	Student
Matthew Martin		HCA Healthcare	Kate Calannio	Student
Michael Eveland		HCA Healthcare	Rachel Daily	Student
Heather Delaney		HCA Healthcare	Summer Kiser	Student
Marcia Chajon-Rodriguez		HCA Healthcare	Makenzie Blabey	Student
Nancy Dodenhoff		HCA Healthcare	Nick Buchmeier	Student
Amy Hernandez		HCA Healthcare	Elizabeth Ralph	Student
Kelly Swafford		HCA Healthcare	Alicia Adams	Student
Gregory Rocha		HCA Healthcare	Tara Schwab	Student
Andrea Bicknell		HCA Healthcare	Dori Muench	Student
Dorothy Torres		HCA Healthcare	Christina Hair	Student
Victoria Shuler		HCA Healthcare	Neil Ewing	Student
Amanda Mardis		HCA Healthcare	Shaunta Brown	Student
Betty Cobbs		HCA Healthcare	Taylor Fenn	Student
Nathan Chapman		HCA Healthcare	Unau Locklear	Student
Nicole Joseph		HCA Healthcare	Sophia Heath	Student
Iris Melecio		HCA Healthcare	Lori College	Student
Brian Mahaffey		HCA Healthcare	Michael Tate	Student
Ryan Anchia		HCA Healthcare	Erica Hunt	Student
Brooke McCullough		HCA Healthcare	Melissa Cornett	Student
Sara Naff-Mio		HCA Healthcare	Jacqueline Cruz-Deodanes	Student
Michelle Walter		HCA Healthcare	Ren Gaines	Student
Tracy Perry		HCA Healthcare	Tyzhaya White	Student
Shawna Carter		Atrium Health	Matthew Hardee	Student
Jessi Ayers		Central Carolina Hospital	Susan Green	Craneware
Lacey Williams		Intermountain Healthcare	Brittney Bergmeyer	Trinity Health
Joe Stefanski		Kode Health	ANGELA SLOAN	Trinity Health
Sarah Coats		Mayo Clinic	Shaquasia Greenwood	Trinity Health
Layla Russo		MUSC	Kurt Gessaman	U.S. Bank
Kirk Bleavins		MUSC	Tyler Olarte	UNC Healthcare
Ken Leonczyk		Optum	Nicholas Latta	UNC Healthcare
Patricia Stamm		Scotland County Mem. Hospital	Karin Mabe	UNC Healthcare
Michelle Lewis		St. Luke's Health System	Sheena Ingram	Wake Forest Baptist
Janhvi Dudwadkar		Strata Decision Technology LLC	Colleen Thedieck	WakeMed
Solvakia Lemon		Student	Holly Brown	Wayspring

# Highlights from the 2024 Annual Conference

The NCHFMA Annual Meeting held in Pinehurst, NC in February was a resounding success with over 150 attendees participating in educational sessions, collaboration, and networking. The event featured a panel of financial experts addressing critical pain points in the healthcare industry, including Payor Compliance, the No Surprises Act, and Workforce Strains. Renowned artist William Mangum delivered an inspiring speech on "The Art of Making a Difference".



Participants also enjoyed a day of golf at Course #5 and engaged in a 1950s-themed best-dressed contest at the 70th Anniversary Celebration, Shake Rattle n' Roll. The event was a testament to the dedication of the leadership team and volunteers in creating a memorable and impactful gathering for all participants.

# 2024 Food Drive

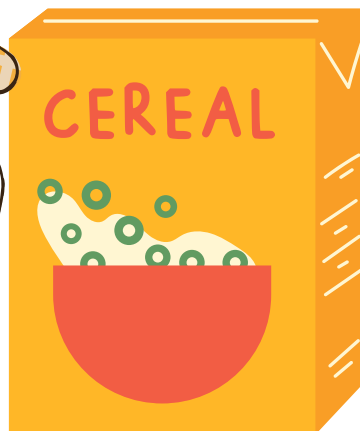
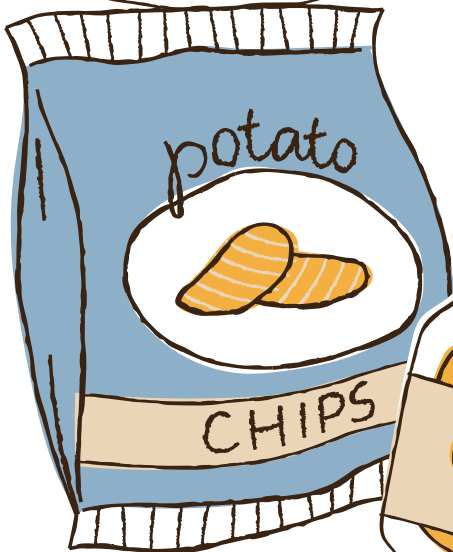
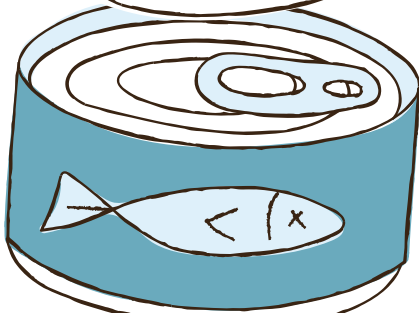
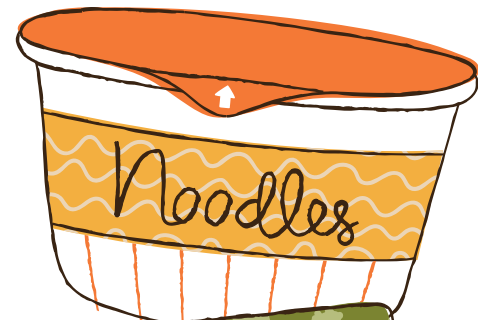
It's our 70th anniversary, and to celebrate we want to provide 70,000 lbs of food for local food banks in 2024!

To accomplish this goal, we will be accepting donations (both food and monetary) at our in-person events throughout the coming year.

So far this year, we have collected 32,318 lbs... almost halfway to our goal, and it's only April!



Thank you in advance for your help as we do our part to help those in need across our state.



# Member Spotlight

Charity Brown

Program Manager III, Patient Financial Services  
Atrium Health Wake Forest Baptist



Our member spotlight is Charity Brown, Program Manager of Patient Financial Services at Atrium Health Wake Forest Baptist. Charity joined HFMA about five months ago and has begun volunteering for the Communication Committee. She joined to form new relationships and expand her healthcare knowledge, while giving back to the Healthcare Community.



Charity has had a remarkable tenure of 16 years at Atrium Health Wake Forest Baptist, and her journey is one of evolution and dedication. Initially joining as a Shipping and Receiving Clerk at the Book Store, she transitioned after eight months to a Cash Posting role, where she remained for five years, laying the groundwork for her future in Revenue Cycle.

In 2013, Charity found her stride when she joined the Customer Service Team, thriving in a role that allowed her to excel. Surrounded by inspiring mentors like Jennifer Gentile, and Stephanie Thompson, she found unwavering support and guidance. Jennifer, who served as her manager, nurtured Charity's growth until her transition to IT, while Stephanie continuously championed Charity, urging her to reach her full potential.

In 2019, Charity embarked on a new chapter as the Program Manager of Patient Financial Services, a role that broadened her horizons significantly. Under the leadership of Anthony Cunningham and Jon Wright, she spearheaded the creation of a Vendor Manager Program encompassing 32 vendors. This initiative, aimed at enhancing performance and reducing cost, yielded impressive results, shifting 57% of vendors from below target to meeting or exceeding expectations, and reducing spend by \$8.1 M as a percentage of NPSR.



# Member Spotlight, Continued

Charity Brown

Program Manager III, Patient Financial Services

Atrium Health Wake Forest Baptist

As Program Manager, Charity seized opportunities to lead four Vendor Implementations, and Accounts Receivable Reduction Project resulting in almost 8% reduction in Aged AR, and an Underpayments Project, yielding an ROI north of \$2M. During her Program Manager role, she had the opportunity to build relationships and form friendships with teammates, leaders, and partners that will last a lifetime.

Outside of Charity's career she's a wife of 16 years to her husband Cory. They share three daughters, Savannah (16), Chloe (13), Delilah (3). As a family they enjoy camping and traveling to somewhere new each year. In 2021, the family took a cross-country trip from North Carolina to California, traveling for 18 days. It was a trip they would take all over again. Charity likes to wind-down each day by playing 30-minutes of Candy Crush.



Interested in nominating someone for a future NCHFMA Member Spotlight?!  
Contact Ashley Sanders, NCHFMA Communications Director, for more information:

*Ashley Sanders*  
*ashley.sanders@revecore.com*  
*704.277.0541*

# Upcoming Events

## In-person Events:



hfma  
north carolina chapter

*Women  
Lead  
HERE*

**2024 NCHFMA  
Women's Conference:**

*Women's  
Leadership  
in Full Bloom*

**Tuesday, May 21, 2024  
WakeMed Cary**



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**NC HFMA  
2024 Summer  
Meeting**

• Navigating the Healthcare Horizon •

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MYRTLE BEACH | AUGUST 21 - 23, 2024

## Virtual Events:

**Health Insurance Institute**

April 16 - 17, 2024

# Compliance Corner

John Lloyd, CHFP, CRCR  
NCHFMA Compliance Chair  
SVP, Strategic & National Account Management  
ClearBalance



## Back to Basis: Being Healthcare Compliant in 2024

To be healthcare compliant in 2024 simply means to “follow the laws and standards established in the healthcare industry”. Let us get back to basics and review HIPAA guidelines as they relate to technical, physical, and administrative guidelines.

Being a healthcare compliance leader in the healthcare industry means it is your responsibility that every level of your organization follows the compliance rules and that they are acknowledged and understood by everyone in the organization. It means that you, as a leader, safeguard patients and ensure the privacy of their data, executing each step of the process with low risks of a data breach while ensuring the efficiency of your healthcare organization.

### [HIPAA guidelines](#)

HIPAA is a well-known term among healthcare developers which stands for the Healthcare Insurance Portability and Accountability Act. HIPAA is a US law established in 1996 to enforce data security measures protecting patients’ medical information. This Act regulates the processing of protected health information (PHI) by any organization working in the US market. All information produced, saved, transferred, or received in an electronic form is called electronic protected health information (ePHI) and is covered under the HIPAA security law.

If you are working internally at your medical facility or if you are working with a business entity or associate who is accessing/storing PHI, it must adhere to HIPAA regulations. Otherwise, you are risking facing legal consequences for your organization and compromising patient privacy and security.

### [HIPAA Technical measures](#)

1. Access control - Access to the PHI should be available to authorized personnel only. To comply with this request, using a password, PIN code, security token or key, or biometric data such as fingerprints or voice detection can be effective security options.
2. Audit control - All actions involving PHI or data changes that may have happened must be recorded, whether through hardware, software, or procedures meant to track and record any activities in the system and audit them.
3. Integrity control - All data must be protected from any damage or changes. Whether access is authorized or not it is essential to identify all access and develop an integrity policy.
4. Transmission security - To prevent unauthorized data access it is necessary to implement technical security measures while all PHI transmissions are undergoing.

# Compliance Corner

*Continued...*

## Physical HIPAA measures

Examples of required physical safeguards include:

1. **Facility access control** - Ensuring that only authorized personnel have access to the facilities of a designated organization.
2. **Workstation security measures** - Access to PHI-enabled devices must be controlled. It is commonly done through video surveillance, locks, security systems, and mobile data deletion when employees leave the organization. With the increase in work-from-home team members remote monitoring has become required to ensure patient security and adhere to compliance standards.

## Administrative HIPAA measures

If your organization uses HIPAA-compliant software on the project, these measures will define its proper management.

1. **Information access management** - Access to the PHI needs to be ensured with minimum disclosure. Resolute staff should access PHI only when necessary for providing services.
2. **Risk analysis** - It is necessary to identify how PHI is processed and analyze potential risks. The development team should provide a software owner with a clear understanding of data usage practices.
3. **Security personnel and training** - After launching the software, security should be ensured through staff training to protect the system from unauthorized access or cyber-attacks.
4. **Data security assessment** - Your organization should organize periodic security checks to ensure HIPAA compliance continuity.

## The General Compliance Program Guidance (GCPG)

The GCPG is a reference guide for the healthcare compliance community and other healthcare stakeholders. The GCPG provides information about relevant Federal laws, compliance program infrastructure, OIG resources, and other information useful to understanding healthcare compliance.

The website for the GCPG is located at <https://oig.hhs.gov/compliance/general-compliance-program-guidance/>

As 2024 continues to unfold we will continue to be exposed to escalated cybersecurity risks and data privacy concerns. Identity protection expectations will be a significant issue for healthcare leaders, who must safeguard their organizations and protect the information they collect, process, store, and manage from unintentional exposure. Keeping healthcare compliance procedures current is essential to ensure regulatory adherence, patient safety, and the overall integrity of healthcare practices.

# EDUCATIONAL ARTICLES



*2024 Financial Trends in Healthcare*

*- Elevate PFS*

*Navigating the Future: Healthcare After the  
Change Cyber Attack*

*- Savista*

# 2024 Financial Trends in Healthcare

Submitted by Elevate PFS

As 2024 gets underway, the healthcare industry continues to ride the wave of technological advances. The widespread adoption of new and exciting technologies such as generative artificial intelligence bodes well for healthcare organizations and their patients, making the delivery of healthcare better, smarter, and faster.

But even as healthcare organizations seek to optimize efficiencies and improve patient outcomes by becoming more technologically robust, the industry still faces financial challenges in the aftermath of the COVID-19 pandemic and the subsequent rise in inflation. From ever-increasing medical costs to business mergers and acquisitions to outsourcing staff and investing in cybersecurity, below are five financial trends that are set to shape the economic landscape of healthcare this year.

## 1. Rising Healthcare Costs

The rising cost of healthcare has long been a concern for the U.S., and 2024 promises more of the same. Healthcare costs are expected to climb by 7%, which is a bigger jump than in the previous two years.<sup>1</sup> A recent Price Waterhouse Coopers report identified two factors contributing to higher costs—renegotiated payer and provider contracts and the soaring price of pharmaceutical drugs. In response to an inflationary economy, hospitals and doctors are expected to seek higher rate increases more frequently in their contract negotiations with healthcare payers.

Payers are also experiencing inflationary pressure due to the mounting median cost of specialty drugs and the increasing prices of existing drugs. With new cell and gene therapies being granted faster approvals by the FDA, pharmaceutical costs are expected to rise in 2024. For example, the first-ever gene therapy approved to treat adults with hemophilia B is priced at \$3.5 million for a single dose.<sup>2</sup> And while this extreme level of drug pricing is rare, the overall upward cost trajectory of medical care places a high financial burden on healthcare systems, payers, employers, and patients. To address these challenges in the new year, healthcare organizations must implement innovative cost containment strategies and leverage technology to operate more leanly.

## 2. More Mergers and Acquisitions

The COVID-19 pandemic temporarily brought the trend of mergers and acquisitions in the healthcare sector to a halt. However, 2024 will likely see a strong resurgence in merger and acquisition (M&A) activities. And while there have been several high-profile health system M&As, smaller systems are also getting in on the action. Healthcare organizations of all sizes are increasingly recognizing the benefits of consolidation, not only in terms of cost savings but also in the ability to provide more comprehensive and integrated care to patients. For example, venture capital firm General Catalyst (GC) recently announced its plans to acquire the Ohio-based nonprofit Summa Health, one of the state's largest integrated healthcare delivery systems. GC aims to convert Summa Health to a for-profit system as part of a long-term journey to reshape and improve the future of care delivery—a journey characterized by a committed shift to value-based care and access to new revenue streams, resources, and innovation.<sup>3</sup> It is noteworthy to see healthcare systems tap into venture capital to strengthen their organization and advance healthcare delivery.

# 2024 Financial Trends in Healthcare

Continued...

Deloitte's annual healthcare outlook survey revealed that 86% of C-suite executives believed M&A would play some role in their 2024 strategy.<sup>4</sup> In terms of how significant a role it will play, 33% of executives said M&A would have a "great impact" and 53% stated it would have a "moderate impact" on business operations.

To expand their reach, some of the larger healthcare organizations have even acquired or partnered with businesses in the technology, telecom, and retail sectors. One such example of a "hybrid" M&A is Amazon's acquisition of One Medical, a virtual and in-office health service that provides preventive care and chronic care management for common illnesses. The e-commerce giant acquired One Medical to "deliver exceptional health care to more people to achieve better health outcomes, better care experiences, and more value."<sup>5</sup> These types of strategic mergers can give organizations a competitive edge as they attempt to meet the demands of a more knowledgeable and digitally empowered healthcare consumer.

### 3. Workforce Shortages and Burnout

Post-COVID, in the face of workforce shortages and clinician burnout, provider retirements, and increased competition for talent, attracting and retaining skilled healthcare professionals is a significant concern for healthcare organizations. Providers' revenue cycles suffer from a lack of qualified staff. More than half (57%) of health system executives polled in the Deloitte survey expected talent shortages and workforce challenges to impact their organization's strategy in 2024.<sup>4</sup> These worker shortages wreak a heavy financial toll on healthcare organizations: according to data published by Syntellis and the American Hospital Association, contract labor expenses for hospitals shot up 258% from 2019 to 2022.<sup>6</sup>

To counteract shortages, many healthcare organizations are offering candidates attractive compensation packages, flexible work schedules, and talent development programs to enhance employee satisfaction and well-being. At the same time, several hospitals and health systems have been forced to reduce their workforces or eliminate jobs due to financial and operational difficulties. In fourth quarter 2023, at least 96 health systems reported job cuts. The healthcare and products industry, which includes hospitals and product manufacturers, announced 57,758 cuts through November 2023, an increase of 99%.<sup>7</sup> As the year 2024 unfolds, healthcare leaders will continue to walk the fine line between the need to fill critical frontline positions and reduce the number of redundant workers.

### 4. Employee Outsourcing

In response to shrinking budgets and flat profit margins, some healthcare organizations are turning to outsourcing to lower costs. The global healthcare business process outsourcing market was estimated to be worth \$296.4 billion in 2021 and is poised to reach \$468.5 billion by 2026, growing at a CAGR of 9.6% from 2021 to 2026.<sup>8</sup> The main incentive for the booming healthcare outsourcing industry is cost efficiency. Healthcare systems can save as much as 30-60% on costs by outsourcing.

# 2024 Financial Trends in Healthcare

Continued...

The most common outsourced healthcare functions include medical coding and billing, medical transcription, claims processing, virtual healthcare assistants, and healthcare customer support. A 2022 study found that healthcare providers have a significant interest in outsourcing their RCM processes, with 61% of providers expecting to make greater use of external parties for offering patient financing options in the wake of lingering disruptions following the pandemic.<sup>9</sup>

One survey of more than 500 hospitals and inpatient organizations conducted by Black Book Market Research revealed that 90% of healthcare executives, in response to financial pressure triggered by value-based care reforms, were exploring cost savings through relationships with third-party vendors.<sup>10</sup> In the current economic environment, a growing number of decision-makers view outsourced workforce solutions as a viable means of stabilizing their organization's balance sheets.

## 5. Investments in Cybersecurity

Because of the widespread deployment of electronic health records, safeguarding patient data is a top-of-mind issue for healthcare IT decision-makers. In 2022, the global healthcare cybersecurity market size was estimated at more than \$17 billion and is expected to surpass \$81 billion by 2032.<sup>11</sup> Financial investment in cybersecurity technology is a business requirement necessary for healthcare organizations to survive and thrive.

The implementation of robust cybersecurity measures is also a fundamental necessity for protecting patient data and privacy, complying with regulatory mandates, maintaining public trust, and ensuring the integrity of healthcare systems. The 2024 Health System Digital & IT Investment Trends report indicates that more than 85% of healthcare organizations are proactively increasing their 2024 digital and IT budgets with a top investment priority being cybersecurity.<sup>12</sup> As organizations invest more resources in becoming cyber resilient, they will strengthen their defenses against ongoing and future threats.

## Conclusion

Now, more than ever, healthcare organizations must use a multifaceted financial strategy that mitigates rising healthcare costs, explores the potential of mergers and acquisitions, manages staff shortages, leverages the outsourcing of administrative and clinical duties, and prioritizes investments in cybersecurity. The sum of these efforts will not only provide the linchpin for the financial viability of healthcare organizations but will contribute to a healthcare ecosystem that is resilient, innovative, and responsive to the dynamic needs of patients and stakeholders. The strategic alignment of financial initiatives with a commitment to patient-centric care will be instrumental in shaping a sustainable and thriving healthcare industry in 2024 and the years to follow.

### References

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# Navigating the Future: Healthcare After the Change Cyber Attack

Submitted by Olivia Britt, Sr. Client Success Director, Savista

The healthcare sector, entrusted with safeguarding patient well-being, has faced an unprecedented challenge in the wake of the Change cyber-attack. The ramifications of such a breach extend far beyond compromised data; they infiltrate the very fabric of healthcare delivery, patient trust, and industry resilience. As the dust settles and recovery efforts intensify, it's imperative to explore how healthcare may evolve in response to this transformative event.

The Change Cyber Attack characterized by its scale and sophistication, has left healthcare institutions reeling from its aftermath. Patient records, critical infrastructure, and operational systems have been compromised, disrupting care delivery and eroding trust in the healthcare ecosystem. Beyond the immediate chaos, the attack has exposed vulnerabilities in cybersecurity protocols and underscored the need for proactive measures to mitigate future threats.

**Immediate Changes and Remediation Efforts** In the aftermath of the Change cyber-attack, healthcare organizations are compelled to reevaluate their cybersecurity posture and fortify defenses against future breaches. Immediate remediation efforts may include:

- 1. Strengthening Cybersecurity Infrastructure: Healthcare institutions will invest in robust cybersecurity solutions, including intrusion detection systems, encryption protocols, and continuous monitoring tools, to bolster defenses against cyber threats.*
- 2. Enhanced Staff Training: Training programs will be intensified to educate healthcare staff on cybersecurity best practices, threat awareness, and incident response protocols, empowering them to be proactive guardians of patient data and organizational security.*
- 3. Heightened Vigilance: Continuous monitoring and threat intelligence sharing will become integral to healthcare cybersecurity strategies, enabling early detection and swift response to potential threats or breaches.*

**Long-Term Transformations in Healthcare** the Change cyber-attack catalyzes transformative change within the healthcare sector, prompting stakeholders to rethink traditional paradigms and embrace innovative approaches to safeguard patient care and data integrity. Anticipated long-term transformations include:

- 1. Shift Towards Resilient Healthcare Systems: Healthcare organizations will adopt a resilience-oriented approach, integrating redundancy, data encryption, and disaster recovery mechanisms into their infrastructure to minimize the impact of future cyber-attacks.*

# Navigating the Future: Healthcare After the Change Cyber Attack

*Continued*

- 2. Embrace of Digital Health Solutions: The adoption of digital health solutions, such as telemedicine platforms, remote monitoring devices, and electronic health records, will accelerate, driven by the need for secure, accessible, and interoperable healthcare delivery models.*
- 3. Focus on Cybersecurity Governance and Compliance: Regulatory bodies will enforce stringent cybersecurity standards and compliance requirements, mandating regular audits, risk assessments, and incident reporting to ensure healthcare organizations adhere to industry best practices.*
- 4. Collaboration and Information Sharing: Healthcare stakeholders will prioritize collaboration and information sharing, forming alliances with government agencies, cybersecurity firms, and industry partners to enhance threat intelligence sharing and collective defense against cyber threats.*

The cyber attack has irrevocably altered the landscape of healthcare cybersecurity, challenging traditional norms and catalyzing transformative change. As healthcare organizations navigate the path forward, resilience, innovation, and collaboration will be paramount in safeguarding patient care, data integrity, and industry trust. By embracing proactive cybersecurity measures and fostering a culture of resilience, the healthcare sector can emerge stronger and more resilient in the face of evolving cyber threats.

# NCHFMA Business Partners

As always, we extend our sincerest gratitude to our business partners for their continued investment in our Chapter. For further information or questions regarding partnerships, please contact Tom Henderson, Partnership Committee Chair:

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## Platinum



## Provider



Master of Management  
in Clinical Informatics

## Gold

AccessOne  
BDO  
EnableComp  
Knowtion  
Meduit  
R1  
SSI

## Silver

Bank of America  
Clear Balance  
Encore Exchange  
Experion  
Getix Health  
MDaudit  
Medlytix  
NCHA  
OiHealth  
Penn Credit  
Prestige Staffing  
Revecore  
Wakefield

## Bronze

Bull City  
Credit Solutions  
ElevatePFS  
EligibilityOne  
FCI RevCare  
Harris & Harris

Healthfuse  
Hollis Cobb  
KeyBridge  
Labcorp  
MDS  
Salud

SLG, Inc.  
TruBridge  
USA Senior Care  
Vispa  
Xtend