

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 491
Responses Received: 77
Response Rate: 16%

FY14 Overall High Satisfaction: 61%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 60%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 21% **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.

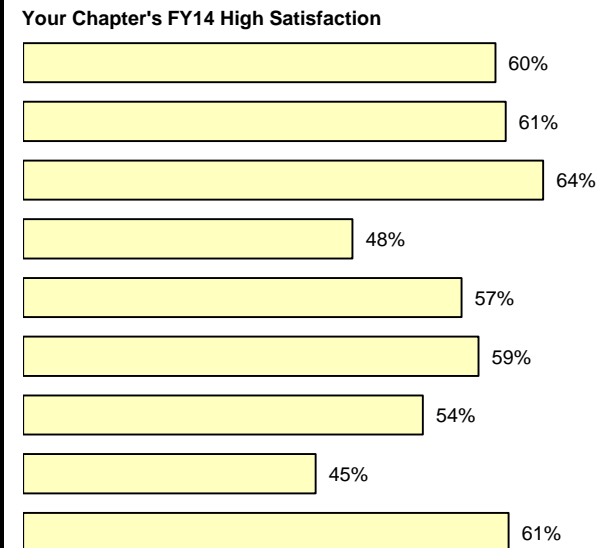
Final request to complete survey sent to non-respondents on November 12, 2013.

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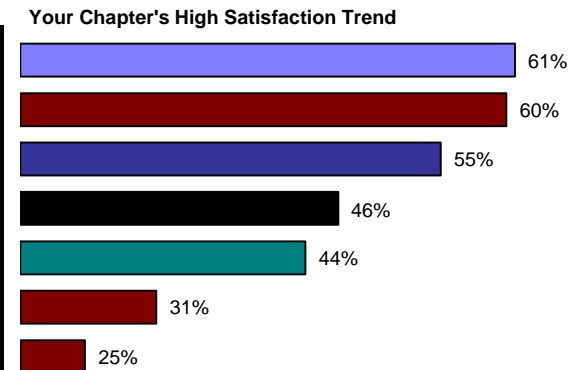
Your Members' Satisfaction Ratings

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?	Minnesota Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	16%	24%	60%	59%	66%
The educational topics addressed at chapter programs	13%	26%	61%	62%	66%
The speakers at chapter programs	11%	25%	64%	57%	69%
The location of chapter programs	18%	34%	48%	49%	60%
The chapter's coverage of state and regional issues	10%	33%	57%	56%	67%
Chapter newsletter	7%	34%	59%	55%	66%
Chapter networking opportunities	20%	26%	54%	54%	62%
Chapter website	18%	37%	45%	51%	60%
HFMA chapter overall	11%	28%	61%	60%	69%



Minnesota Chapter - Overall High Satisfaction Trend	FY14	61%
	FY13	60%
	FY12	55%
	FY11	46%
	FY10	44%
	FY08	31%
	FY06	25%



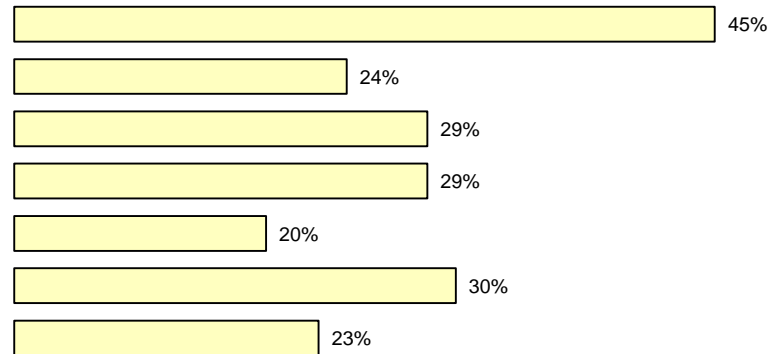
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Minnesota Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	45%	57%	46%
The speakers at chapter programs	24%	23%	23%
The location of chapter programs	29%	32%	35%
The chapter's coverage of state and regional issues	29%	28%	31%
Chapter newsletter	20%	19%	14%
Chapter networking opportunities	30%	23%	30%
Chapter website	23%	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?		
	Minnesota Chapter		All Chapters	Minnesota Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	23%	31%	26%	22%	26%	21%
The speakers at chapter programs	11%	13%	9%	13%	10%	13%
The location of chapter programs	17%	19%	21%	12%	12%	14%
The chapter's coverage of state and regional issues	17%	10%	13%	12%	18%	18%
Chapter newsletter	5%	6%	5%	15%	13%	9%
Chapter networking opportunities	22%	14%	16%	9%	9%	14%
Chapter website	6%	8%	11%	16%	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.	Minnesota Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	22%	75%	75%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	14%	26%	60%	60%
Trends in commercial payment	10%	32%	58%	58%
Alignment strategies among healthcare providers	14%	28%	58%	58%
Data analytics and business intelligence	10%	32%	58%	58%
Strategic planning, business plans, and service line planning	15%	32%	53%	53%
State legislative and regulatory update	11%	32%	57%	57%
State Medicaid program	11%	41%	47%	47%
Local payors and employers response to healthcare reform	13%	26%	61%	61%
Payor and provider collaboration	14%	31%	56%	56%
Impact of insurance exchanges	11%	22%	67%	67%

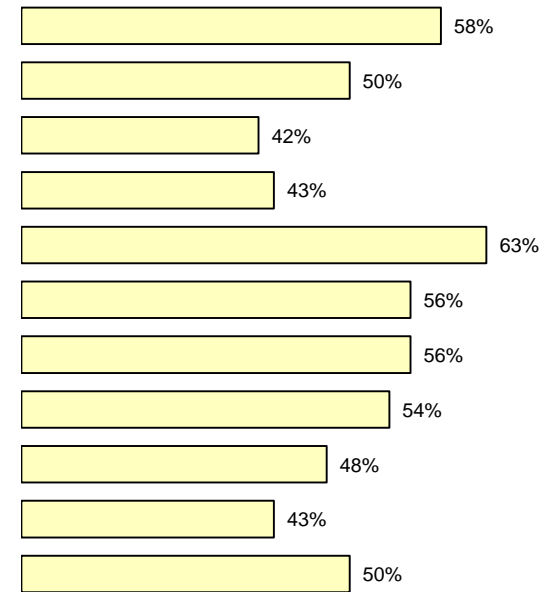
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Topics of Interest to Your Members (continued)

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

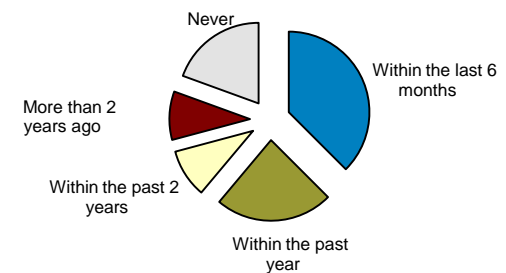
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Minnesota Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	29%	58%
Accounting and financial reporting	31%	19%	50%
Improving cash collection processes	32%	26%	42%
Denial prevention and management	26%	31%	43%
Changes in Medicare reimbursement policies	11%	26%	63%
Compliance with Medicare regulations	21%	24%	56%
New technologies in finance, revenue cycle, and clinical-financial integration	17%	28%	56%
Managing productivity and costs	22%	25%	54%
Leadership skills	24%	28%	48%
Implementing the conversion to the ICD-10 standard	28%	29%	43%
Strategies for collaborating with clinical areas	19%	31%	50%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Minnesota Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	38%
Within the past year	24%
Within the past 2 years	10%
More than 2 years ago	10%
Never	19%



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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	557	Overall the educational programs are very good and informative, with effective speakers and relevant topics. Often times though, as a healthcare financial professional towards the beginning of my career, I find myself wishing I knew more of the "basic" information on certain topics before sitting in on the more detailed, higher end presentations. More opportunities for young professionals, like the "New to Healthcare Finance" program, would be great. Any other suggestions I can make to the chapter programs and networking opportunities revolve around location. I understand the location of a program or networking opportunity can never be perfect for everyone involved, but the distance for my colleagues and me between northern Minnesota and the location of many chapter events can be difficult to justify. Finally, while the website is usually very informative and user-friendly, I have noticed a few instances over the last year or so when the website was not up-to-date or in line with the national HFMA website.
< 1 year	554	I only attended the January one day Winter conference in Plymouth this past year. I remember a couple of the topics were not very interesting. I would continue to talk about upcoming healthcare trends including Minnesota updates, CMS changes, payor changes, etc. I would add more clinic/physician topics (not just focusing on hospitals). I feel that the focus of HFMA education has been weighted towards the hospital side of healthcare in the past. Topics here could include physician fee schedule changes, physician compensation, physician /clinic business trends etc. I like the Plymouth location for winter/fall conferences
< 1 year	554	I strongly feel the MN Chapter should be very inclusive and value diversity. Many minorities, like myself, do not feel belong to the association. I did graduate with an MBA in Healthcare Administration last June, 2012, and I am still looking for an "entry-level Job". I have tried to network with peers in the association but no luck to help me find a new career in this field. NOTE: I am still working in a Hardware Store for a living, despite being a full member of HFMA. However, I am still hopeful I will find a MENTOR in this association to help land a career in Healthcare Financial Management.
< 1 year	562	I have not been able to be involved yet.
< 2 years	550	I haven't had the opportunity to attend an HFMA conference recently so am not able to state "extremely satisfied".
< 2 years	558	We need to have some meetings outside of the metro area
< 2 years	566	Location is the primary issue for those of us in remote northern Minnesota. More events in or around Grand Rapids or Bemidji would be appreciated since this can usually only require one day out of the office. When travel time eats up one (or two) days, it is sometimes hard to justify that much time out of the office. Thank you!
> 2 years	553	Minneapolis and it's suburbs work best for me. I have too busy out of town to attend meetings but did not the ANI sessions last June which were very good.
> 2 years	559	I would like to see the meetings in regional locations. Many times it is hard to get out of the office, drive three to four hours (round trip) plus the education/meeting time.
Never	550	I have been a member now for several months and have not yet EVER received any educational info, newsletter, etc., related to a MN chapter! Quite frankly, did not think it existed

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	551	I'm a (Brand) New Member... So I really don't know...
Never	553	I have not had the opportunity to participate in events and don't feel in the loop. I'm a consultant that travels during the week and only in town on Fridays.
Never	553	Whereas I am a resident of Minnesota, I am employed as a healthcare consultant serving as a contracted Chief Financial Officer of a small hospital in Michigan. As such, I commute weekly between Minneapolis and Michigan. Due to the above arrangement, I have, unfortunately, been unable to participate in activities and educational programs offered by the Minnesota HFMA Chapter. I am currently seeking to transition back to a Minnesota-based opportunity and, as such, intend to participate in activities of the Minnesota Chapter at that time. Thank you.
Never	559	I haven't participated, the subject matter seems to revolve around revenue capture, which isn't very helpful for my job development.
Never	562	It would be nice to have some educational opportunities that are located in other areas than the metro or on other dates than during the work week.
Never	563	I would like to attend more of the events offered but find it difficult due to times and locations (as I work outside of the Twin Cities metro). Also, many topics seem to be hospital focused. It would be great to see some integration of provider/clinic related topics if there are other members serving smaller groups.

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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	554	Improved communication of events
< 6 months	558	Medicare Cost Reporting
< 6 months	561	I marked Leadership skills lower not because it is not important but because with so much going on in health care I would like to see HFMA focus on the health care issues that need to be addressed. The one hour session on Speaking at the last HFMA meeting was about right with the rest of the meeting focused on health care topics.
< 1 year	562	Audits
< 2 years	550	Topics in the upcoming year need to focus on the changing reimbursement structures and impact on patients and practices.

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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	554	Continue to offer unique topics and speakers - speaker on public speaking at MHA - HFMA fall session was a good example. Something different and interesting that helps break up the rest of the day and actually helps focus on the other sessions.
< 6 months	557	At this point in my career and family life, location and time spent away from my home seem to be the biggest obstacles that prevent me from attending events more frequently. More events closer to northern Minnesota would hopefully cut down on the time spent traveling. Also, with a young family, I find it difficult to commit to an event that takes place over the course of two or more days, like the Fall Institute. Any additional opportunities to attend events that take place in a single work day would be ideal.
< 6 months	558	The chapter is doing a good job with conferences and webinars that are offers to members.
< 1 year	553	It's my schedule not the chapter's issue.
< 1 year	553	Minnesota has a great chapter! The leadership is phenomenal! Carry on!
< 1 year	554	I am not working in healthcare now so I am not attending programs as often. I still would like to keep up my certification, though, in case I return to the healthcare field in the future. Thus, I will attend occasionally.
< 1 year	554	lower cost
< 1 year	554	More networking events in various areas with better attendance.
< 1 year	554	When many minority graduates working in healthcare management are encouraged to be part of this group, or are gainfully employed in this field to be part of this great association
< 1 year	562	Lots of education packed into a few short days
< 2 years	550	Specific focus on pertinent legislative and payor contracting changes, new models of healthcare
< 2 years	551	I just need more time away from work.
< 2 years	554	It is hard for me to get away and devote the time to attend these. Also, sometimes the location is such that it is difficult to justify the travel time; though I realize choosing a single location will never be ideal for everyone.
< 2 years	558	Had a conflict this year so I missed the October meeting with MHA. That program is very good. Is information from this meeting (handouts) available on the website?
> 2 years	553	I would attend more conferences if my schedule allowed me to do so. I am usually out of town for work.
> 2 years	554	Transportation and scheduling issues - would like to see more web-based programs and archived options
> 2 years	558	Timing and location - Duluth/Twin Cities and last week of the month.
> 2 years	559	Easier access. Is there a tele option?
Never	553	Offered on Fridays
Never	562	Add in regional events (North East, Southwest, Southeast, etc.) to get more involvement from all areas of the state rather than just the metro
Never	563	Events held in St. Cloud or that happen on Tuesday afternoons/evenings would be fabulous.

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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
Never	566	Have more events in outstate MN