



HFMA MAP Keys

Industry-standard revenue cycle benchmarking tool (MAP App) utilizing HFMA's 29 MAP Keys to measure and compare performance against peers.

<https://www.hfma.org>

Overview

The **HFMA MAP Keys** are a set of 29 strategic Key Performance Indicators (KPIs) developed by the Healthcare Financial Management Association (HFMA) to define and standardize revenue cycle excellence across the healthcare industry, including hospitals, physician organizations, and integrated delivery systems. The associated software product, the **HFMA MAP App** (now owned by CareCloud), is a web-based benchmarking tool that allows subscribers to track their performance against these MAP Keys using objective, consistent calculations.

The MAP App is a secure, online portal that facilitates peer-to-peer comparison and performance improvement. Key capabilities include:

Standardized Benchmarking: Measures performance against 29 industry-vetted MAP Keys, ensuring 'apples-to-apples' comparison.

Custom Peer Groups: Allows users to create highly customized peer groups for comparison based on over 147 demographic attributes (e.g., bed size, revenue size, payer mix).

Performance Tracking: Provides a dashboard, a revenue cycle scorecard, and monthly industry benchmarks.

Automated Alerts: Notifies users when performance slips in key metric areas.

Improvement Strategies: Offers proven practices, tools, and expert advice related to each MAP Key.

In October 2025, the MAP App was acquired by **CareCloud**, a leader in AI-driven healthcare technology. This acquisition is intended to expand the tool's core capabilities, particularly through the introduction of AI-driven insights, enhanced enterprise reporting, and synergies with CareCloud's existing SaaS-based ecosystem.

Key Features

- Revenue Cycle KPI Benchmarking (29 MAP Keys)
- Customized Peer Group Comparison
- Performance Dashboard and Scorecard
- Automated Performance Alerts
- AI-Driven Insights (Post-Acquisition)
- Enterprise Reporting
- Online Community/Networking

Pricing

Model: subscription

Subscription pricing is based on the annual net patient revenue for hospitals and health systems. A discounted rate of \$4,125 per facility was previously offered to Critical Access Hospitals.

Starting at: USD \$4125

Target Company Size: small, medium, enterprise

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