

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 511
Responses Received: 98
Response Rate: 19%

FY14 Overall High Satisfaction: 71%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 63%
Favorable/Unfavorable FY13 to FY14: 8%

FY14 High Satisfaction is composed of: 29% **Extremely Satisfied**
42% **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.

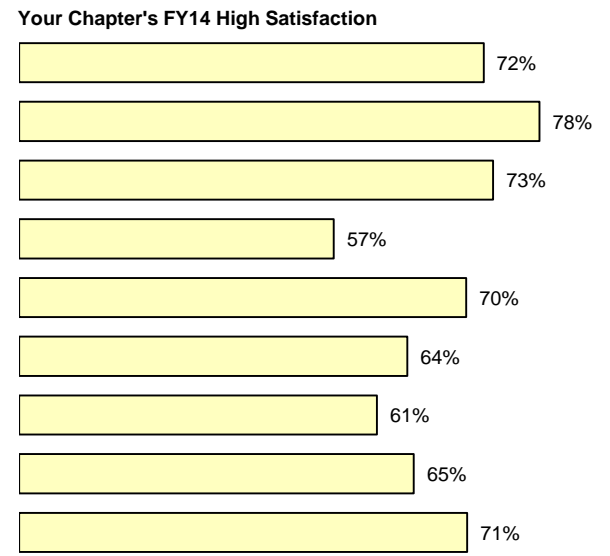
Final request to complete survey sent to non-respondents on November 12, 2013.

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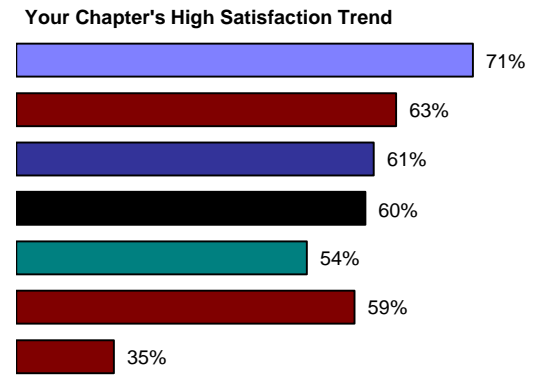
Your Members' Satisfaction Ratings

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?	Eastern Michigan Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	7%	21%	72%	57%	66%
The educational topics addressed at chapter programs	6%	16%	78%	58%	66%
The speakers at chapter programs	4%	23%	73%	58%	69%
The location of chapter programs	16%	27%	57%	46%	60%
The chapter's coverage of state and regional issues	6%	24%	70%	59%	67%
Chapter newsletter	10%	26%	64%	60%	66%
Chapter networking opportunities	13%	26%	61%	55%	62%
Chapter website	9%	26%	65%	57%	60%
HFMA chapter overall	8%	21%	71%	63%	69%



Eastern Michigan Chapter - Overall High Satisfaction Trend	FY14	71%
	FY13	63%
	FY12	61%
	FY11	60%
	FY10	54%
	FY08	59%
	FY06	35%



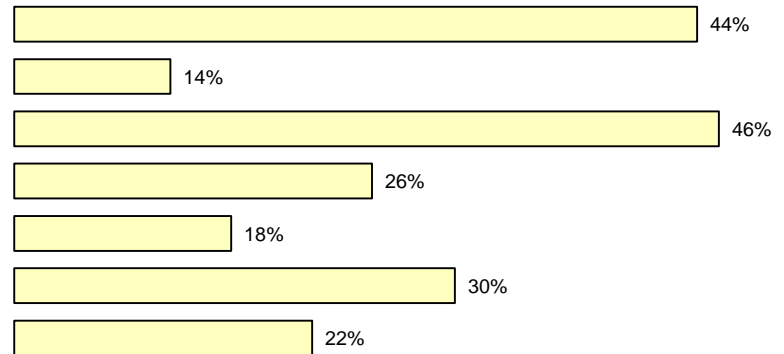
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Eastern Michigan Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	44%	37%	46%
The speakers at chapter programs	14%	18%	23%
The location of chapter programs	46%	37%	35%
The chapter's coverage of state and regional issues	26%	35%	31%
Chapter newsletter	18%	13%	14%
Chapter networking opportunities	30%	40%	30%
Chapter website	22%	20%	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.


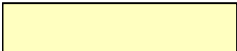
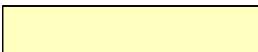
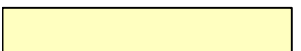
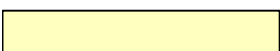

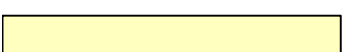
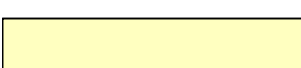
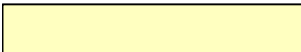
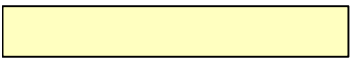
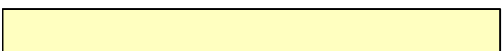
Table B2: Improving your chapter

	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?		
	Eastern Michigan Chapter		All Chapters	Eastern Michigan Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	21%	17%	26%	23%	19%	21%
The speakers at chapter programs	6%	9%	9%	8%	9%	13%
The location of chapter programs	31%	24%	21%	15%	13%	14%
The chapter's coverage of state and regional issues	7%	21%	13%	19%	14%	18%
Chapter newsletter	7%	2%	5%	10%	10%	9%
Chapter networking opportunities	19%	17%	16%	12%	23%	14%
Chapter website	9%	10%	11%	13%	10%	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

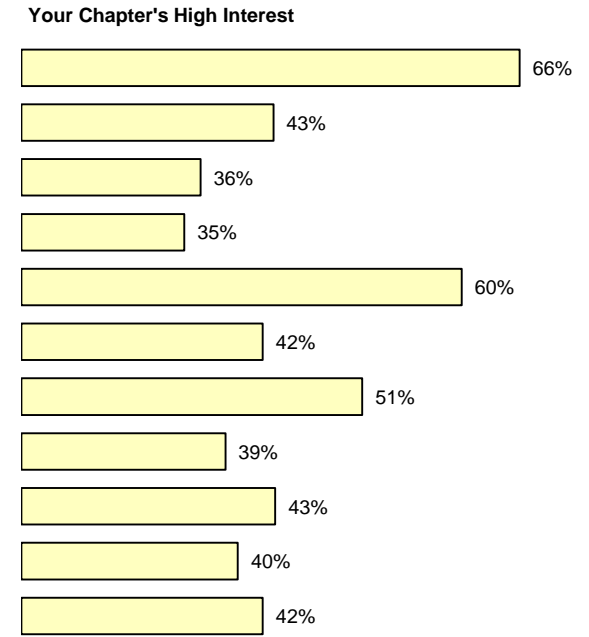
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Eastern Michigan Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	26%	70%	 70%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	20%	29%	52%	 52%
Trends in commercial payment	9%	37%	54%	 54%
Alignment strategies among healthcare providers	10%	33%	57%	 57%
Data analytics and business intelligence	15%	30%	56%	 56%
Strategic planning, business plans, and service line planning	21%	42%	37%	 37%
State legislative and regulatory update	7%	32%	61%	 61%
State Medicaid program	10%	32%	58%	 58%
Local payors and employers response to healthcare reform	8%	34%	58%	 58%
Payor and provider collaboration	6%	32%	62%	 62%
Impact of insurance exchanges	3%	20%	76%	 76%

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Topics of Interest to Your Members (continued)

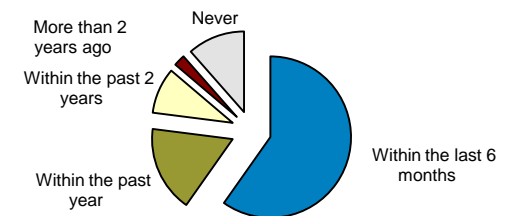
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Eastern Michigan Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	8%	26%	66%
Accounting and financial reporting	21%	36%	43%
Improving cash collection processes	32%	32%	36%
Denial prevention and management	31%	34%	35%
Changes in Medicare reimbursement policies	11%	28%	60%
Compliance with Medicare regulations	15%	43%	42%
New technologies in finance, revenue cycle, and clinical-financial integration	15%	34%	51%
Managing productivity and costs	24%	38%	39%
Leadership skills	19%	38%	43%
Implementing the conversion to the ICD-10 standard	25%	35%	40%
Strategies for collaborating with clinical areas	22%	36%	42%



Data about Survey Respondents

Table E: Attending an education event	Eastern Michigan Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	60%
Within the past year	17%
Within the past 2 years	9%
More than 2 years ago	2%
Never	11%



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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	480	I know that you make an effort to use many different locations for your programs, but I still feel as if you miss the Detroit/Downriver region. You could make an argument that there are not as many members there, but I would think you have a significant amount that work for HFHS, DMC, and Oakwood.
< 6 months	481	A better location for chapter events would be the Novi area.
< 6 months	481	location as expected is a challenge at times.
< 6 months	482	excellent
< 1 year	480	More diversity into the payor side of the healthcare environment
< 1 year	481	Programs that are appropriate for entry level staff (overview topics) are very helpful to introduce staff to hfma.
< 1 year	481	Wish I had more lead time to some events as calendar fills up before I have chance to commit
< 2 years	481	I get way too many e-mails from Susan Stokes and consequently have had to direct her messages to my junk e-mail. As a result, I do not know when the meetings are and never attend. I would recommend that Susan Stokes' e-mails come from a different address than the emails that are related to meetings.
< 2 years	482	The days and times of programs are not always convenient and the fact that they are over 45 minutes away from where I work for a 1 hour meeting makes it not worth the time and effort. The majority of programs seem to be either in Troy or Warren - I would suggest a more evenly dispersed arrangement. Add Novi, Farmington, Livonia, Dearborn - areas on this side of town too.
< 2 years	492	meetings should be closer to the an arbor area.
Never	481	Re-joining after a hiatus, and have not explored much of what is offered yet.
#N/A	483	I haven't seen a lot of networking events yet

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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	480	Not sure about a topic, but I would make more webinars available. I believe the face-to-face meetings are fantastic and good for networking, but it's often hard to find the time to travel to and from the location, so a webinar is helpful.
< 6 months	481	Medicare cost report S-10; 990 Schedule H reporting on bad debt and charity care
< 6 months	485	Healthcare reform and strategies employed by various providers and payers / State regulatory updates
< 1 year	480	Financial Management of employed physicians
#N/A	480	Panel discussion format is always awesome.

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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	380	Buy one get one free - admission to the meeting
< 6 months	480	If Webinars were always added as an option to attend.
< 6 months	480	seems if we can attract the coos, we have much better programs and attendance
< 6 months	481	I take advantage of the season pass. I like that you can have someone else use it if you can't make it. I also like the regional webinars and times are great.
< 6 months	481	Relationships between physicians/npps and health care system
< 6 months	483	Proximity to where I live or work. Speakers who are from the industry rather than consultants.
< 1 year	481	Timing of events so they are during the last two weeks of the month is most helpful
< 1 year	481	Topics of interest, speakers, location.
< 1 year	481	Unfortunately I had scheduling conflicts which I could not change.
< 1 year	483	More webinar options. It is not feasible to spend 1/2 day away from the office (with travel time) while the work environment continues to be demand more results with less resources.
< 2 years	481	Receiving e-mails about the events from a sender who does not bombard my inbox with daily communications.
< 2 years	482	Better description of the content. Just the title doesn't always shed enough light on whether or not the topic will be informative or a rehashing of things I've already heard. Perhaps an executive summary attachment of the presentation content.
Never	481	Great topics and speakers would compel me to attend.
Never	482	Meeting location convenient to me - near the Lodge/I 696 corridor