Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014

Sample Size:	**121**	
Responses Received:	**30**	
Response Rate:	**25%**	
FY14 Overall High Satisfaction:	**55%**	
FY14 Overall Balanced Scorecard Target:	**60%**	**or 5% Improvement over FY13**
FY13 Overall High Satisfaction:	**59%**	
Favorable/Unfavorable FY13 to FY14:	**-4%**	
FY14 High Satisfaction is composed of:	**17%**	**Extremely Satisfied**
	38%	**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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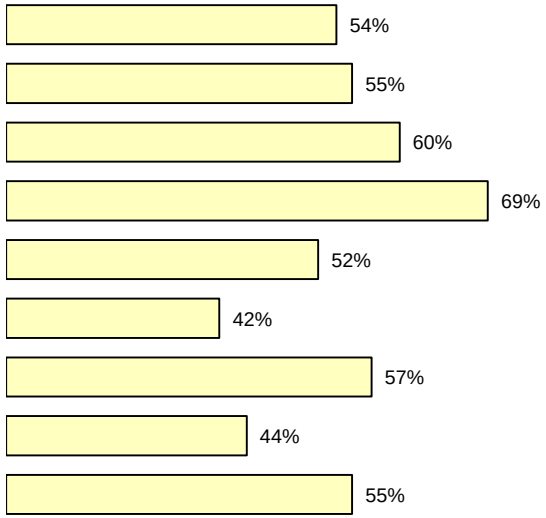
Your Members' Satisfaction Ratings

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

Table A: Satisfaction with chapter services

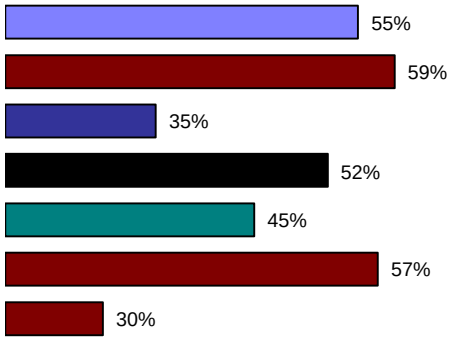
How satisfied are you with the following services offered?	Northeastern Pennsylvania Chapter				All Chapters
	FY14			*FY13*	**FY14**
	Low	Middle	**High**	*High*	**High**
The chapter educational programs overall	7%	39%	**54%**	*69%*	**66%**
The educational topics addressed at chapter programs	7%	38%	**55%**	*73%*	**66%**
The speakers at chapter programs	8%	32%	**60%**	*67%*	**69%**
The location of chapter programs	10%	21%	**69%**	*65%*	**60%**
The chapter's coverage of state and regional issues	7%	41%	**52%**	*63%*	**67%**
Chapter newsletter	17%	42%	**42%**	*53%*	**66%**
Chapter networking opportunities	11%	32%	**57%**	*56%*	**62%**
Chapter website	11%	44%	**44%**	*47%*	**60%**
HFMA chapter overall	3%	41%	**55%**	*59%*	**69%**

Your Chapter's FY14 High Satisfaction



Northeastern Pennsylvania Chapter - Overall High Satisfaction Trend		
	FY14	**55%**
	FY13	**59%**
	FY12	**35%**
	FY11	**52%**
	FY10	**45%**
	FY08	**57%**
	FY06	**30%**

Your Chapter's High Satisfaction Trend



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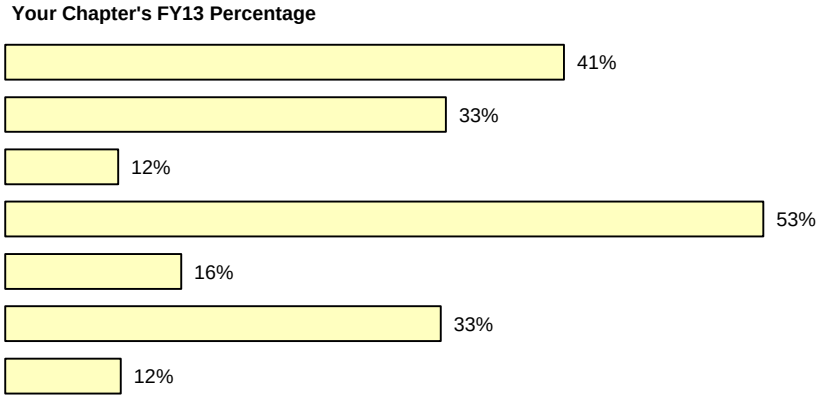
Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Northeastern Pennsylvania Chapter		All Chapters
	FY14	*FY13*	FY14
The educational topics addressed at chapter programs	**41%**	*30%*	**46%**
The speakers at chapter programs	**33%**	*29%*	**23%**
The location of chapter programs	**12%**	*8%*	**35%**
The chapter's coverage of state and regional issues	**53%**	*45%*	**31%**
Chapter newsletter	**16%**	*29%*	**14%**
Chapter networking opportunities	**33%**	*30%*	**30%**
Chapter website	**12%**	*30%*	**22%**



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?		
	Northeastern Pennsylvania Chapter		All Chapters	Northeastern Pennsylvania Chapter		All Chapters
	FY14	*FY13*	FY14	FY14	*FY13*	FY14
The educational topics addressed at chapter programs	**28%**	*23%*	**26%**	**13%**	*7%*	**21%**
The speakers at chapter programs	**8%**	*0%*	**9%**	**25%**	*29%*	**13%**
The location of chapter programs	**8%**	*8%*	**21%**	**4%**	*0%*	**14%**
The chapter's coverage of state and regional issues	**24%**	*23%*	**13%**	**29%**	*21%*	**18%**
Chapter newsletter	**12%**	*8%*	**5%**	**4%**	*21%*	**9%**
Chapter networking opportunities	**16%**	*23%*	**16%**	**17%**	*7%*	**14%**
Chapter website	**4%**	*15%*	**11%**	**8%**	*14%*	**11%**

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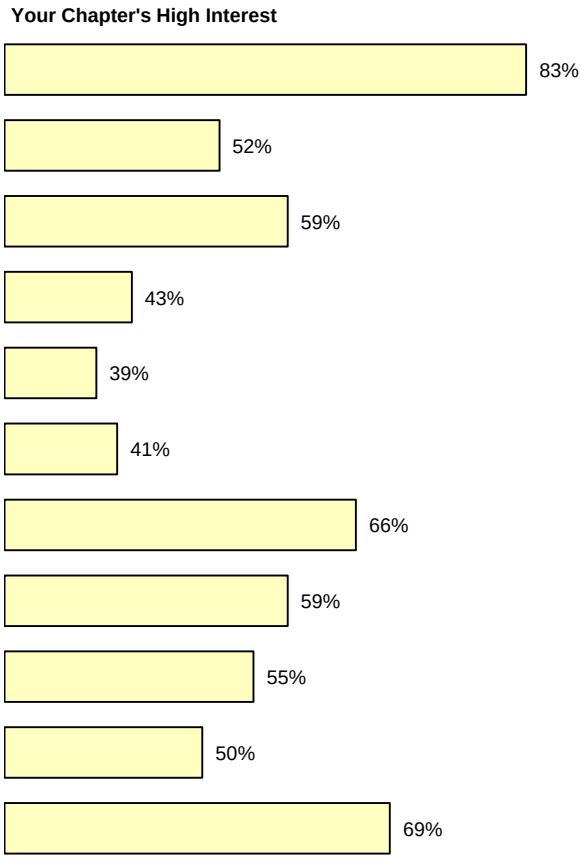
Topics of Interest to Your Members

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

Table C: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northeastern Pennsylvania Chapter FY14 Low	Middle	**High**
Trends and outlook for local healthcare industry	3%	14%	**83%**
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	24%	24%	**52%**
Trends in commercial payment	7%	34%	**59%**
Alignment strategies among healthcare providers	18%	39%	**43%**
Data analytics and business intelligence	18%	43%	**39%**
Strategic planning, business plans, and service line planning	24%	34%	**41%**
State legislative and regulatory update	3%	31%	**66%**
State Medicaid program	10%	31%	**59%**
Local payors and employers response to healthcare reform	14%	31%	**55%**
Payor and provider collaboration	21%	29%	**50%**
Impact of insurance exchanges	3%	28%	**69%**

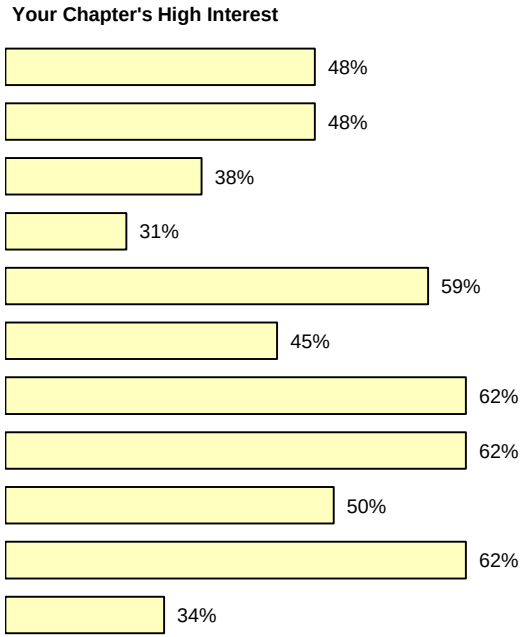


Topics of Interest to Your Members (continued)

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

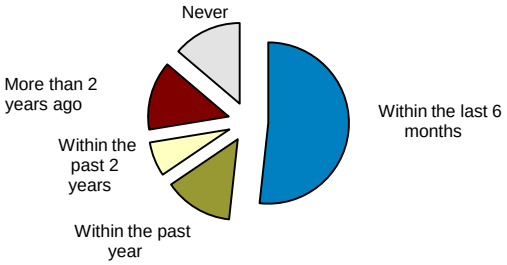
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northeastern Pennsylvania Chapter FY14 Low	Middle	**High**
Bundled payment reimbursement methodologies	10%	41%	**48%**
Accounting and financial reporting	21%	31%	**48%**
Improving cash collection processes	17%	45%	**38%**
Denial prevention and management	17%	52%	**31%**
Changes in Medicare reimbursement policies	10%	31%	**59%**
Compliance with Medicare regulations	21%	34%	**45%**
New technologies in finance, revenue cycle, and clinical-financial integration	21%	17%	**62%**
Managing productivity and costs	7%	31%	**62%**
Leadership skills	11%	39%	**50%**
Implementing the conversion to the ICD-10 standard	17%	21%	**62%**
Strategies for collaborating with clinical areas	24%	41%	**34%**



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Northeastern Pennsylvania Chapter FY14
Within the last 6 months	**52%**
Within the past year	**14%**
Within the past 2 years	**7%**
More than 2 years ago	**14%**
Never	**14%**



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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	178	Would like more Finance topics - most are revenue management
< 6 months	179	For whatever reason, I have not directly received any meeting notices in the past 18 months approx.
< 6 months	187	Very satisfied is fine. Under the current market, declining membership because of fewer individual hospitals and declining support of those hospitals for members to attend, the chapter is doing a fine effort.
< 1 year	178	What is the chapter website? Could you please add my name (Janis Bartholomew) to the chapter newsletter distribution?
> 2 years	185	I will be attending the Phila Chapter Nov Mtg as it was the first one I saw that really met my objectives. I always review the NE Chapter opportunities but they seem to always be geared for Hospitals or Tax issues. I would recommend more practical solutions to get Physician Practice's engaged.
Never	178	I'm am new to the chapter since May 2013, so I don't have much feedback to offer on the programs. I've seen program agendas, but have not yet attended any programs in the NE PA Chapter. I had attended a Central PA education session in May. I don't believe I have received the chapter newsletter, and I don't recall receiving info directly about programs, they are usually forwarded to me by peers.
Never	186	I do not receive notifications of meetings/schedules or any type of correspondence that may currently be distributed to members.

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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
< 1 year	178	decision support topics, cost accounting

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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	179	Receiving timely meeting notices
< 6 months	182	The last meeting regarding health reform was very informative and relevant. I think continuing to provide an update on this front would be very helpful.
< 6 months	187	More social activities at meetings.
< 1 year	178	short presentations covering a variety of topics at each meeting (1 session re: financial reporting, 1 session re: business intelligence, 1 session re: revenue cycle, 1 session re: budgeting, 1 session re: leadership skills, etc. each lasting ~ 15 minutes)
< 2 years	185	Notification of Chapter events
> 2 years	185	Physician practice topics
Never	186	Information regarding upcoming meetings (date, time, place, etc.)