

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 316  
**Responses Received:** 69  
**Response Rate:** 22%

**FY14 Overall High Satisfaction:** 81%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 62%  
**Favorable/Unfavorable FY13 to FY14:** 19%

**FY14 High Satisfaction is composed of:** 51% **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.

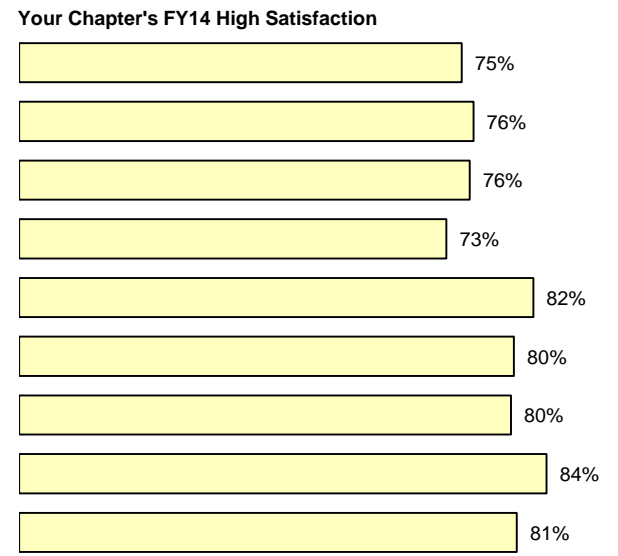
Final request to complete survey sent to non-respondents on November 12, 2013.

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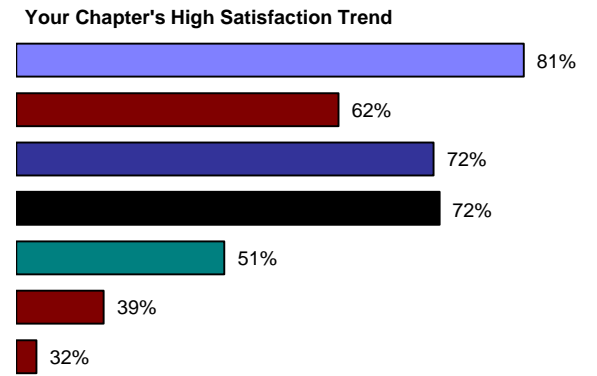
**Your Members' Satisfaction Ratings**

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?	Connecticut Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	2%	23%	<b>75%</b>	62%	<b>66%</b>
The educational topics addressed at chapter programs	2%	22%	<b>76%</b>	60%	<b>66%</b>
The speakers at chapter programs	3%	21%	<b>76%</b>	67%	<b>69%</b>
The location of chapter programs	5%	22%	<b>73%</b>	55%	<b>60%</b>
The chapter's coverage of state and regional issues	5%	13%	<b>82%</b>	60%	<b>67%</b>
Chapter newsletter	2%	18%	<b>80%</b>	65%	<b>66%</b>
Chapter networking opportunities	6%	14%	<b>80%</b>	63%	<b>62%</b>
Chapter website	5%	11%	<b>84%</b>	58%	<b>60%</b>
HFMA chapter overall	1%	18%	<b>81%</b>	62%	<b>69%</b>



Connecticut Chapter - Overall High Satisfaction Trend	FY14	81%
	FY13	62%
	FY12	72%
	FY11	72%
	FY10	51%
	FY08	39%
	FY06	32%



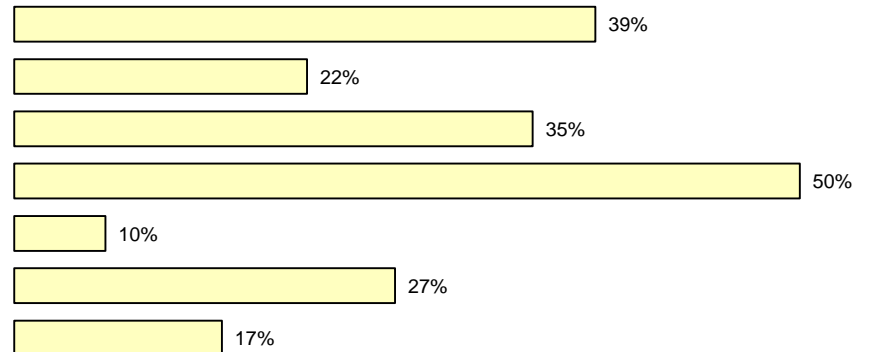
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Connecticut Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	39%	49%	46%
The speakers at chapter programs	22%	16%	23%
The location of chapter programs	35%	29%	35%
The chapter's coverage of state and regional issues	50%	43%	31%
Chapter newsletter	10%	13%	14%
Chapter networking opportunities	27%	28%	30%
Chapter website	17%	23%	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?		
	Connecticut Chapter		All Chapters	Connecticut Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	21%	30%	26%	17%	19%	21%
The speakers at chapter programs	10%	4%	9%	12%	12%	13%
The location of chapter programs	25%	17%	21%	10%	12%	14%
The chapter's coverage of state and regional issues	26%	19%	13%	24%	24%	18%
Chapter newsletter	2%	7%	5%	9%	5%	9%
Chapter networking opportunities	11%	9%	16%	16%	19%	14%
Chapter website	5%	15%	11%	12%	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.	Connecticut Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	17%	<b>80%</b>	80%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	13%	28%	<b>59%</b>	59%
Trends in commercial payment	13%	41%	<b>46%</b>	46%
Alignment strategies among healthcare providers	7%	30%	<b>64%</b>	64%
Data analytics and business intelligence	11%	36%	<b>52%</b>	52%
Strategic planning, business plans, and service line planning	11%	33%	<b>56%</b>	56%
State legislative and regulatory update	3%	22%	<b>75%</b>	75%
State Medicaid program	10%	22%	<b>68%</b>	68%
Local payors and employers response to healthcare reform	10%	25%	<b>65%</b>	65%
Payor and provider collaboration	11%	43%	<b>46%</b>	46%
Impact of insurance exchanges	2%	26%	<b>72%</b>	72%

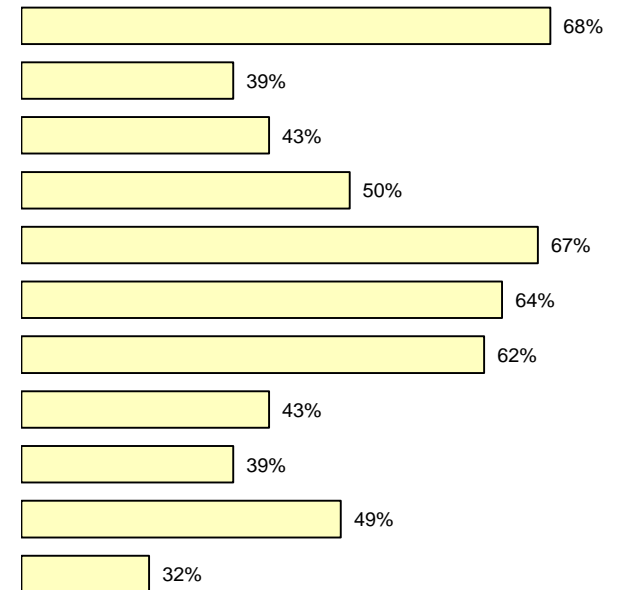
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**Topics of Interest to Your Members (continued)**

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

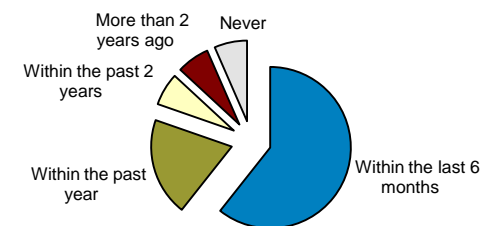
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Connecticut Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	8%	23%	<b>68%</b>
Accounting and financial reporting	18%	43%	<b>39%</b>
Improving cash collection processes	23%	34%	<b>43%</b>
Denial prevention and management	22%	28%	<b>50%</b>
Changes in Medicare reimbursement policies	3%	30%	<b>67%</b>
Compliance with Medicare regulations	8%	28%	<b>64%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	15%	23%	<b>62%</b>
Managing productivity and costs	18%	39%	<b>43%</b>
Leadership skills	23%	38%	<b>39%</b>
Implementing the conversion to the ICD-10 standard	13%	38%	<b>49%</b>
Strategies for collaborating with clinical areas	22%	47%	<b>32%</b>

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Connecticut Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>61%</b>
Within the past year	<b>20%</b>
Within the past 2 years	<b>7%</b>
More than 2 years ago	<b>7%</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	061	Late afternoon and evening events are better than am or day programs. Would not have a problem participating in week-end events. Appreciate the networking opportunities. Like the fact that locations change around the state to provide options for all members. Extremely satisfied with the on-line programs. Recently participated in Norwalk's study using lean process. Currently preparing for certification and attended all of the 5 webinars offered. THANK YOU !!
< 6 months	062	More events in Eastern CT would be better
< 6 months	064	Extremely satisfied with this chapter. Excellent educational programs and networking events.
< 6 months	065	Would like to read more about the impact of state and federal initiatives on local hospitals in the chapter newsletter. Very rarely am I able to make the workshops.
< 6 months	066	The Chapter is for the entire State of CT and although most functions are scheduled in Central CT it might help bring new faces to some of the events if they were scattered throughout the state a bit.
< 6 months	066	The educational activities and in general the organizational opportunities are not industry leading. While the intent of the educational topic is of interest the speaker panel selection is not distracting from the educational aspects of the Chapter. In addition most if not all of the educational secessions are structured for a low level audience making them of little use. I maintain my involvement in the Chapter to gain access to the National organization and remain neutral in my evaluation of the CT Chapter.
< 6 months	067	I'm tired of survey's that look to have you rate everything as "extremely satisfied" and if you don't means the program or service missed something. I don't know who in marketing pushes this - just stop - you either met my needs or not!
< 6 months	068	I'd like to see higher level learning opportunities and hear from more advanced hospitals such as Geisinger and Texas Health. They were fantastic.
< 6 months	068	If more Chapter Meetings could be located in Fairfield County it would be great. It is a long drive to the center of the state for any hospital that is on the water: Greenwich, Stamford, Norwalk, Bridgeport, St. V's, etc. and there are a lot of hospitals on the water.
< 1 year	060	As a retired member I don't attend many events. Therefore., I can only judge by what I have attended in the past. /
< 2 years	064	I understand it's difficult for use locations to meet everyone's needs
< 2 years	068	Would prefer some locations to be in Fairfiled County.
> 2 years	060	It would be nice if there were more programs dedicated to physician practices and the relationships with hospitals.
Never	061	I need to start attending events
Never	065	this is the first e-mail communication I remember having from Connecticut HFMA. I have not been attending any of the programs because I don't seem to be getting the notifications. Can someone verify that I am on the appropriate e-mail lists: kimberly.mule@ynhh.org Thank you. Kimberly C. Mule Director, SBO Yale New Haven Health Services

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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
#N/A	061	The educational programs that I have attended have been OK. I haven't really come away with actionable items or a different, more innovative way to think about the issues being faced within the state. I would like to see an expansion of the networking opportunities within the chapter. I have found it to be more difficult to get involved than other chapters that I have been apart of.

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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	064	Detail working level sessions aimed at tools and takeaways to implement reimbursement, accounting change and productivity improvement topics.
< 1 year	060	The use of EMR's in multiple areas. What would be the cost associated with a system to use EMR's across states and also in hospitals within a state.
> 2 years	060	Physician practice benchmarks and strategies



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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	061	Personally, the dates have always been a conflict. The subject matter is usually very interesting.
< 6 months	064	get away from the high level overview events and focus on the information for those of us that have to implement change.
< 6 months	064	love the ability to socialize and network. chapter has done so much in this area in the past few years. keep up the great work
< 6 months	064	The chapter has done a great job bringing interesting speakers to the educational programs. The networking events are excellent as well. I will continue to attend the chapter's events as my schedule permits.
< 6 months	066	Better speakers and information provide at a higher level
< 6 months	067	If I didn't have a job with responsibilities - only so many hours in a day!
< 6 months	068	I think the networking aspect is a must at all functions.
< 6 months	190	Networking is a major driver with topics of interest a secondary driver. This chapter does a good job with networking events and it is a strength that I would like to see continued.
< 1 year	060	Again as a retiree there are very few meetings that I would like to attend. I believe that the chapter is doing e=very well in its program selections.
< 1 year	065	topic matter more specific to nursing homes and financial modeling
< 2 years	064	Will attend more frequently now that I have re-joined the CT chapter and am hoping to attend the annual meeting.
< 2 years	068	Lower price and more convenient location.