



The Rainmaker
Companies

HCAA COMMUNITY

A platform for industry focused professionals
who are serious about client growth and service

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About HCAA

The National CPA HealthCare Advisors Association (HCAA) is a nationwide network of Practice Leaders and their Growth Teams who are committed to growing their practice, providing impactful advisory services to clients, and improving the depth and expertise in the matters that are most important to Healthcare providers. HCAA members work collaboratively to build leading accounting practices in their individual markets by exchanging information, ideas, resources and technical expertise to serve the changing needs Healthcare clients in valuable ways.

HCAA members collaborate in many ways to capture return on investment from membership. Consider these 'real' scenarios:

- Connecting at a conference breakfast a member shares with others information about a new service their team is offering clients that allowed them to win 2 proposals in the last six months. Another member asks more questions about the service and discovers that they can work with this member and offer the service to at least 3 clients.
- New healthcare regulations come out and several members in the group send information out on the group listserv and make everyone aware of the changes taking place, saving hours of time for many members who no longer have a need to conduct their own research.
- A member receives information from the group a unique aspect to the tax code benefiting healthcare providers and can now proactively talk with clients before any competitors are able to.

HCAA Mission, Vision, and Core Values

Mission:

The National CPA Health Care Advisors Association (HCAA) is a national network of CPA firms serving physicians, dentists and other health care service providers. The primary purpose of the organization is to provide its members with resources in education and marketing as well as foster networking among members high-quality, comprehensive business advisory services to HCAA members and the clients they serve.

Vision:

The Executive Committee of the National CPA Health Care Advisors Association (HCAA) envisions the following for the organization:

- Membership representation in all defined geographic territories
- Provide member value, which leads to increased member involvement
- Be the premier organization for CPAs who serve physicians
- Strong financial standing for the organization

Values:

- Knowledge & Information
- Industry Expertise
- Valuable Resources
- Integrity
- Reciprocal Networking
- Participation
- Excellent Reputation

Therefore, all membership experiences, as well as interactions with prospective members, vendors, and the general public, will seek to uphold these values. In doing so, the leadership believes that the true membership experience in the HCAA will be rewarding and valuable. As these values reinforce the core reason for the organization to exist, they are central to the membership experience and the organization's brand.

Membership Benefits

Any person's success, at least in part, comes through relationships. It's the people you know who can help you grow. At the core of HCAA is the intersection of people and perspectives, which is where diverse ways of thinking drive groundbreaking ideas, elevate practice leaders, and help people identify new, better, more successful pathways for their practice.

Belonging to the HCAA helps you:



Member Events

Professional relationships become valuable, trusted, and reliable when time is invested in getting to know someone, understanding their story, and realizing how the relationship can be leveraged to help one another generate ideas, share information, and provide new perspectives to practice growth and development. Opportunities to build and maintain these relationships with HCAA members can be found in the following ways:

SuperConference

- HCAA's spring meeting takes place at the SuperConference, which is the largest niche focused event in the industry. Six niche tracks (including Healthcare), practice management, technology, and more are available at the spectacular event.

NicheWorks

- This fall meeting gives members of the HCAA the opportunity to dive deeper and connect with fellow members about current trends, opportunities, and challenges that affect their niche practice and their clients.

National Speakers

- Members drive every powerful agenda and topic at all group events. Rainmaker and members partner to find the best, most relevant speakers to deliver informative presentations to the membership.

Member Roundtable Call and Discussion

- Member roundtable conference calls are a powerful way to interact and share best practices, ideas, and solutions with peers. From the roundtable members take away different perspectives from, learn more about members and their markets, understand how to better leverage various expertise, and determine where your team may need to close the gap and even where you are ahead of the curve.

Member Tools and Resources

Membership in the HCAA provides additional tools and resources for you that help leverage your work, improve response time for client questions, provide valuable information, and expand your capabilities for serving clients.

Listserv

- A member once said that the “listserv is worth the price of admission”. It is a private communication service that allows members to communicate with one another, help solve each other’s most complex client issues, and distribute valuable industry information.

Member Directory

- Members’ most valuable resource is each other. All Members' practice area information and individual biographies and expertise can be found at the member website www.HCAA.com.

Website Toolbox

- Members commit to providing articles, tools, and templates that are placed in the member resources area or ‘Toolbox’ for contributing members to use. Rainmaker also provides many growth-based tools and templates for the toolbox.

Resource Members

- The Rainmaker Companies is proud to partner with Resource Members – organizations dedicated to our mission of helping members grow.

Member Training

Conferences

- All sessions at the HCAA conferences are CPE accredited and industry focused.

Webinars

- Training through webinars is delivered monthly on a range of topics such as industry growth, leadership development.

Grow and Develop Team Members

- Membership provides an environment where Practice Leaders' team members share in, and contribute to, industry specific information, ideas, and a network of Healthcare professionals that promotes learning and development. It is a solid platform for developing team members into Practice Leaders.

Healthcare Bootcamp

- Members of HCAA can offer younger team members added training through a Healthcare Bootcamp as they work to arm staff with the knowledge and skills they need to serve healthcare clients in more valuable ways.

Practice Growth

Healthcare Growth Teams Program

- The Healthcare Growth Teams Program™ is designed to build and equip high-performance core teams to drive the strategic growth of your practice area.

Member Practices Survey

- Members share information about their practice such as practice area revenue, size of client base, differentiating services, team size, and other metrics that allows members to learn from each other about how firms are growing their practice and what is taking place in markets around the country.

Rainmaker Consulting Calls

- The Rainmaker Companies consults with firms nationally and internationally on practice growth. Members are able to access (free of charge) Rainmaker consultants and trainers on a wide variety of topics related to the growth of their practice.

Grow Your Brand in the Industry

Becoming a 'go to' healthcare advisor in your market (or nationally if that is your desire) requires an investment, a dedication, and a platform to display your expertise. Membership in the HCAA provides unique opportunities, and a stage, for you and your team to create and deliver content, increase your stature among other professionals, market your services, and reveal your passion to industry stakeholders.

National Speaking Opportunities

- Speaking to audiences to deliver valuable information is one of the best ways to gain a reputation as a thought leader in the industry. Every member has an opportunity to deliver valuable information to their colleagues through presentations at national conferences, webinars, and other group gatherings. The same presentations can often be leveraged to deliver to your marketplace.

Article Submission for National Distribution

- Writing articles for national distribution through our quarterly newsletter and group website is a terrific way to increase your profile and ability to become 'famous in the industry'.

Creation of a Practice Area Web Page

- Promote your firm's expertise in Healthcare through a custom webpage where you can upload articles, presentations, blogs, and more.

Creation of an Individual Web Page

- Each member is given a personal webpage to promote themselves as an expert in the industry.

Use of a Branded Logo and Content on your Firm's Website

- Healthcare providers like to know you have invested in their industry. The group logo and copy can and should be used on your firm's industry webpages.