

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 265
Responses Received: 52
Response Rate: 20%

FY14 Overall High Satisfaction: 50%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 61%
Favorable/Unfavorable FY13 to FY14: -11%

FY14 High Satisfaction is composed of:
20% **Extremely Satisfied**
30% **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.

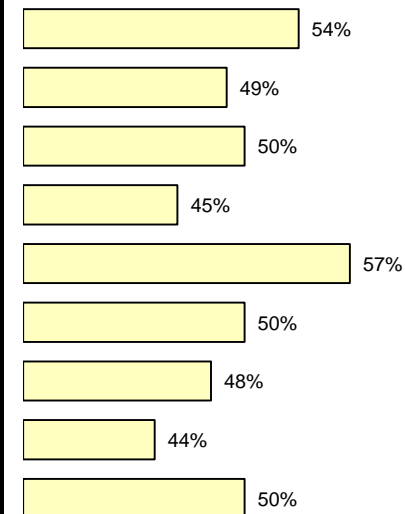
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 Mississippi Chapter**

Your Members' Satisfaction Ratings

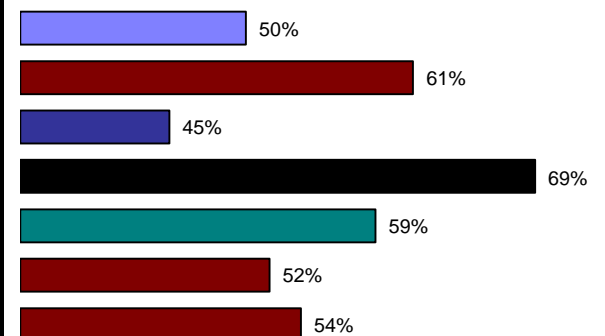
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Mississippi Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	20%	27%	54%	65%	66%
The educational topics addressed at chapter programs	22%	29%	49%	63%	66%
The speakers at chapter programs	17%	33%	50%	64%	69%
The location of chapter programs	20%	34%	45%	54%	60%
The chapter's coverage of state and regional issues	14%	29%	57%	63%	67%
Chapter newsletter	17%	33%	50%	65%	66%
Chapter networking opportunities	20%	32%	48%	62%	62%
Chapter website	15%	41%	44%	58%	60%
HFMA chapter overall	20%	30%	50%	61%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Mississippi Chapter - Overall High Satisfaction Trend	FY14	50%
	FY13	61%
	FY12	45%
	FY11	69%
	FY10	59%
	FY08	52%
	FY06	54%

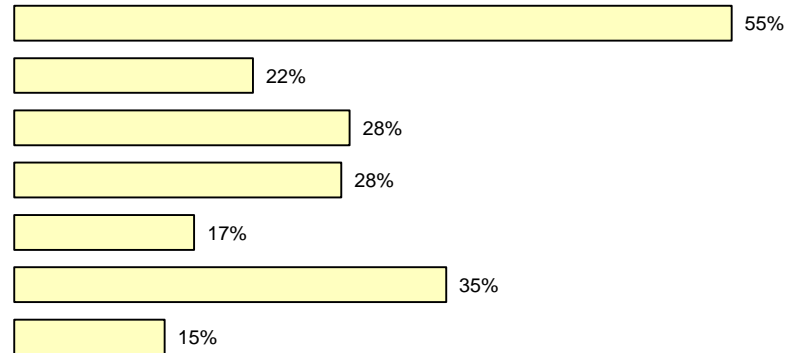
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Mississippi Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	55%	46%	46%
The speakers at chapter programs	22%	17%	23%
The location of chapter programs	28%	29%	35%
The chapter's coverage of state and regional issues	28%	42%	31%
Chapter newsletter	17%	13%	14%
Chapter networking opportunities	35%	38%	30%
Chapter website	15%	15%	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?		
	Mississippi Chapter		All Chapters	Mississippi Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	30%	17%	26%	24%	30%	21%
The speakers at chapter programs	9%	8%	9%	12%	9%	13%
The location of chapter programs	14%	19%	21%	14%	11%	14%
The chapter's coverage of state and regional issues	9%	23%	13%	18%	19%	18%
Chapter newsletter	9%	0%	5%	8%	13%	9%
Chapter networking opportunities	19%	27%	16%	16%	11%	14%
Chapter website	9%	6%	11%	6%	9%	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.	Mississippi Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	21%	75%	75%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	10%	24%	65%	65%
Trends in commercial payment	12%	29%	59%	59%
Alignment strategies among healthcare providers	8%	35%	56%	56%
Data analytics and business intelligence	18%	39%	43%	43%
Strategic planning, business plans, and service line planning	19%	32%	49%	49%
State legislative and regulatory update	2%	31%	67%	67%
State Medicaid program	6%	20%	73%	73%
Local payors and employers response to healthcare reform	8%	41%	51%	51%
Payor and provider collaboration	8%	43%	49%	49%
Impact of insurance exchanges	8%	25%	67%	67%

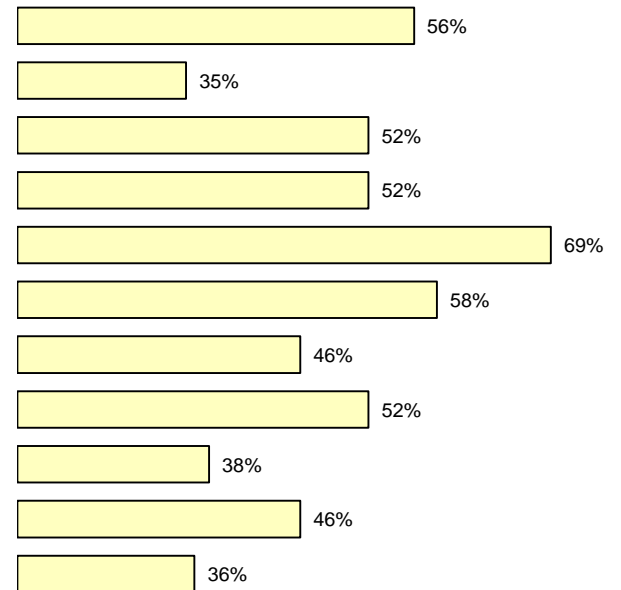
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Topics of Interest to Your Members (continued)

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

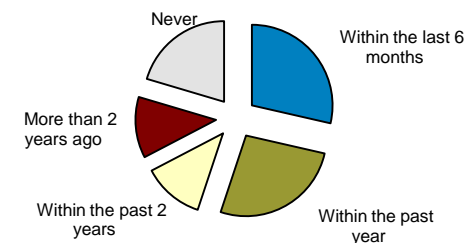
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Mississippi Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	8%	35%	56%
Accounting and financial reporting	17%	48%	35%
Improving cash collection processes	17%	31%	52%
Denial prevention and management	8%	40%	52%
Changes in Medicare reimbursement policies	6%	25%	69%
Compliance with Medicare regulations	8%	33%	58%
New technologies in finance, revenue cycle, and clinical-financial integration	15%	40%	46%
Managing productivity and costs	13%	35%	52%
Leadership skills	25%	38%	38%
Implementing the conversion to the ICD-10 standard	19%	35%	46%
Strategies for collaborating with clinical areas	17%	47%	36%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Mississippi Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	29%
Within the past year	27%
Within the past 2 years	12%
More than 2 years ago	12%
Never	20%



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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	391	Consider using 1 day focused sessions at various locations. Resort opportunities are only need once or twice for meetings. Use Region 9 and Tri-State for these primary meetings. Intensive leading edge topics with draw of providers is a must.
< 6 months	392	hospitals, since the travel, hotels and fees are so high and the subject matter irrelevant to my needs I don't get attend many
< 6 months	394	We are not attracting enough hospital, clinic and other provider members. It has become a highly vendor attended meeting. / In my experience, the topics and speaker quality, along with timing of meetings, drive attendance. It has become almost purely revenue cycle, which is important, but the CFOs and Controllers rarely attend now. Also, HFMA offers a great opportunity for non-financial people such as nurse managers, clinic managers, etc...to learn about financial matters. Possibly there could be an annual meeting where topics of this type could be leveraged to attract attendees, and possibly new members. Also, an annual CFO forum....CFO networking breakfasts, etc.... May have to move to fewer, possibly longer meetings with more meaty topics....or have revenue cycle focus one quarter, CFO and controller focus one quarter etc. if we continue 4 meetings per year. The joint meeting with the MSCPA is a good attraction for CFOs. Also could partner with MHA for meetings of CEOs and CFOs.
< 6 months	395	Website has not been updated (certain pages) in quite some time. Travel time is significant for some of the meetings.
< 6 months	396	Better Educational programming that meet the need for all chapter members, perhaps separate tracks for Revenue Cycle vs Audit and Accounting. Earlier notice of program content , more regulatory and legislative speakers from the State.
< 1 year	388	I am pleased with everything but feel that the information concerning Medicare and Medicaid rules and regulations as they change could be more practice oriented and less "general and generic". We need to be able to ask specific questions and receive more specific information and interpretation of the rules. We need the meat of the matter and not just general overviews now. Our survival depends on it.
< 1 year	391	Move programs around the state
< 1 year	397	I would like to see more educational programs on reimbursement and how to maximize. Also more information about how healthcare is changing. The newsletter is informational but May is the last issue on the web-site. Needs to be updated sooner.
< 2 years	391	I have noted that other state chapters offer cost report training and it is disappointing that we do not.
> 2 years	388	Northeast Mississippi for some educational offerings
> 2 years	393	I have no suggestions for improvement; my schedule conflicted with the dates of past MS HFMA programs.
> 2 years	395	Although I have been unable to attend offerings in past several years, I feel that the chapter does a very good job in every category.
Never	392	Brand new so cannot answer these questions. Look forward to attending.

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	392	I have not had an opportunity yet to take advantage of the educational opportunities, and look forward to doing so in the future.
Never	392	I need to involve myself in more events before I can genuinely rate the categories in question.
Never	394	I am new to MS HFMA so I marked "Don't Know" on all educational questions. Website is bad. Web designer should look at the GA HFMA website for ideas.
Never	703	I've never attended a MS chapter educational program. I don't recall getting any emails from them, so maybe there was a disconnect somehow of my being on the email list to receive notifications.
#N/A	386	I did not take survey because I am retired and no longer active in the chapter. I miss seeing everyone even though I am sure there are few members left in / the chapter that I would know. HFMA meant a lot to me both professionally and personally when I was active. I know we still have a great chapter!!
#N/A	392	Casino locations are not my preferred venue, but I understand that many people enjoy them. When I attend, I am usually a vendor.

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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
< 2 years	389	Managed care contracting
< 2 years	392	1. Utilizing productivity and labor metrics to improve the bottom line. To many productivity benchmark systems that do not get to the bottom line or tie to a department budget. 2. Financial modeling for healthcare reform. What quality statistics should finance monitor with the changes in payments. How do we financially model population health in rural areas? What is the future hold for rural hospitals under population health models.

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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	391	Because in the healthcare field change takes place every hour on the hour and the more frequent we network this will enhance our knowledge and will decrease lack of compliance issues with providers.
< 6 months	391	Consider workshop type formats covering single topic sessions with experts to provide case study or take aways
< 6 months	392	Topics that relate to what we do everyday , it seem to me the focus has become more on account CPE's
< 6 months	394	Better advance notice of topics and speakers...so people can plan to attend. Keep in mind that meetings early in a month compete with the need to close the books for controllers and CFOs. Also, Board meetings tend to be in the third and last weeks of the month, which can compete with meetings. Do a survey of these types of competing dates and re-work the HFMA schedule so people can attend.
< 6 months	396	Programming Content that are current issues , especially as they relate to Medicare MACs, State Medicaid and State Specific Legislative issues that relate to Healthcare.
< 1 year	388	Right now, it is more along the lines of costs. It costs more than just the workshop price. The hotel and travel expenses have been cut so we can't attend often. If it could be held here sometimes we would be more apt to attend.
< 1 year	396	The location. I can't stand the casinos, too much cig. smoke!
< 1 year	397	Would love to see conferences somewhere other than the casinos.
< 2 years	391	Cost report training.
< 2 years	392	The sessions would need to be local.
Never	392	location - Jackson.. start the day or end the day.. impossible to make in middle of day... too much down time with travel
Never	703	proper notification, length and place of event.