

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 189  
**Responses Received:** 45  
**Response Rate:** 24%

**FY14 Overall High Satisfaction:** 70%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 74%  
**Favorable/Unfavorable FY13 to FY14:** -4%

**FY14 High Satisfaction is composed of:** 23% **Extremely Satisfied**  
47% **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.

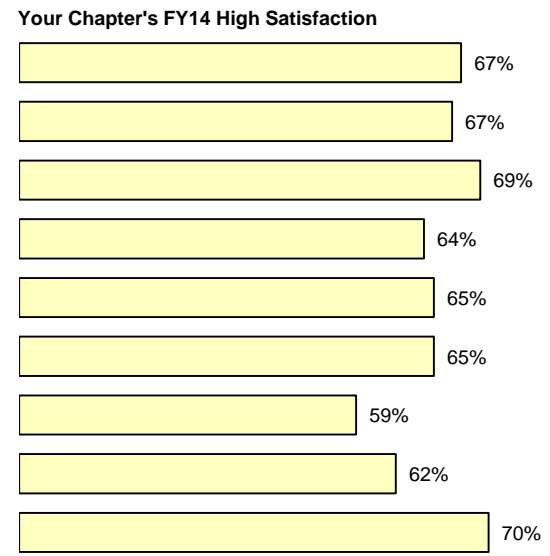
Final request to complete survey sent to non-respondents on November 12, 2013.

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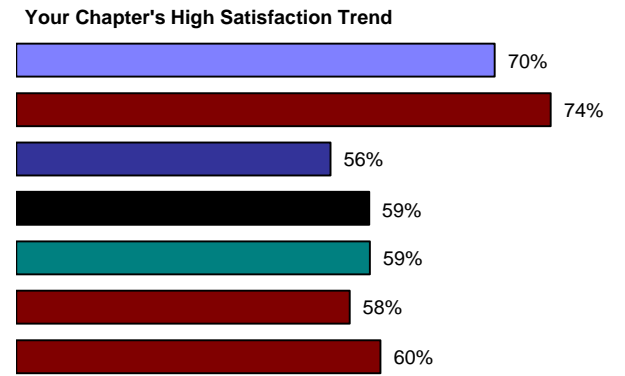
**Your Members' Satisfaction Ratings**

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?	Rochester Regional Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	12%	21%	<b>67%</b>	63%	<b>66%</b>
The educational topics addressed at chapter programs	12%	21%	<b>67%</b>	60%	<b>66%</b>
The speakers at chapter programs	10%	21%	<b>69%</b>	71%	<b>69%</b>
The location of chapter programs	14%	21%	<b>64%</b>	62%	<b>60%</b>
The chapter's coverage of state and regional issues	12%	23%	<b>65%</b>	66%	<b>67%</b>
Chapter newsletter	5%	30%	<b>65%</b>	71%	<b>66%</b>
Chapter networking opportunities	12%	29%	<b>59%</b>	68%	<b>62%</b>
Chapter website	17%	21%	<b>62%</b>	68%	<b>60%</b>
HFMA chapter overall	12%	19%	<b>70%</b>	74%	<b>69%</b>



Rochester Regional Chapter - Overall High Satisfaction Trend	FY14	70%
	FY13	74%
	FY12	56%
	FY11	59%
	FY10	59%
	FY08	58%
	FY06	60%



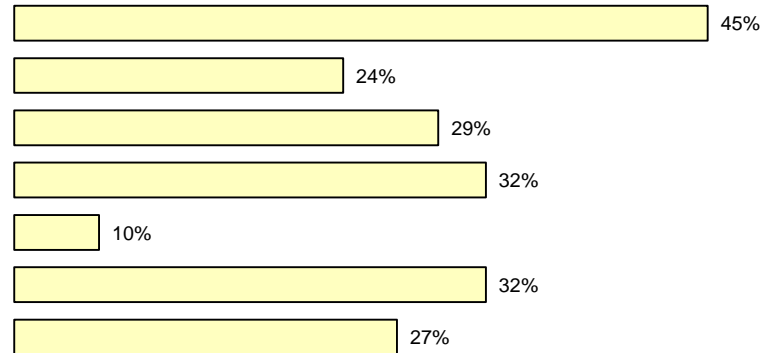
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Rochester Regional Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	45%	62%	46%
The speakers at chapter programs	24%	19%	23%
The location of chapter programs	29%	19%	35%
The chapter's coverage of state and regional issues	32%	51%	31%
Chapter newsletter	10%	5%	14%
Chapter networking opportunities	32%	24%	30%
Chapter website	27%	19%	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?		
	Rochester Regional Chapter		All Chapters	Rochester Regional Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	31%	30%	26%	14%	32%	21%
The speakers at chapter programs	3%	11%	9%	21%	8%	13%
The location of chapter programs	13%	5%	21%	17%	14%	14%
The chapter's coverage of state and regional issues	18%	24%	13%	14%	27%	18%
Chapter newsletter	5%	3%	5%	5%	3%	9%
Chapter networking opportunities	18%	19%	16%	14%	5%	14%
Chapter website	13%	8%	11%	14%	11%	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

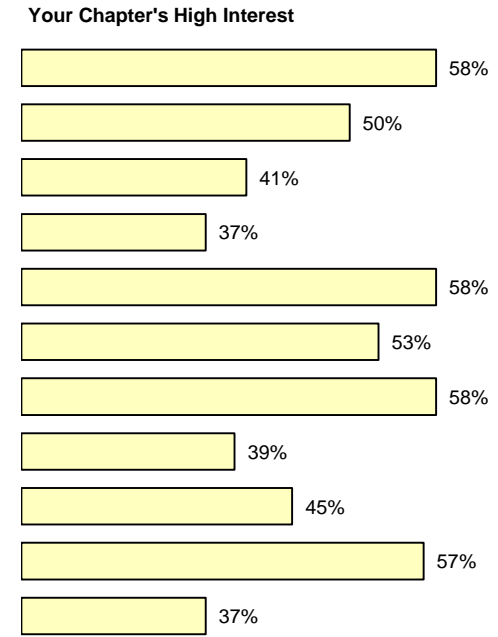
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Rochester Regional Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	5%	11%	<b>84%</b>	84%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	21%	26%	<b>53%</b>	53%
Trends in commercial payment	19%	30%	<b>51%</b>	51%
Alignment strategies among healthcare providers	8%	39%	<b>53%</b>	53%
Data analytics and business intelligence	5%	29%	<b>66%</b>	66%
Strategic planning, business plans, and service line planning	13%	39%	<b>47%</b>	47%
State legislative and regulatory update	3%	24%	<b>73%</b>	73%
State Medicaid program	11%	24%	<b>65%</b>	65%
Local payors and employers response to healthcare reform	11%	32%	<b>58%</b>	58%
Payor and provider collaboration	16%	27%	<b>57%</b>	57%
Impact of insurance exchanges	5%	21%	<b>74%</b>	74%

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**Topics of Interest to Your Members (continued)**

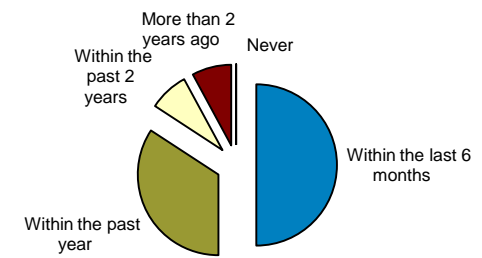
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Rochester Regional Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	16%	26%	<b>58%</b>
Accounting and financial reporting	21%	29%	<b>50%</b>
Improving cash collection processes	19%	41%	<b>41%</b>
Denial prevention and management	34%	29%	<b>37%</b>
Changes in Medicare reimbursement policies	18%	24%	<b>58%</b>
Compliance with Medicare regulations	18%	29%	<b>53%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	5%	37%	<b>58%</b>
Managing productivity and costs	18%	42%	<b>39%</b>
Leadership skills	26%	29%	<b>45%</b>
Implementing the conversion to the ICD-10 standard	16%	27%	<b>57%</b>
Strategies for collaborating with clinical areas	24%	39%	<b>37%</b>



**Data about Survey Respondents**

Table E: Attending an education event  When was the last time that you attended a chapter event?	Rochester Regional Chapter
	FY14
Within the last 6 months	<b>50%</b>
Within the past year	<b>34%</b>
Within the past 2 years	<b>8%</b>
More than 2 years ago	<b>8%</b>
Never	<b>0%</b>



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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	144	The events this past year I found to be extremely lacking. Most were too high level to warrant attendance and those that I did attend were not beneficial. Educational sessions should be developed around actual experience, examples, and strategies to implement going forward. In my experience this was not the structure of the educational sessions and the presenters presented in a way to only give high level overviews and standoffish recommendations. Be specific, precise, and give examples of industry best practice and recommendations for how we can get there.
< 6 months	144	Timing of events is often during the month end process - in a dept. with lean staffing many of us are hands on during month end and cannot attend. Have more events during the later part of the month (20th on)
< 6 months	145	Upgrade the chapter website so it is a one stop - I can get all my information at that location. Keep older trainings, etc.
< 6 months	146	Educational programs this year have been very last minute and not well put together. Chapter website has not been updated with current year information. Not all chapter leaders are engaged. They do not show up for educational events, chapter leading training, community service events or social events. If they don't come, how do they expect others to?
< 6 months	148	Need more notification time before educational programs to get onto calendar. For those of us coming from the southern tier, locations that are easy off the highway and as south as possible are good. Topics are good, but very general - need real life examples of how others applied and how we can apply - especially for rural hospitals with less resources - to be able to keep up with all the changes and challenges.
< 1 year	144	Organization seems very clicky.
< 1 year	146	More chapter networking opportunities such as breakfasts, lunches and/or happy hours would be a great way to get to know others in the chapter.
< 2 years	144	Locations on the East side of the city. More programs for long-term and post acute care.
> 2 years	144	My field is home health and hospice which is not a mainstream area of interest for the chapter, hence I do not attend programs. I do take advantage of webinars, education materials and newsletters offered through the national web site to keep current on overall healthcare issues.
> 2 years	149	My involvement has largely been at the national level with the manuscript peer review and Board of Examiners. I have not had a great deal of time for the chapter activity but appreciate your keeping us engaged in the southern tier. I also wonder if we should have more coordination with RRHA?

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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	148	make sure when discussing any items that note how impact a CAH

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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	144	Finance and Data related - better timing (end of month)
< 6 months	144	Much more focused topics.
< 6 months	146	work groups with other hospitals - sharing best practices.
< 6 months	148	It is difficult because I am located so rural to the chapter that getting to most events is not practical.
< 6 months	148	its all based on if fits within schedule. webinars/go-to meetings are good too - so have some folks in person and then an online podcast too for us that are more than an hour away.
< 1 year	144	Less workload to allow time to do so!
< 1 year	146	The only reason I don't attend more often is due to workload