

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 299
Responses Received: 54
Response Rate: 18%

FY14 Overall High Satisfaction: 66%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 75%
Favorable/Unfavorable FY13 to FY14: -9%

FY14 High Satisfaction is composed of: 32% **Extremely Satisfied**
34% **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.

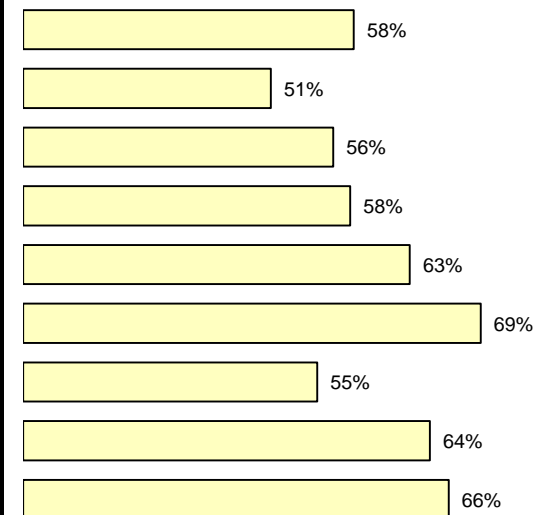
**Healthcare Financial Management Association
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 Western Michigan Chapter**

Your Members' Satisfaction Ratings

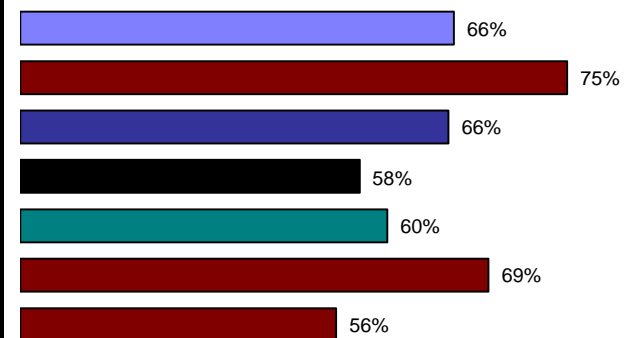
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Western Michigan Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	14%	28%	58%	65%	66%
The educational topics addressed at chapter programs	22%	27%	51%	56%	66%
The speakers at chapter programs	13%	31%	56%	55%	69%
The location of chapter programs	15%	27%	58%	57%	60%
The chapter's coverage of state and regional issues	14%	24%	63%	75%	67%
Chapter newsletter	10%	21%	69%	75%	66%
Chapter networking opportunities	20%	25%	55%	68%	62%
Chapter website	13%	22%	64%	63%	60%
HFMA chapter overall	6%	28%	66%	75%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Western Michigan Chapter - Overall High Satisfaction Trend	FY14	66%
	FY13	75%
	FY12	66%
	FY11	58%
	FY10	60%
	FY08	69%
	FY06	56%

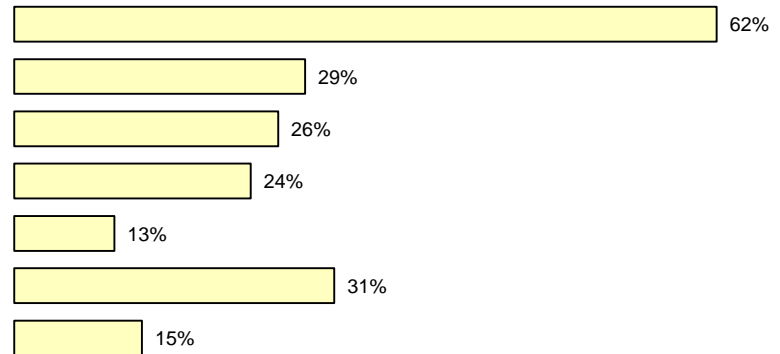
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Western Michigan Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	62%	59%	46%
The speakers at chapter programs	29%	36%	23%
The location of chapter programs	26%	32%	35%
The chapter's coverage of state and regional issues	24%	21%	31%
Chapter newsletter	13%	10%	14%
Chapter networking opportunities	31%	33%	30%
Chapter website	15%	9%	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?		
	Western Michigan Chapter		All Chapters	Western Michigan Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	42%	44%	26%	20%	15%	21%
The speakers at chapter programs	11%	11%	9%	17%	25%	13%
The location of chapter programs	11%	13%	21%	15%	19%	14%
The chapter's coverage of state and regional issues	9%	7%	13%	15%	13%	18%
Chapter newsletter	2%	0%	5%	11%	10%	9%
Chapter networking opportunities	20%	22%	16%	11%	12%	14%
Chapter website	4%	4%	11%	11%	6%	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.	Western Michigan Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	8%	16%	76%	76%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	24%	24%	53%	53%
Trends in commercial payment	16%	33%	51%	51%
Alignment strategies among healthcare providers	10%	31%	59%	59%
Data analytics and business intelligence	18%	25%	57%	57%
Strategic planning, business plans, and service line planning	16%	30%	54%	54%
State legislative and regulatory update	12%	25%	63%	63%
State Medicaid program	12%	47%	41%	41%
Local payors and employers response to healthcare reform	6%	22%	73%	73%
Payor and provider collaboration	10%	35%	55%	55%
Impact of insurance exchanges	4%	18%	78%	78%

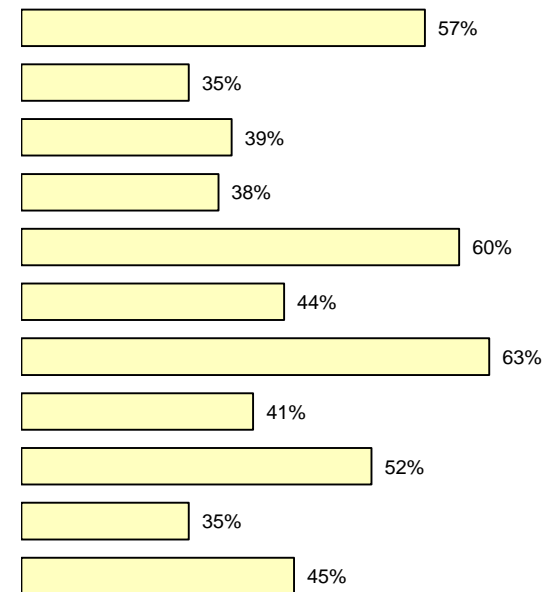
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Topics of Interest to Your Members (continued)

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

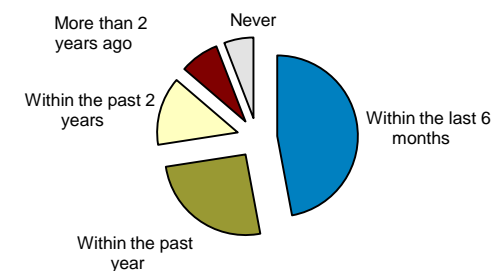
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Western Michigan Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	12%	31%	57%
Accounting and financial reporting	29%	35%	35%
Improving cash collection processes	18%	43%	39%
Denial prevention and management	26%	36%	38%
Changes in Medicare reimbursement policies	8%	32%	60%
Compliance with Medicare regulations	22%	34%	44%
New technologies in finance, revenue cycle, and clinical-financial integration	8%	29%	63%
Managing productivity and costs	16%	43%	41%
Leadership skills	10%	38%	52%
Implementing the conversion to the ICD-10 standard	33%	31%	35%
Strategies for collaborating with clinical areas	16%	39%	45%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Western Michigan Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	47%
Within the past year	25%
Within the past 2 years	14%
More than 2 years ago	8%
Never	6%



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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	494	I've been to the Sept chapter meeting in both 2012 and 2013, which was primarily Reimbursement-themed. The speakers are typically good at these meetings and I especially enjoy the Health Care Reform sessions. The location of the chapter meetings is great, i.e. Stonewater, the lunch and refreshments are okay. I'm hoping there might be a chapter meeting that is "themed" more to financial planning, analysis and reporting -- this is my primary role. Also, I think networking opportunities would be better served at these functions if they (1) assigned tables so that we don't end up sitting with our co-workers and (2) promoted a chance to network at the end of the meeting, which is typically around 3pm (not promoting anything with alcohol, but perhaps a food/drink discount for that afternoon at the Fire Rock might make people want to stay a little longer?)
< 6 months	495	One topic at each meeting or alternatively one meeting should be devoted to specific aspects of healthcare finance jobs: billing, coding, reimbursement analysis, auditing, revenue integrity, etc. This may help members discover new career opportunities or at least broaden their knowledge about the field so as to improve staffs working together.
< 1 year	488	Location is an issue, sometimes difficult to get away. Any chance of doing web connection types of meetings?
< 1 year	495	Many educational topics are hospital specific, and not relevant to private practice. Lincoln Country Club or Watermark
< 1 year	495	Preferred the previous location when it was on the E. Beltline and connected with several highways.
< 2 years	495	Location right off a major highway.
> 2 years	490	Many of the topics are very closely related to reimbursement issues. (These are great topics!) But, in my role - how some of the financial issues impact operational issues and flows would be more pertinent.
> 2 years	492	I work for a long term acute care hospital and a lot of the topics do not pertain to us.
> 2 years	495	I appreciate the time and energy of the volunteers in our chapter. In looking at the agendas, the majority of the topics are focused on the Reimbursement teams versus accounting and finance. If I were in Reimbursement - it would be great but that is not my area of focus. Since the topics are focused on Reimbursement - well Reimbursement staff attend and volunteer. The people that volunteer then create the agenda. I fully understand how it works. If the chapter would like to diversify topics then over time it will get more involvement and higher ratings.
> 2 years	606	I am a long-term HFMA member and just recently returned to the West MI chapter (most recently with the First IL chapter). I have not attended any chapter programs or education sessions since returning to the area in the spring of 2013 and do not feel that I have enough experience with chapter activities to rate them anything other than neutral.
Never	494	Involvement has been limited. I have not taken the time to be proactive and engaged in the chapter. I do review the newsletter and have been to the web-site on several occasions.
Never	495	I have marked very satisfied instead of extremely satisfied because represented perspectives are typically from the hospital. Being new to the organization, this may be the entire focus of the group but it seems like there is more to healthcare than just hospital based programs.

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	495	Perhaps most of the members are in reimbursement, and that is why the educational offerings seem to lean heavily in that direction. Or, maybe that is where the most change/need is seen to be. But, for people that focus on planning and reporting, there doesn't seem to be a lot of educational offerings.

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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	463	I enjoy hearing about anything related to Medicare, Medicaid and Commercial payment methodologies.
< 6 months	494	Certification
< 6 months	494	Lean / Process Improvement in Healthcare
< 6 months	495	Really appreciated the basic Excel Functions webinar, and would like to see samples/examples of spreadsheets or processes for estimating AR reserves amounts, contract management software, actual to budget reconciliations for reserves (which are directly affected by payor mix, volume, and reimbursement %'s)
> 2 years	492	long term acute care issues

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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	463	I attend as often as my employer will allow. I truly enjoy the experience. I have a unique perspective on local HFMA chapters having spent much of my career in Indiana. The Western Michigan chapter provides a far superior product compared to Indiana.
< 6 months	481	Continued addressing of clinical / financial changes needed to manage into the future.
< 6 months	494	great guest speakers, more variety of educational programs and better networking opportunities
< 6 months	495	How about a small amount of time (1/2 hour to 1 hour) at the end of the program for several "hot topic" or "compare notes" discussion groups. Could break into small groups, or approach as a large group with the opportunity for small group consensus presented to the larger group.
< 6 months	495	Practical application; real life "take aways"; more effectively translating content to post-event dialogue between participants on the application, "problem solving" and strive for excellence
< 1 year	488	Location closer, or web based meeting
< 1 year	490	Educational topics
< 1 year	495	1. Topics that were relevant 2. Location
< 2 years	495	For the past year this meeting occurs on a date that conflicts with an important reoccurring meeting that I attend.
> 2 years	490	Topics and dates of sessions. (Some days - Thursday for example - I cannot leave work to attend)
> 2 years	495	Topics: Previously stated to expand the focus. In Michigan, the east side of the state has interesting meetings. I am thinking of switching over to that side even though I would have to drive 2-3 hours.
> 2 years	606	I recently returned to West Michigan from the Chicago area and do not have any suggestions at this point.
Never	495	Only been a member for a short time and (except for once), timing hasn't been good to attend. Once, it was all reimbursement related, so chose not to attend.