

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 534
Responses Received: 86
Response Rate: 16%

FY14 Overall High Satisfaction: 65%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 63%
Favorable/Unfavorable FY13 to FY14: 2%

FY14 High Satisfaction is composed of: 26% **Extremely Satisfied**
39% **Very Satisfied**

Online survey conducted by HFMA on behalf of the chapter.

Sample is composed of regular chapter members not listed as chapter officers or directors that have been HFMA members since at least May 31, 2013.

Survey Timeline:

First email request with link to online survey sent on October 29, 2013.

Second email with link to survey sent to non-respondents on November 7, 2013.

Final request to complete survey sent to non-respondents on November 12, 2013.

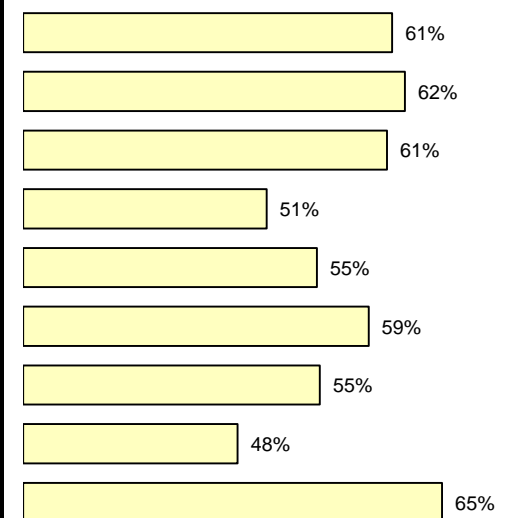
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Your Members' Satisfaction Ratings

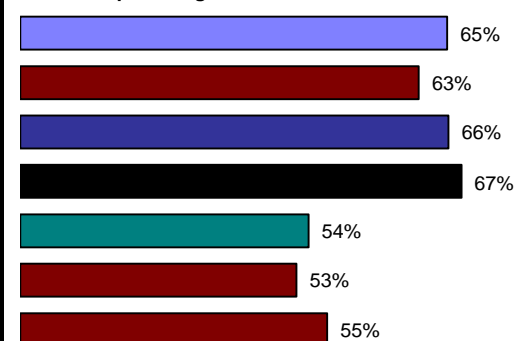
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Wisconsin Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	9%	30%	61%	59%	66%
The educational topics addressed at chapter programs	9%	29%	62%	50%	66%
The speakers at chapter programs	5%	34%	61%	53%	69%
The location of chapter programs	15%	35%	51%	52%	60%
The chapter's coverage of state and regional issues	6%	39%	55%	59%	67%
Chapter newsletter	7%	33%	59%	61%	66%
Chapter networking opportunities	8%	37%	55%	55%	62%
Chapter website	19%	33%	48%	49%	60%
HFMA chapter overall	2%	32%	65%	63%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Wisconsin Chapter - Overall High Satisfaction Trend	FY14	65%
	FY13	63%
	FY12	66%
	FY11	67%
	FY10	54%
	FY08	53%
	FY06	55%

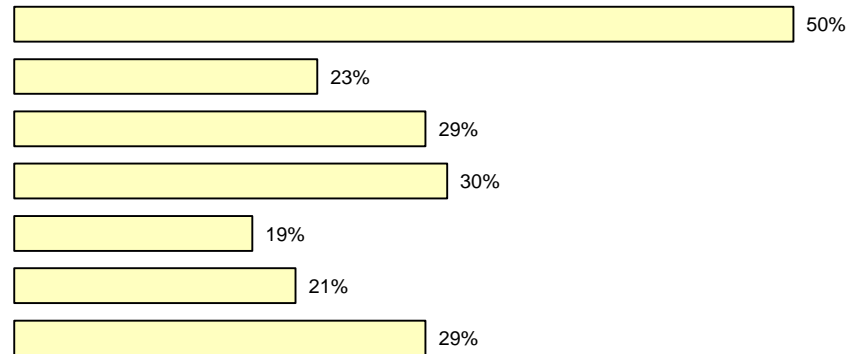
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Wisconsin Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	50%	58%	46%
The speakers at chapter programs	23%	22%	23%
The location of chapter programs	29%	31%	35%
The chapter's coverage of state and regional issues	30%	30%	31%
Chapter newsletter	19%	8%	14%
Chapter networking opportunities	21%	23%	30%
Chapter website	29%	29%	22%

Your Chapter's FY13 Percentage



The percentages in Table B1 will add to 200% because the results of the two questions in Table B2 are added together.

Table B2: Improving your chapter

	If you could select one service to improve in your HFMA chapter, which would it be?			If you could select one more service to improve in your HFMA chapter, which would it be?		
	Wisconsin Chapter		All Chapters	Wisconsin Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	29%	33%	26%	21%	24%	21%
The speakers at chapter programs	4%	6%	9%	19%	15%	13%
The location of chapter programs	16%	18%	21%	13%	13%	14%
The chapter's coverage of state and regional issues	14%	10%	13%	16%	20%	18%
Chapter newsletter	9%	2%	5%	10%	5%	9%
Chapter networking opportunities	11%	15%	16%	10%	9%	14%
Chapter website	18%	16%	11%	11%	13%	11%

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Topics of Interest to Your Members

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Wisconsin Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	1%	18%	81%	81%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	20%	36%	44%	44%
Trends in commercial payment	13%	39%	49%	49%
Alignment strategies among healthcare providers	8%	34%	59%	59%
Data analytics and business intelligence	13%	21%	66%	66%
Strategic planning, business plans, and service line planning	16%	36%	48%	48%
State legislative and regulatory update	6%	31%	63%	63%
State Medicaid program	20%	31%	49%	49%
Local payors and employers response to healthcare reform	13%	25%	62%	62%
Payor and provider collaboration	13%	25%	63%	63%
Impact of insurance exchanges	7%	20%	73%	73%

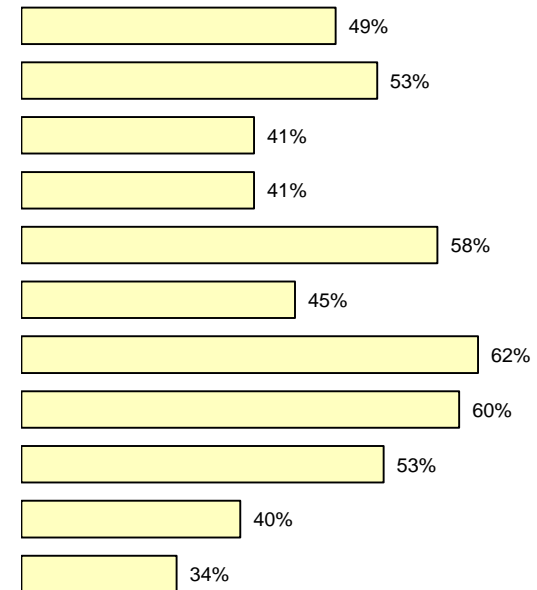
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Topics of Interest to Your Members (continued)

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

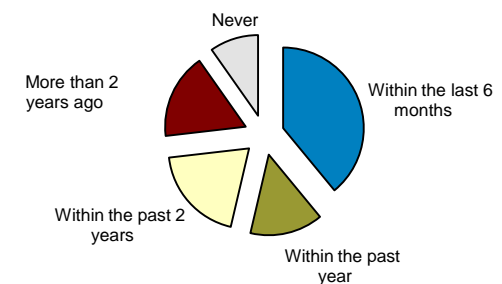
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Wisconsin Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	17%	35%	49%
Accounting and financial reporting	20%	28%	53%
Improving cash collection processes	21%	38%	41%
Denial prevention and management	25%	34%	41%
Changes in Medicare reimbursement policies	16%	26%	58%
Compliance with Medicare regulations	20%	35%	45%
New technologies in finance, revenue cycle, and clinical-financial integration	11%	27%	62%
Managing productivity and costs	14%	26%	60%
Leadership skills	14%	33%	53%
Implementing the conversion to the ICD-10 standard	25%	35%	40%
Strategies for collaborating with clinical areas	16%	49%	34%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Wisconsin Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	39%
Within the past year	15%
Within the past 2 years	20%
More than 2 years ago	17%
Never	10%



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If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	530	I understand you can not have a seminar in my "backyard" all the time but if it was in my backyard all the time I would be extremely satisfied.
< 6 months	530	The newsletters over the past year have been a little too over-produced with multiple fonts, extreme colors, etc., and they're a little distracting from the awesome content.
< 6 months	530	The website needs help. It is not an easy resource for finding meeting info or other event details. I would like to see the website as a better resource dashboard. The newsletter could be eliminated in paper format and done via email.
< 6 months	532	More events held on other days than Wednesdays. Also more events near Milwaukee when they are not held during regular business hours. Perhaps a "Southeastern WI" sub region with events that mirror other WI region sessions could be an option.
< 6 months	532	Would like to see more national speakers.
< 6 months	535	The chapter needs to attract more members who are employed by providers. I think the program content and locations have been fine, but the percentage of attendees that are with vendors is high. I am not sure what the solution is, but there needs to be an effort to change the composition of attendees at programs.
< 6 months	539	I'm a new member so I only have a short time and one conference to base my opinion on. / When I was looking for location info, handouts, etc. on the Fall Conference, I had to do a search because there wasn't a direct link on the first page which was surprising because there had to be more people than me looking for the same information in that timeframe.
< 6 months	540	More organization with communication. Location will be addressed with the shorter educational programs, but I felt the test educational programs weren't effectively advertised in my area the first go round.
< 6 months	544	I don't care for the new format of the newsletter.
< 6 months	544	When newer members attend events it would be beneficial for tenured members to introduce them to others in attendance. Also the various Board members can separate themselves throughout the room on the initial night and be an informal sponsor for all those at their table to get the event off to a good start for networking. The level of connection that the event starts with will set a high bar for the rest of the time during the various sessions at the event and break the ice on meeting new people.
< 6 months	546	Most of the educational opportunities tend toward the east side of the state. It makes it hard for those on the west side to attend. Also, having 3 major education events where there is hotel and conference expense is hard on providers on top of the mileage to get there. I believe a step in the right direction is being taken with the regional meetings but there still needs to be a wider spread of the locations. Keeping things to 1 day might make it possible for more to participate.
< 1 year	530	Would like to see more accounting education at programs.
< 1 year	532	Have more programs in the Milwaukee area considering that is where a large part of the membership is located.

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If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	532	I'm not unhappy with the offerings. I have not been able to take advantage of attending a lot of meetings in person because of budget constraints and conflicts with work requirements at certain times of the year. I try to take advantage of webinar opportunities whenever possible.
< 1 year	543	I enjoy going to the Chapter meetings - Wed & Thurs are harder for me to attend.. Monday & Tuesday sometimes would be better. The locations are hard to do sometimes also... Especially driving to Madison in January - not thrilled about that but still would like to go to the Mega conference. My reference to a lot of the topics is still very basic, low level.. some speakers speak "above my head". Even though I've been in Healthcare awhile, I don't have knowledge of many of the topics as those are "departmentalized" at our System. So having a few more "basic" level or entry level discussions/courses would be nice.
< 1 year	544	Educational topics are not consistent with my field of focus (non financial), so it is hard for the chapter to address my individual needs.
< 1 year	549	Provide more updates on the IPPS 2 Midnight rule
< 2 years	531	HFMA is everything I can expect it to be. I am in Long term care so education and networking are less effective for me, but they are better than the LTC industry provides currently.
< 2 years	539	Often times the topics are mostly geared toward the CEO/Director level. As an analyst, I am not in a decision-making position, and would like to see more of a mix of top-level topics vs. mid-level topics at an event.
< 2 years	539	The website used to be great, then it was all switched to LinkedIn or Facebook, neither of which I find very user friendly. I'm glad it is back to the traditional website but I don't find it as useful as it had been previously.
< 2 years	543	More education opportunities in Green Bay. I like the idea of shorter meeting times and fewer topics, but in order to attend a 2 hour or half day session, in order for it to make sense to attend, it has to be in the city we work in.
< 2 years	544	I would like to see WI participate in more regional events - several state chapters to drive at better speaker options, and more networking.
> 2 years	329	The chapter did more to keep retirees involved in the past! Especially those who served the chapter for many years.
> 2 years	535	Just haven't been able to attend, more to do with dates of meetings coming at same time as deadlines for cost report, budgets and year end work.
> 2 years	544	Focus is on hospital systems and large multi-organizations, would like to see more information on physician practices. Would like to see webinars clearly identified on type of organizations the information will be pertinent for.
> 2 years	546	Communication for chapter meetings/programs need to be more timely and the information more thorough. For example the Green Lake program did not come out until after the early bird deadline. The Mega Conference brochure does not mention if CPE credits will be available. Need to have this information well in advance of deadlines to have attendance approved by company.
> 2 years	548	I like that the webinars are offered. Meetings in central or northern WI would be nice.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	548	Minneapolis
Never	535	I have not been involved in the WI Chapter
#N/A	541	In my present position, I cannot attend the meetings as they usually run concurrent with year end processes and budget prep so, unfortunately for me, I cannot take full advantage of all the offerings I do think the information provided is timely

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Please describe any other topics that you would like to see your HFMA chapter address this year.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	539	I'd like to hear specific examples of local mergers, affiliations, to understand the pros and cons. I'd also like to hear how physicians and executives are doing in this changing environment. As far as I can see, they are still making out like bandits while the rest of us cut and do with less.
< 6 months	544	physician affiliation, compensation
< 6 months	606	A capital budget program speaker.
< 1 year	532	As healthcare reform and adoption of exchanges continues to develop, I see a lot of opportunity for updates on these items.
< 1 year	535	I would like the chapter to have a few breakout sessions for younger members that address career advancement and management skills (v. leadership skills).
< 2 years	539	Advanced Excel techniques, Excel based dashboards

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What would make your chapter's events so compelling that you would have to attend more frequently? Please also offer any other comments you would like to offer your chapter.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	530	Combination of location and agenda
< 6 months	530	The frequency lately has been scheduling problems and overall cost reduction in education and travel where I have to model the behavior I want to see so that means I can not attend everything I want to.
< 6 months	532	An increase in the ratio of providers to vendors. The last few sessions I've attended have been heavily skewed towards attendees that are vendors.
< 6 months	532	Wednesday's are not good for my schedule personally, so events held on virtually any other day would allow me to be more inclined to attend.
< 6 months	539	Guaranteed attendance ratio of more providers to vendors. I met more revenue cycle vendors than I ever wanted to meet. Nice people but they all really wanted to get to the decision makers in our organization so I didn't learn anything new from them. Post conference follow-up was persistent. Maybe that's part of the gig but I'm not used to being subjected to that.
< 6 months	540	I would like to see more participants from providers. I know this is hard to do, but maybe offering reduced conference fees for representatives from providers would encourage more involvement.
< 6 months	540	Options to review short video clips of current members describing the value they found in the group might draw others in.
< 6 months	544	Hot topic agendas. The last two Regional event agendas and the speakers have been GREAT! We have driven more hours than the actual event just to attend because of the topics being covered by reputable presenters. Unfortunately, we tend not to stick around for the networking because of our car ride home into the evening hours.
< 6 months	544	stellar education
< 6 months	546	Location and cost need to be closer and lower with a great agenda.
< 6 months	558	The chapter/board may need to rethink the traditional "on-location" meetings. We may need to do much, much more with webinars and try some virtual conferences like National HFMA does.
< 1 year	530	Location close to home and more accounting programs.
< 1 year	532	More Finance Specific Topics
< 1 year	535	My attendance at HFMA and other events has been severely hampered by a major building project. Once that pig has passed through the python, I will be back to more regular attendance.
< 1 year	543	Less time away from work would help... so maybe offer as a webinar or call in session also. Upper management needs to see value in my attendance also - so the topics can be a big influence of spending my time at one of the seminars/events
< 1 year	544	More applicable educational topics
< 2 years	531	I do like the online programs from National. Primarily have difficulty getting away from work for any extended period. Particularly when the education is more hospital based than long term care.
< 2 years	539	Location close to my hospital and must-see agenda
< 2 years	539	We only have a budget to send 1 member to each conference. I think you do a great job keeping the prices affordable, so keep up with the free webinars!

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Time since last attended an educational event	Zip Code first three digits	Comment
< 2 years	544	closer - I am located in Wausau area.
< 2 years	544	Joint with surrounding chapters
> 2 years	329	Reduced costs for long time retired members
> 2 years	531	Breakfast meetings
> 2 years	535	More of a conflict of meeting dates with deadlines based on our FYE. Sometimes being able to attend for one day, if location is close enough would tend to allow for attending more often.
> 2 years	544	More Physician practice topics.
> 2 years	548	Distance from my facility is a concern. If programs were closer then it might be possible to attend more often.
> 2 years	548	location
Never	537	New member and just haven't been able to make it to a meeting yet. Looking forward to it.