Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014

Sample Size:	**843**	
Responses Received:	**118**	
Response Rate:	**14%**	
FY14 Overall High Satisfaction:	**66%**	
FY14 Overall Balanced Scorecard Target:	**60%**	**or 5% Improvement over FY13**
FY13 Overall High Satisfaction:	**66%**	
Favorable/Unfavorable FY13 to FY14:	**0%**	
FY14 High Satisfaction is composed of:	**33%**	**Extremely Satisfied**
	33%	**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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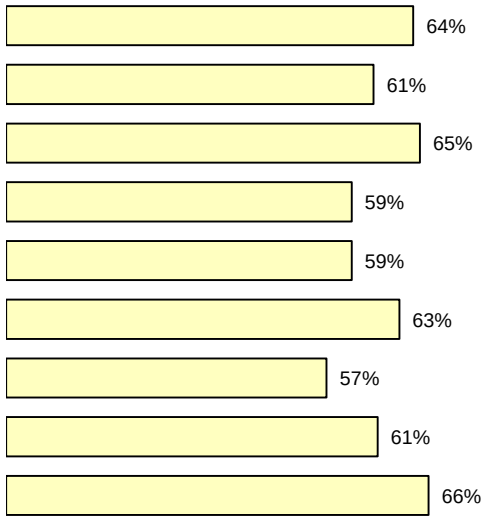
Northern California Chapter

Your Members' Satisfaction Ratings
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services

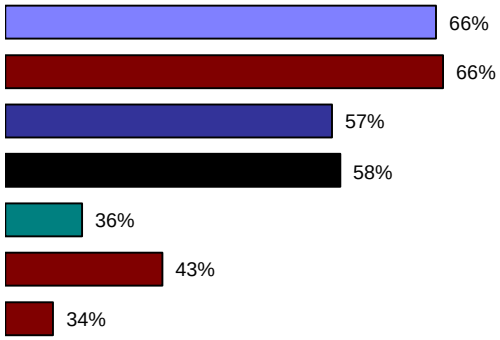
How satisfied are you with the following services offered?	Northern California Chapter				All Chapters
	FY14			*FY13*	**FY14**
	Low	Middle	**High**	*High*	**High**
The chapter educational programs overall	10%	25%	**64%**	*62%*	**66%**
The educational topics addressed at chapter programs	10%	29%	**61%**	*60%*	**66%**
The speakers at chapter programs	10%	25%	**65%**	*63%*	**69%**
The location of chapter programs	15%	26%	**59%**	*56%*	**60%**
The chapter's coverage of state and regional issues	10%	31%	**59%**	*64%*	**67%**
Chapter newsletter	11%	26%	**63%**	*64%*	**66%**
Chapter networking opportunities	14%	29%	**57%**	*62%*	**62%**
Chapter website	15%	24%	**61%**	*65%*	**60%**
HFMA chapter overall	10%	25%	**66%**	*66%*	**69%**

Your Chapter's FY14 High Satisfaction



Northern California Chapter - Overall High Satisfaction Trend		
	FY14	**66%**
	FY13	**66%**
	FY12	**57%**
	FY11	**58%**
	FY10	**36%**
	FY08	**43%**
	FY06	**34%**

Your Chapter's High Satisfaction Trend



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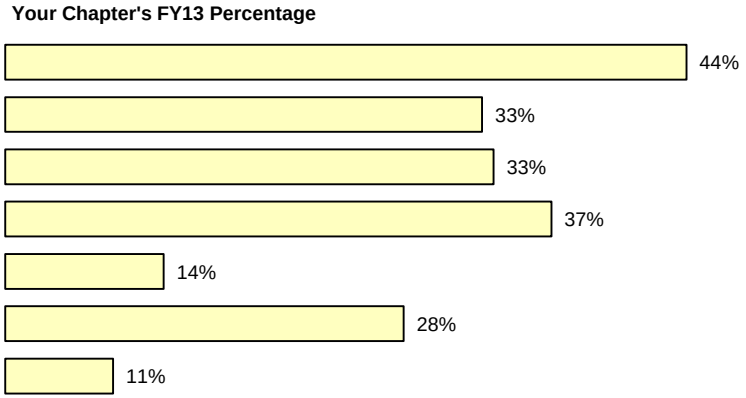
Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Northern California Chapter		All Chapters
	FY14	*FY13*	**FY14**
The educational topics addressed at chapter programs	**44%**	*46%*	**46%**
The speakers at chapter programs	**33%**	*36%*	**23%**
The location of chapter programs	**33%**	*36%*	**35%**
The chapter's coverage of state and regional issues	**37%**	*33%*	**31%**
Chapter newsletter	**14%**	*9%*	**14%**
Chapter networking opportunities	**28%**	*25%*	**30%**
Chapter website	**11%**	*15%*	**22%**



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?		
	Northern California Chapter		All Chapters	Northern California Chapter		All Chapters
	FY14	*FY13*	**FY14**	**FY14**	*FY13*	**FY14**
The educational topics addressed at chapter programs	**25%**	*27%*	**26%**	**20%**	*19%*	**21%**
The speakers at chapter programs	**11%**	*19%*	**9%**	**22%**	*17%*	**13%**
The location of chapter programs	**20%**	*20%*	**21%**	**13%**	*16%*	**14%**
The chapter's coverage of state and regional issues	**14%**	*11%*	**13%**	**23%**	*22%*	**18%**
Chapter newsletter	**7%**	*3%*	**5%**	**7%**	*6%*	**9%**
Chapter networking opportunities	**21%**	*16%*	**16%**	**7%**	*10%*	**14%**
Chapter website	**3%**	*5%*	**11%**	**8%**	*10%*	**11%**

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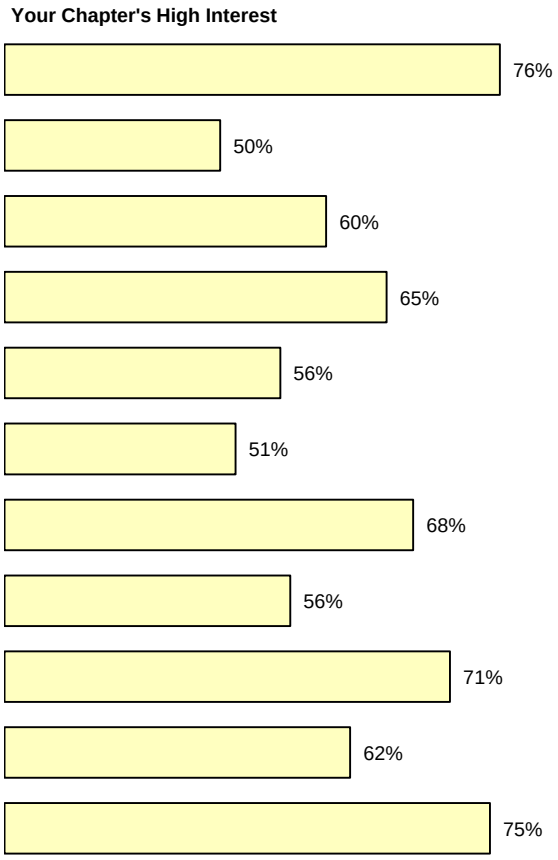
Topics of Interest to Your Members
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table C: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northern California Chapter FY14 Low	Middle	**High**
Trends and outlook for local healthcare industry	4%	20%	**76%**
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	15%	35%	**50%**
Trends in commercial payment	8%	32%	**60%**
Alignment strategies among healthcare providers	6%	29%	**65%**
Data analytics and business intelligence	10%	34%	**56%**
Strategic planning, business plans, and service line planning	11%	37%	**51%**
State legislative and regulatory update	7%	25%	**68%**
State Medicaid program	14%	30%	**56%**
Local payors and employers response to healthcare reform	5%	24%	**71%**
Payor and provider collaboration	10%	28%	**62%**
Impact of insurance exchanges	5%	20%	**75%**

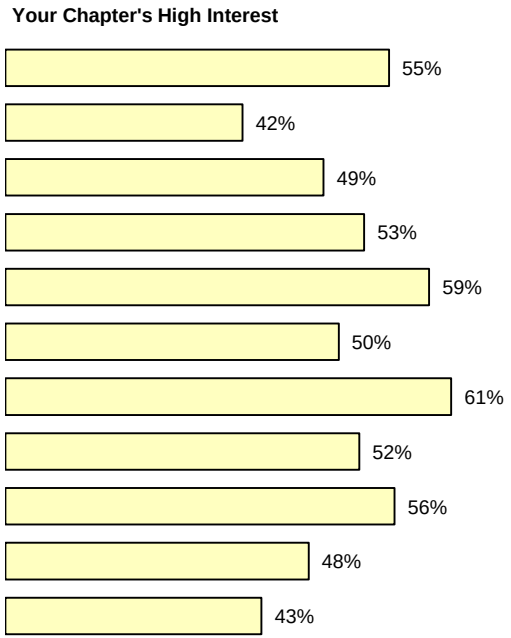


Topics of Interest to Your Members (continued)

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

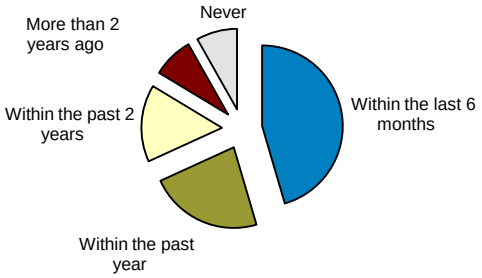
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northern California Chapter FY14 Low	Middle	High
Bundled payment reimbursement methodologies	12%	33%	**55%**
Accounting and financial reporting	22%	36%	**42%**
Improving cash collection processes	22%	29%	**49%**
Denial prevention and management	18%	30%	**53%**
Changes in Medicare reimbursement policies	15%	27%	**59%**
Compliance with Medicare regulations	18%	31%	**50%**
New technologies in finance, revenue cycle, and clinical-financial integration	14%	25%	**61%**
Managing productivity and costs	15%	33%	**52%**
Leadership skills	18%	27%	**56%**
Implementing the conversion to the ICD-10 standard	25%	28%	**48%**
Strategies for collaborating with clinical areas	21%	36%	**43%**



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Northern California Chapter FY14
Within the last 6 months	**45%**
Within the past year	**23%**
Within the past 2 years	**15%**
More than 2 years ago	**8%**
Never	**8%**



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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	928	Reassess the unnecessary politics that are discouraging new and existing members from attending events and getting involved. People should be acknowledged by their actions and contributions in the chapter and not by any other means. Bring in new advisors who are committed to the whole chapter and can bring innovative ideas that cater the chapter as a whole. We need to focus on increasing membership and getting people involved. Would like to see better leadership.
< 6 months	939	Location are good. More on RHC's and SNF's would be very helpful. We don't run a hospital, but see about 32,000 people a year, at our Clinic, and run a 5 star rated Skilled Nursing Facility. Perhaps I'm in the small minority here, as to what percentage work directly for a hospital.
< 6 months	939	Location is always hard to predict and the response of providers is very unpredictable. We can only do our best and I think this chapter is always willing to try new venues. I love this chapter!
< 6 months	939	Topics are heavily weighted for PFS - less so for finance/budget which is where I work.
< 6 months	941	It would be nice to see an event in SF occasionally.
< 6 months	946	Continue collaboration/joint conferences with HIMSS, ACHE, etc. Joint networking events would also be nice to meet new people.
< 6 months	956	HFMA NO Calif has always been the lifeline to your business needs.
< 6 months	959	Our leader needs to listen to every chapter committee chair and not just a small group because of his business. The chapter president should not have a conflict of interest because he might loss business at a large hospital he works with during the year. The president and president elect should not push friends on the execute team just because they are friend. They need to look for people that will lead our chapter to the further. The chapter president and president elect should have an open mind to all members and committee chairs.
< 6 months	986	The only reason I didn't mark "Extremely Satisfied" is because there is always room for improvement.
< 1 year	946	San Francisco or Oakland
< 1 year	952	Due to budget constraints I've not been able to attend any HFMA functions, so my input is limited to emails.
< 1 year	957	Should have more programs in the Sacramento, Fairfield, Vacaville area.
< 2 years	941	I would like to network with other members in San Francisco.
< 2 years	957	Most programming is related to the business office. My focus is Government Reimbursement, so I attend the programs provided by the HFMA Southern California chapter.
< 2 years	958	The Chapter should survey its members in regards to what educational topics affect most members and are of current interest.
> 2 years	852	I retired from active employment in 2003. I have moved from the Bay Area to Phoenix. I no longer care about the local HFMA programs ... Northern California, Arizona, any of them.
> 2 years	934	The reason for using do not know is because I have not attended Chapter Programs in quite a while.
> 2 years	945	I have not had the opportunity of using the above services for the past four years.

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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
> 2 years	949	More Physician Practice management Information.
Never	941	I haven't seen many events in San Francisco. It would be nice to have a networking event in the city perhaps.
Never	941	It seems like most of the focus is on revenue cycle and not many topics associated with strategic topics on managing revenue/operational growth and managing costs. I'm probably ill informed but it does not really seem like that is a focus when we all there is extreme focus from the general public and CMS on reducing costs.
Never	954	It's not the chapter, it's my own time limitations. I've just not made participation a high enough priority.
Never	955	Nothing for the northern most counties
#N/A	948	sorry, if don't have anything tangible, if just haven't gotten too involved. if could say this is because if am not interested, but if could also say it's because the offering of the chapter isn't interesting enough...
#N/A	950	I am new to the chapter and have not attended a meeting
#N/A	953	The only area I would like to see is more networking opportunities in the Central Valley.

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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	946	Participation by Payers, e.g., BCBS, United, Cigna and Kaiser to hear their perspectives on what to expect in payments, etc. with ACOs. Examples of how finance, clinicians and IT are working together to meet the demands of ACOs.
< 6 months	946	Two Midnight Rule / CAC / CDI
< 6 months	952	Preference Pricing and Population Management
< 6 months	959	Sessions that are specific to Critical Access Hospitals would be much appreciated.
< 1 year	946	Preparation for dual eligibles in Medi-Cal
< 1 year	958	ACA
< 2 years	945	I'm too busy to get away and attend any educational sessions in person. If you don't offer your in-person sessions via webinar at a later date, that would be one suggestion.
> 2 years	940	Our No. Calif. chapter has a great newsletter. e-mail notices and details of programs are timely and informative. Had forgotten about the website. Will have to look that up. As a member of a hospital finance and audit committee my interest lies in those areas, but I do check out what is being covered re nuts and bolts especially those that lead to committee involvement. As a retired non-driver, I'm not able to attend local programs, though I frequently see programs that I would like to attend. How about more ways to help overburdened managers become less burdened so they can be more efficient, achieve reducing their operating costs, and not be pulled in so many directions?

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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	939	I get a lot out of the education programs we offer. I think if we meet one-on-one with providers, we can let them know how important to their hospital and their career to be part of the association and our chapter in particular.
< 6 months	939	knowing they have something directly relevant to RHC or SNF.
< 6 months	940	New blood on planning committee. Some folks need to move on and let others step forward. No one should be on board for more than one term. So unfair
< 6 months	945	Bay Area locations
< 6 months	945	I attend 'em when you have 'em! A couple of more strictly social events each year would be nice (like the baseball game).
< 6 months	945	Pricing and location of events
< 6 months	946	Great speakers on relevant topics. Can the chapter afford to bring in nationally known speakers? or nationally known local speakers?
< 6 months	952	Consider adding a First time attendee/newcomer session at the Fall and Spring conference to help newcomers network with Board members and meet a few people.
< 6 months	952	Golf. ok...just kidding. I've recently changed jobs. So, the reality is that I'm so buried at work, if have to make a huge effort to get away for the annual Region XI conference and then if usually take a day off to connect with my peers at the Acquisto Memorial Golf tournament. Thus, it would be tough to fit any more presently into my calendar. but, thanks for asking.
< 6 months	958	better networking opportunities, richer speaker content
< 1 year	940	Location and timing during the month.
< 1 year	941	Have events in public transportation friendly locations for live events.
< 1 year	941	I am interested in hearing if other providers are having issues with fiscal intermediaries, i.e. rac double take backs, share best way to get through a payor. Perhaps sound board someone can post a question or issue get feedback from other members.
< 1 year	946	stronger educational component and better location
< 1 year	951	Daytime mini-events (4 hours or less) are great because they provide a concentrated set of content but don't require full day / overnight participation.
< 1 year	952	I attend the Acquisto annual golf tournament --- I don't know if that counts
< 1 year	970	Virtual meetings would be nice as we now have almost no travel budget.
< 2 years	941	Make the location in San Francisco
< 2 years	945	Nothing, I'd need a clone to get my work done while I'm away. Too much to do, too little time. I have only 2 hands, 10 fingers, 1 brain, and I can only do 2 things at once.
< 2 years	951	Often, its just the same people that attend every year. I would like to see broader involvement and larger events.
< 2 years	956	location close to home

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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
< 2 years	958	I think the chapter gets better speakers and more focused topics when it requests proposals for presentations than when the topics are selected exclusively by committee. A balance of topics/speakers selected by committee members and Requests For Proposals (RFPs) should improve the quality of programs. That said, the Chapter does a pretty good job, as is shown by its conduct of this survey. Thanks for asking these questions.
> 2 years	934	Budget funds are tight. Locating some programs in the Central California area would help with travel costs, etc.
> 2 years	949	More Focus on Physician Practice management, especially for FQHCs
Never	941	It seems like most of the events I've seen are very detailed accounting/reimbursement updates. I'd be more interested in higher level broad industry topics. An event in SF would be hard to turn down.
Never	954	1) Location and time of day. 2)Speaker bios/credibility.
Never	955	location