

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 294  
**Responses Received:** 61  
**Response Rate:** 21%

**FY14 Overall High Satisfaction:** 67%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 59%  
**Favorable/Unfavorable FY13 to FY14:** 8%

**FY14 High Satisfaction is composed of:** 27% **Extremely Satisfied**  
40% **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.

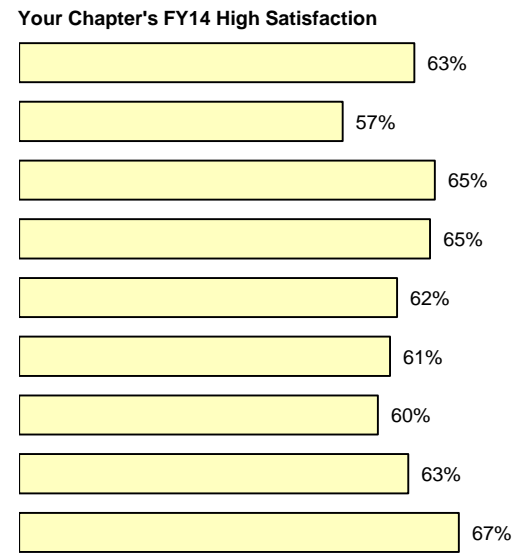
Final request to complete survey sent to non-respondents on November 12, 2013.

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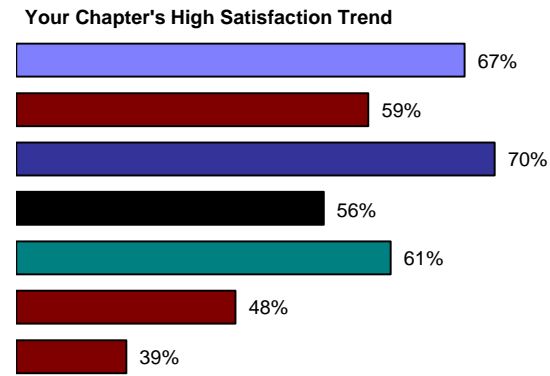
**Your Members' Satisfaction Ratings**

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?	Greater St. Louis Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	15%	21%	<b>63%</b>	58%	<b>66%</b>
The educational topics addressed at chapter programs	13%	30%	<b>57%</b>	54%	<b>66%</b>
The speakers at chapter programs	9%	26%	<b>65%</b>	68%	<b>69%</b>
The location of chapter programs	15%	20%	<b>65%</b>	47%	<b>60%</b>
The chapter's coverage of state and regional issues	6%	32%	<b>62%</b>	51%	<b>67%</b>
Chapter newsletter	11%	28%	<b>61%</b>	65%	<b>66%</b>
Chapter networking opportunities	17%	23%	<b>60%</b>	62%	<b>62%</b>
Chapter website	6%	31%	<b>63%</b>	65%	<b>60%</b>
HFMA chapter overall	12%	21%	<b>67%</b>	59%	<b>69%</b>



Greater St. Louis Chapter - Overall High Satisfaction Trend	FY14	67%
	FY13	59%
	FY12	70%
	FY11	56%
	FY10	61%
	FY08	48%
	FY06	39%



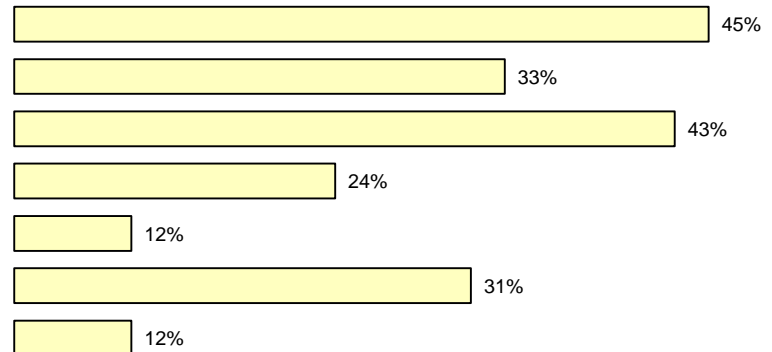
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Greater St. Louis Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	45%	50%	46%
The speakers at chapter programs	33%	21%	23%
The location of chapter programs	43%	45%	35%
The chapter's coverage of state and regional issues	24%	23%	31%
Chapter newsletter	12%	21%	14%
Chapter networking opportunities	31%	23%	30%
Chapter website	12%	16%	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?		
	Greater St. Louis Chapter		All Chapters	Greater St. Louis Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	20%	37%	26%	25%	14%	21%
The speakers at chapter programs	8%	4%	9%	25%	18%	13%
The location of chapter programs	20%	21%	21%	24%	24%	14%
The chapter's coverage of state and regional issues	20%	12%	13%	4%	12%	18%
Chapter newsletter	4%	4%	5%	8%	18%	9%
Chapter networking opportunities	24%	17%	16%	8%	6%	14%
Chapter website	6%	6%	11%	6%	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.	Greater St. Louis Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	5%	17%	<b>78%</b>	78%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	24%	37%	<b>39%</b>	39%
Trends in commercial payment	17%	31%	<b>53%</b>	53%
Alignment strategies among healthcare providers	7%	29%	<b>64%</b>	64%
Data analytics and business intelligence	10%	29%	<b>60%</b>	60%
Strategic planning, business plans, and service line planning	24%	31%	<b>46%</b>	46%
State legislative and regulatory update	12%	28%	<b>60%</b>	60%
State Medicaid program	14%	29%	<b>58%</b>	58%
Local payors and employers response to healthcare reform	8%	27%	<b>64%</b>	64%
Payor and provider collaboration	8%	27%	<b>64%</b>	64%
Impact of insurance exchanges	2%	20%	<b>78%</b>	78%

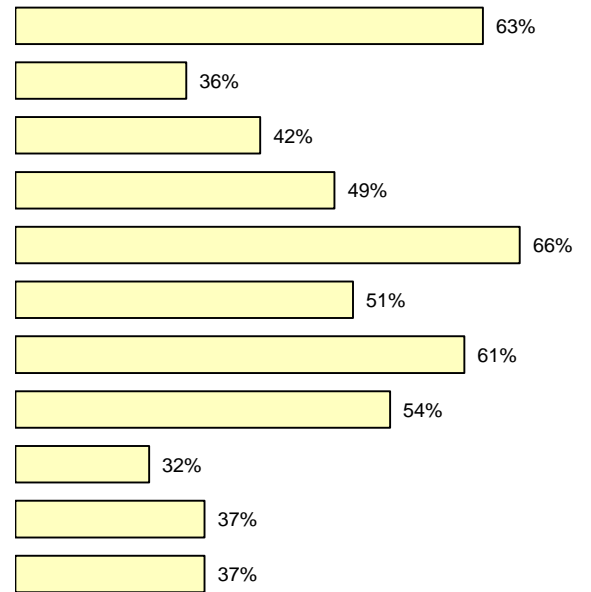
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**Topics of Interest to Your Members (continued)**

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

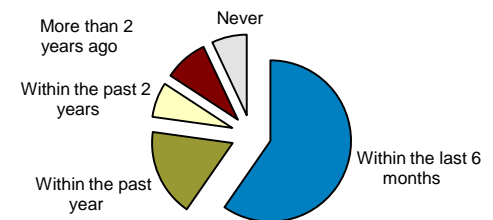
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Greater St. Louis Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	17%	20%	<b>63%</b>
Accounting and financial reporting	24%	41%	<b>36%</b>
Improving cash collection processes	17%	41%	<b>42%</b>
Denial prevention and management	20%	31%	<b>49%</b>
Changes in Medicare reimbursement policies	12%	22%	<b>66%</b>
Compliance with Medicare regulations	17%	32%	<b>51%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	14%	25%	<b>61%</b>
Managing productivity and costs	15%	31%	<b>54%</b>
Leadership skills	15%	53%	<b>32%</b>
Implementing the conversion to the ICD-10 standard	29%	34%	<b>37%</b>
Strategies for collaborating with clinical areas	31%	32%	<b>37%</b>

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Greater St. Louis Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>60%</b>
Within the past year	<b>18%</b>
Within the past 2 years	<b>7%</b>
More than 2 years ago	<b>9%</b>
Never	<b>7%</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	374	I feel as a vendor that pays a lot into the chapter that there are better ways to help us network with the providers
< 6 months	630	I think the chapter has done an outstanding job to offer multiple educational offerings. I wish I was able to attend more of them. The day of the week if my barrier to attending. I can attend on Fridays.
< 6 months	630	I would enjoy more programs related to: A&A, reimbursement, managed care, FRA, Medicaid DSH, and CEO/CFO roundtables. The website could probably use some more updating, especially the calendar of events. I would like to see all chapter meetings, regional meetings, happy hours, golf tournaments, etc. posted as far in advance as possible.
< 6 months	630	No one is perfect
< 6 months	631	As a business partner I am looking for opportunities to network. I exhibit at both the spring and fall conferences and get very little traction at my booth. The healthcare professionals that the conference is intended to educate show no interest in supporting the folks that are paying for it. We used to have occasional networking functions at local establishments and a few years back they were well attended. The only one I can remember in the past year was pitiful. About a dozen business partners and 3 healthcare managers and they were the folks that either planned the party or were on the board.
< 6 months	631	Chapter Website--It would be helpful if chapter events were indicated on the calendar more in advance. Even if you don't know the topic/speaker, if you could put the date it would allow people to "save" the date. Chapter networking--fun, but too many vendors and not enough providers. Should we give some incentive for providers to attend? Our company has found that additional business to us doesn't really come from these events.
< 6 months	631	Continue to increase webinars
< 6 months	631	During one of the August sessions one of the speakers had two slides of famous people using in appropriated gestures. I was offended and felt this was unprofessional. A poor representation of HFMA.
< 6 months	631	I would like to see more networking opportunities. There have been very limited offerings at the chapter level for programs this year. Would definitely like to see more there as well.
< 6 months	631	Very satisfied with the diversity of topics that are offered.
< 6 months	633	The communication around the education sessions is not timely enough to plan to be away from work. Chapter website calendar isn't always easy to read or up to date. Links may or may not be attached to register for events.
< 1 year	631	Found the Chapter to be very current on key business issues on state and federal level. My concern is that my role today at 3M HIS has me working with National Accounts covering multiple cities. Challenge is on a personal level to find a balance of attending sessions and travel.
< 1 year	633	Not the chapter that needs to improve - it is me! Need to get more involved.
> 2 years	630	Honestly, the issues I have are more to do with limited time.
> 2 years	630	I am essentially 98% retired and only make occasional use of HFMA resources. Thus, my evaluations my not be entirely fair. I did, however, want to want to answer survey items on areas I could "generally observe, and rated those "just slightly less than perfect."

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	633	I have not been an active member
> 2 years	657	Having moved from the St. Louis area with my job it is difficult, if not impossible, to take advantage of the Chapter's offerings.
Never	630	Have not been able to attend events. Most of the time the topics are not relevant. I am not in a pure finance role and am focused on operational labor/resource management.
#N/A	654	Would like to see more offered outside the St Louis area

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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	630	Would like to have CPA CEUs as well as HFMA CEUs.
< 1 year	630	I assume in the bundled payment area you would be covering some population health management and associated reimbursement dynamics
< 1 year	631	Further insight into valued based agreements providers are entering such as the Medicare Shared Savings Program and implications. Trend towards large IDNs working with large self insured employers to provide value based agreements. (ACO) Role Payers and Providers are finding to collaborate further together centered around clinical improvement and improved financial performance. What gain sharing agreements are being established and how are they working and driving overall operational improvement and better patient outcomes...
> 2 years	630	Means of contending with more influential payers paying providers "below cost," and educating public about this problem.



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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	374	More one day events in the middle of the week
< 6 months	630	Have the meetings on Fridays. Thanks.
< 6 months	631	Better educational sessions
< 6 months	631	Having more providers attend.
< 6 months	631	more interaction
< 6 months	631	Speakers with a national reputation.
< 1 year	631	National recognized speakers or real case examples that are working...
< 2 years	633	I guess if there are speakers in the St. Louis area doing talks about reimbursement matters, I would be interested in attending. In the past, I have not paid much attention to what was offered and may have missed out if the chapter had these sessions and I was not aware. I would be interested in attending these sessions. thank you
> 2 years	630	Topics
> 2 years	657	National and State level unbiased presenters with useful take-aways.
Never	630	Unfortunately, as a Federal Govt employee, training dollars are limited.