

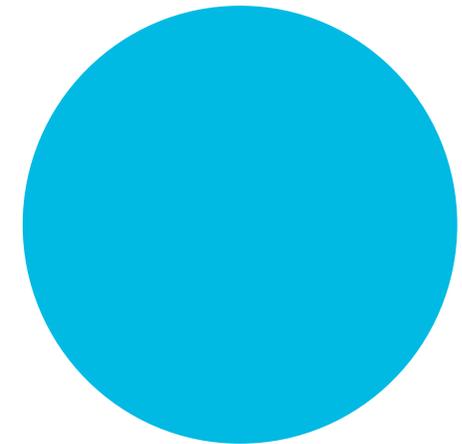


Annual review

2018/19

2018 2019

Vision, mission and values	03
President and Chief Executive's update	04
Highlights	06
Membership	07
Members' voice	08
Continuing professional development	09
Regional branch annual conferences	10
Policy and research	11
Qualifications	12
Healthcare Costing for Value Institute and HFMA networks	13
Being digital	14



Our vision, mission and values



Vision

Better quality health and social care through effective use of resources



Mission

Represent and support health and social care finance professionals through the influencing of health and social care policy, promoting best practice and providing high quality continuing professional development (CPD) and education.



Values

High-quality

We aim for excellence, continuous improvement, innovation and professionalism in all of our work.

Fair

We strive to do the right thing and be honest, open and independent.

Member-focused

We aspire to put members at the heart of everything we do.

Accessible

We aim to be friendly, caring, supportive and collaborative.



High-quality



Fair



Member-focused



Accessible

Update

From the President and Chief Executive

The year to 30 June 2019 was the second year of the current three-year strategy to 30 June 2020.

During the year further steps have been taken to deliver this strategy most notably with investment in the HFMA's qualifications and moving down the route of digitalising the HFMA offerings through improving the website and members app.

These developments have taken place alongside maintaining the volume and quality of the association's more traditional professional development and policy and research activities.

We are particularly pleased to be able to report that the HFMA's Diploma and Higher Diploma in Healthcare Business and Finance are now settled and highly respected level 7 qualifications with 99 students studying at 30 June 2019. Some of these students have moved on to study for the final stage of their MBA with BPP University and others are planning to do so once they have completed their higher diploma. During the year we have also launched our level 4 qualifications and, having

achieved National Training Provider status, we have started the development of a level 4 apprenticeship programme for aspiring finance professionals in the NHS.

We also run a highly successful Diploma in Primary Care Management for the National Association of Practice Managers (NAPC). At the end of June 2019 there were 123 students enrolled on this qualification.

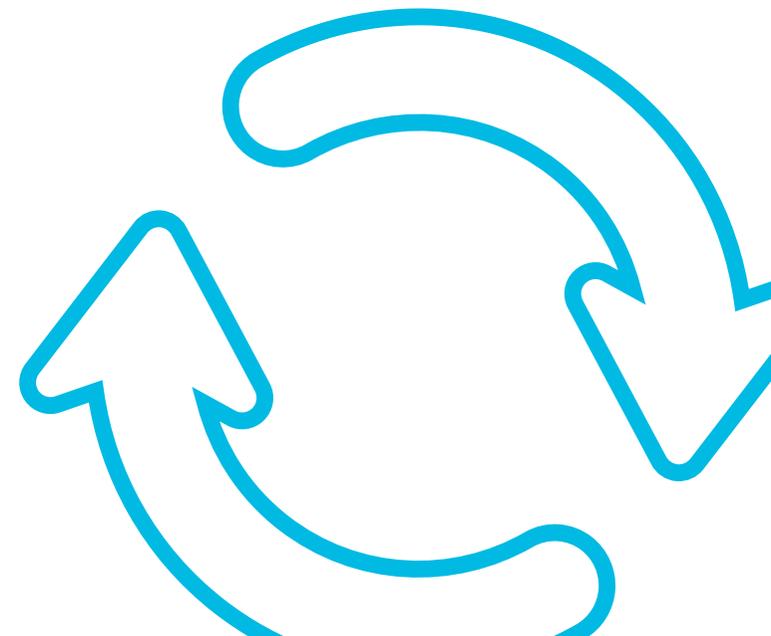
Although the development of the qualifications and the digitalisation of the HFMA's offerings have been a major focus of new investment in the year, we have not lost sight of our other activities, which also continue to go from strength to strength.

Our conference facility, 110 Rochester Row, remains busy and provides a presence in the centre of London. It also continues to contribute financially with a surplus in the year to 30 June 2019 of £187k providing a return on investment of 5%.

We continue to work closely with the private sector and would like to thank our friends on the corporate partner programme – all 20 of them – who provide

us with valuable resources without which we would not be able to run our central infrastructure. We would also like to thank all of our commercial supporters whether they are national or local businesses.

Our reason for existence is to support our members, the HFMA is delighted to be able to say that, at the end of June 2019, we had reached a record 15,716 members.



We recognise that our members continue to be under huge pressure at work as they help manage a health system that is itself under significant pressure. Over the past year the HFMA has been able to fulfil its charitable aims and support members and others in the NHS through:

- **208,324 hours** of CPD provided during year
- **140** local and national events
- **41** briefings and publications.

We ask attendees and users of all our activities to give feedback and over the last year we achieved an amazing 96% good or excellent feedback from events and 94% from everyone who undertook e-learning. We are very proud of this feedback.

During the year to 30 June 2019 we continued to host and be recognised as prime partner for Future-Focused Finance (FFF) and committed £100k of our resources to support the initiative. The HFMA has been delighted to give this support and help deliver the FFF programme of work.

The current financial strategy for the three years to 30 June 2020 recognises the importance of continuing to invest the association's resources to support the membership, while maintaining current levels of reserves, rather than increasing them.

For the year to 30 June 2019, the result was a small deficit of £33k, similar to the previous year where we had a deficit of £37k. The HFMA's reserves at the year-end stood at a healthy £4,385k.

As an association, the HFMA is fortunate to not only have a very professional and dedicated team of staff, but also a magnificent group of volunteers. These individuals work so hard in their free time whether they are committee or branch members, chairs or trustees. We are truly blessed to have such busy people in the NHS working so hard to make the HFMA the success it is.

Alex Gild was the President for the first half of the year. His theme 'Our NHS, Your HFMA, Brighter Together' was a welcome message embraced by the membership and the NHS finance function over the year. We would like to thank Alex for the positivity and measured professionalism he brought to the role over the year.

The theme for 2019, launched at the annual conference in December 2018, is 'Value the Opportunity'. This is a timely reminder of the importance of focusing on value in all that we do across all aspects of the NHS and the HFMA. We need to take every opportunity to improve outcomes and patient experience, while making best use of available resources.

Thank you for reading this annual review. If this inspires you to take part, please do not hesitate to contact us.



Bill Gregory
HFMA President



Mark Knight
Chief Executive

Highlights

Offering you more



Developed a new **level 4 qualification**, expanding our education offering

Achieved **approved apprenticeship training provider**, enabling us to offer apprenticeships in the future



E-learning and the **NHS Operating Games** achieved **accredited CPD status**

We continued to host and be recognised as **prime partner** for **Future Focused Finance (FFF)**

Engaging you in different ways

15,716

total members an increase of **+9.5%**

Combined **social media** audience in excess of



9,300

+26.9%

6,363

delegates attended our events



110 Rochester Row welcomed

13,664 delegates

Bringing you new and exciting content

We produced

14

Consultation responses

41

Briefings

65

Blogs

83

Videos

Membership

The HFMA is the only body for all healthcare finance professionals in the UK.

With its unique positioning, the association's membership offering has gone from strength to strength, providing constant support for NHS professionals. In the past year, the HFMA community has reached a record number – 15,716. When asked about their views, members responded overwhelmingly that the association continues to fulfil its purpose.

15,716
total membership
+9.5%

What do members think?*

91% will be **continuing** their HFMA membership

83% are **satisfied** with their HFMA membership

89% feel they get **value for money** from the HFMA

83% felt that being an HFMA member **adds value** to them and their development

84%

would **recommend** the HFMA to a friend

*Source: Member survey 2019

Members' views

“ The HFMA has **helped me through my career**. The magazine provides lots of information and I have found some of the articles vital.”

“ The **email alerts are useful** for keeping up to date with the wider NHS.”

“ The HFMA provides **good access** to CPD opportunities.”

“ **Extremely useful policy and research papers** and relevant email briefings and magazines.”

“ Please keep up the good work and the **independent voice** on our behalf.”

“ Really pleased to note how HFMA has evolved over the years, to become a **respected voice of the finance community** in the NHS, producing high-quality work and being proactive to capitalise on strategic opportunities.”

“ Not being in a finance role, I look to the HFMA to **support my understanding and knowledge** about health-related financial matters.”



Continuing professional development (CPD)

The HFMA is committed to delivering affordable continuing professional development opportunities.

The focus of the past year has been to develop new and affordable training that will support NHS professionals at all levels. The HFMA listened to members and their needs and relaunched the HFMA webinars, bringing free CPD to your desk. The introduction of the apprenticeship levy in 2017 has led the HFMA to become an approved apprenticeship provider and start developing a healthcare focused accountancy technician Level 4 apprenticeship.

96% of delegates rated events as **good** or **excellent**



Delivered a total of **208,324** CPD hours

140 CPD events were held, welcoming more than **6363** delegates



1,800 views

More than **1800 people** watched the HFMA free **webinars**



31 NHS Operating Game training sessions took place

The **NHS Operating Games** and **E-learning** achieved full accredited status with the CPD Standards Office.



124 NHS organisations subscribed to the HFMA's E-learning



Regional branch annual conferences



The HFMA's branches provide relevant local training and networking opportunities to the NHS finance community.

Scotland
The Scotland branch received **100%** good and excellent feedback from the **70 delegates** that attended their annual conference. Their theme was 'finance supporting transformation' and they had speakers share good practice from system working and clinical transformation.

Northern Ireland
The branch had record attendance at their annual conference. Speaker and Everest mountaineer Dr Hannah Shields inspired members at the annual Christmas Cracker event by sharing her story titled "Limits exist only in our minds".

North West
The North West branch had **138 delegates** attend their conference. The branch gained **76 new members** during the year!

West Midlands
The West Midlands branch held their second event in collaboration with HPMA to promote collaboration between finance and HR colleagues.

Wales
Once again the Wales branch collaborated with ACCA for their annual conference. They had **288 delegates** attend.

South West
The South West branch shared 'proud moments' from across the region at their annual conference, giving our members the opportunity to showcase best practice from their organisations. Elizabeth O'Mahony, CFO of NHS Improvement gave the keynote address at the conference.

Northern
The Northern branch sold out their annual conference with **220 delegates** attending. The event received **98%** good and excellent feedback. The branch established a network of 'HFMA champions' within the region.

Yorkshire & Humber
176 delegates attended the Yorkshire & Humber branch annual conference with **98%** excellent and good feedback. They had **51 delegates** attend their student conference with **93%** good and excellent.

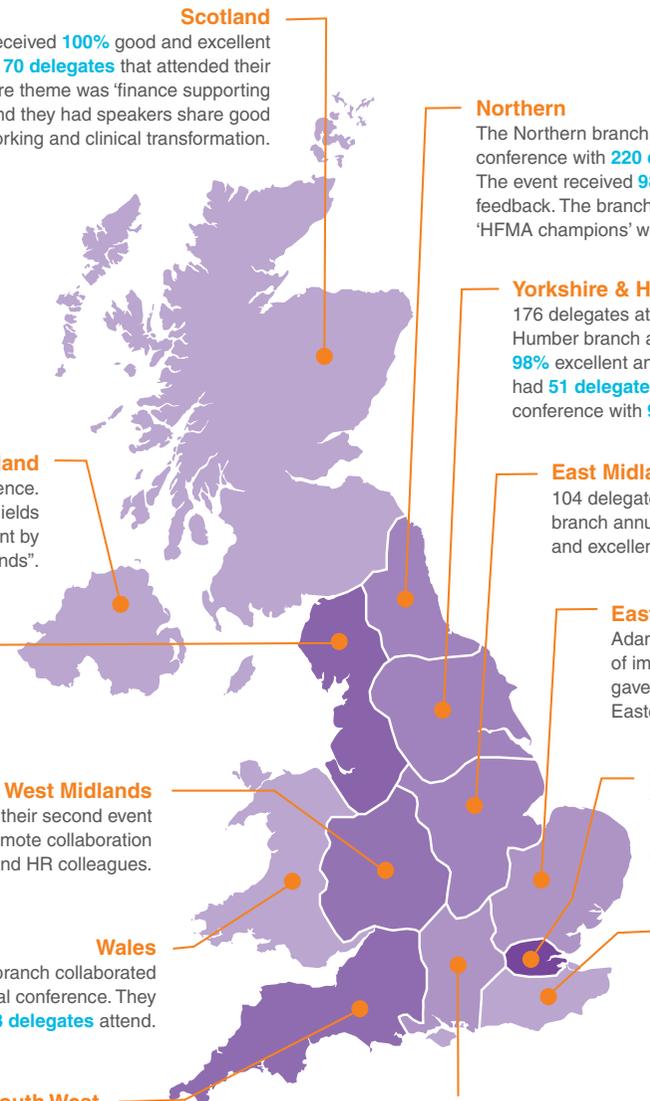
East Midlands
104 delegates attended the East Midlands branch annual conference with **100%** good and excellent feedback being received!

Eastern
Adam Sewell-Jones, executive director of improvement at NHS Improvement gave the keynote address at the Eastern branch annual conference.

London
The branch gained **93 new members**, making them the highest recruiting branch during the year.

Kent, Surrey & Sussex
Dr Pat Oakley gave delegates a policy update on ACOs impact assessment at the KSS annual conference, with Rt Hon Alan Johnson giving the final address.

South Central
The South Central branch had **111 delegates** attend their annual conference to hear about 'Collaboration in Action'. Representatives from NHS England and Improvement closed the conference by giving delegates a regional update.



Policy and research

The NHS landscape is changing and pressure on NHS resources continues.

The HFMA's policy and research work supports members to meet these challenges through a range of publications, briefings, articles, blogs, webinars and responses to relevant consultation papers.

To support healthcare professionals to adapt to the upcoming changes, a proportion of the policy and technical work in the past year aimed to strengthen understanding of the NHS long-term plan. We also reviewed the capital regime in *NHS capital – a system in distress?*

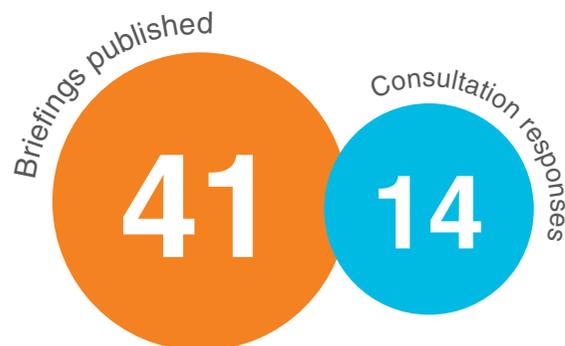
What do members think about the HFMA policy and research work?

92% think the HFMA's policy and technical work is high or **very high quality**

72% use the HFMA as a **source of guidance** or information often or very often

“ I find the content of everything available is relevant and up to date.”

Keeping members informed in 2018/19



More people engaging with policy content

54,100 Page views

+28% unique web views



Qualifications

The HFMA Academy continues to deliver a unique, healthcare specific programme of professional qualifications to the NHS and healthcare community.

During the year, the association has built on the existing masters level qualifications in healthcare business and finance and the diploma in advanced primary care management – launching the level 4 intermediate qualifications in healthcare business and finance. This development extends the reach and accessibility of the HFMA's dedicated healthcare qualifications to even more professionals at different stages in their career.



I love it, love it, love it, it has made me think differently on so many levels and also helped me to accept the complexity of 'wicked problems' and leadership."

Growing our reach

402 registered learners studied with the **HFMA Academy**



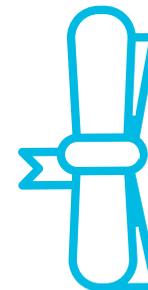
45 new graduates joined the **HFMA alumni community**

11 learners progressed to the final stage MBA with **BPP University**, gaining entry with an **HFMA higher diploma qualification**

Enhancing the learning experience

19 tutors working for the **HFMA Academy**

02 new modules developed and piloted



123 students enrolled in **diploma in primary care management** for the National Association of Practice Managers (**NAPC**)

Healthcare Costing for Value Institute and HFMA networks

The Healthcare Costing for Value Institute and the HFMA networks play a central role in the association's technical program, delivering events and working on policy and research issues.

The biggest event that the networks hosted was the summer conference – a joint event between the Provider Finance and Commissioning Finance faculties. This was the first speaking engagement for Julian Kelly, the newly appointed chief financial officer at NHS England and NHS Improvement. The event received **100% good or excellent feedback**.

Healthcare Costing for Value Institute

85% of Institute members say that the Institute has **contributed to costing improvements** in their organisation

HFMA networks



Provider Finance

5 Events
269 delegates
96% positive event feedback



CNL

4 Events
121 delegates
93% positive event feedback



Commissioning Finance

4 Events
154 delegates
96% positive event feedback



Mental Health Finance

4 Events
125 delegates
95% positive event feedback



CEO Forum

1 Events
33 delegates
100% positive event feedback



Being digital

With its social media presence, two apps that support members and event delegates, and expanding video content, the HFMA is embracing the latest digital trends.

In the past year, the social media channels have increased their reach, providing a digital door to the HFMA's services, as well as a valuable networking opportunity for members. The video content produced featured prominent figures from the NHS and beyond, including, Kriss Akabussi, Prof Tony Young, Rene Carayol and Claire Murdoch. To provide an enhanced user experience, the association also invested in a redesign of its myHFMA member app, which provides the latest healthcare finance news.



myHFMA app

 **+87%** more users

Events app

3,613 people have used the events app **x3 increase**

Being social

A total audience of

9,372 across the main **HFMA social media** accounts **+26.9%**

341 hours of **HFMA YouTube** content watched **+86.3%**


83
videos produced

-  @HFMA_UK
-  HFMA
-  @HFMAUK



About the HFMA

The Healthcare Financial Management Association (HFMA) is the professional body for finance staff working in healthcare. For 70 years it has provided independent support and guidance to its members and the wider healthcare community.

It is a charitable organisation that promotes the highest professional standards and innovation in financial management and governance across the UK health economy through its local and national networks. The association analyses and responds to national policy and aims to exert influence in shaping the healthcare agenda. It also works with other organisations with shared aims in order to promote financial management and governance approaches that really are fit for purpose and effective.

The HFMA is the biggest provider of healthcare finance and business education and training in the UK. It offers a range of qualifications in healthcare business and finance at undergraduate and postgraduate level and can provide a route to an MBA in healthcare finance. The association is also an accredited provider of continuing professional development, delivered through a range of events, e-learning and training. In 2019 the HFMA was approved as a main training provider on the Register of Apprenticeship Training Providers and will be offering and developing a range of apprenticeships aimed at healthcare staff from 2020.

HEA.FIN.387 09/19

www.hfma.org.uk