

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 823  
**Responses Received:** 122  
**Response Rate:** 15%

**FY14 Overall High Satisfaction:** 63%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 58%  
**Favorable/Unfavorable FY13 to FY14:** 5%

**FY14 High Satisfaction is composed of:** 34% **Extremely Satisfied**  
29% **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.

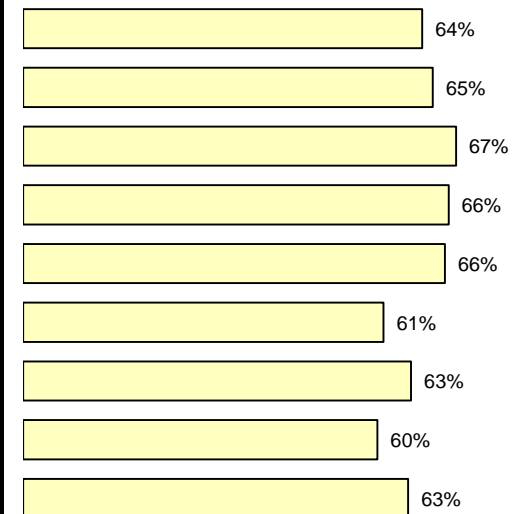
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**Your Members' Satisfaction Ratings**

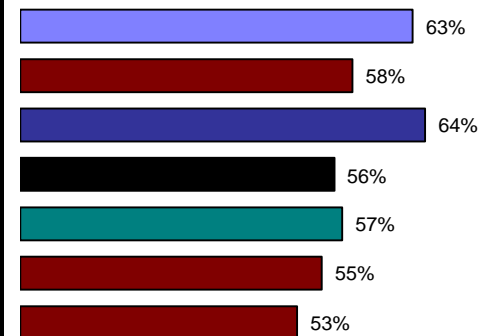
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Tennessee Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	26%	<b>64%</b>	59%	<b>66%</b>
The educational topics addressed at chapter programs	8%	27%	<b>65%</b>	58%	<b>66%</b>
The speakers at chapter programs	6%	27%	<b>67%</b>	60%	<b>69%</b>
The location of chapter programs	11%	23%	<b>66%</b>	55%	<b>60%</b>
The chapter's coverage of state and regional issues	7%	28%	<b>66%</b>	53%	<b>67%</b>
Chapter newsletter	11%	28%	<b>61%</b>	56%	<b>66%</b>
Chapter networking opportunities	10%	27%	<b>63%</b>	51%	<b>62%</b>
Chapter website	11%	29%	<b>60%</b>	57%	<b>60%</b>
HFMA chapter overall	8%	30%	<b>63%</b>	58%	<b>69%</b>

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Tennessee Chapter - Overall High Satisfaction Trend	FY14	63%
	FY13	58%
	FY12	64%
	FY11	56%
	FY10	57%
	FY08	55%
	FY06	53%

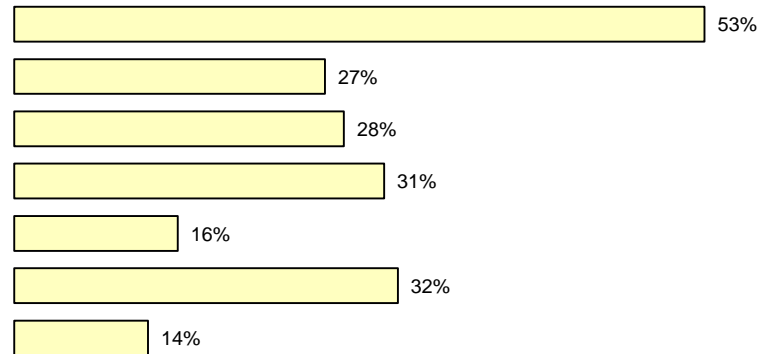
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Tennessee Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	53%	56%	46%
The speakers at chapter programs	27%	22%	23%
The location of chapter programs	28%	22%	35%
The chapter's coverage of state and regional issues	31%	30%	31%
Chapter newsletter	16%	15%	14%
Chapter networking opportunities	32%	40%	30%
Chapter website	14%	13%	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?		
	Tennessee Chapter		All Chapters	Tennessee Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	37%	26%	26%	16%	30%	21%
The speakers at chapter programs	11%	13%	9%	16%	9%	13%
The location of chapter programs	17%	11%	21%	11%	12%	14%
The chapter's coverage of state and regional issues	13%	18%	13%	18%	13%	18%
Chapter newsletter	6%	4%	5%	10%	12%	9%
Chapter networking opportunities	12%	21%	16%	20%	19%	14%
Chapter website	5%	7%	11%	9%	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.	Tennessee Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	27%	<b>70%</b>	70%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	19%	29%	<b>52%</b>	52%
Trends in commercial payment	6%	39%	<b>55%</b>	55%
Alignment strategies among healthcare providers	8%	38%	<b>55%</b>	55%
Data analytics and business intelligence	18%	27%	<b>56%</b>	56%
Strategic planning, business plans, and service line planning	17%	34%	<b>50%</b>	50%
State legislative and regulatory update	10%	27%	<b>63%</b>	63%
State Medicaid program	10%	37%	<b>52%</b>	52%
Local payors and employers response to healthcare reform	11%	26%	<b>63%</b>	63%
Payor and provider collaboration	9%	36%	<b>55%</b>	55%
Impact of insurance exchanges	6%	19%	<b>75%</b>	75%

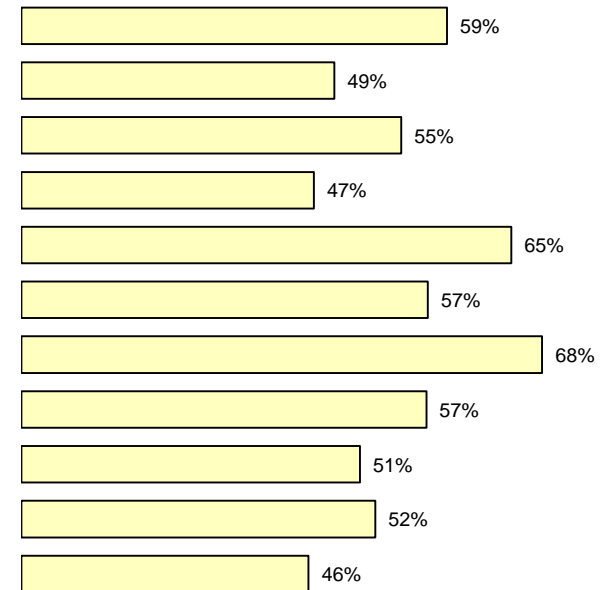
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**Topics of Interest to Your Members (continued)**

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

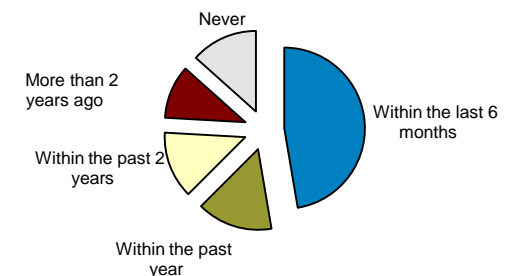
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Tennessee Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	31%	<b>59%</b>
Accounting and financial reporting	20%	32%	<b>49%</b>
Improving cash collection processes	15%	30%	<b>55%</b>
Denial prevention and management	17%	36%	<b>47%</b>
Changes in Medicare reimbursement policies	7%	29%	<b>65%</b>
Compliance with Medicare regulations	10%	33%	<b>57%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	11%	21%	<b>68%</b>
Managing productivity and costs	19%	24%	<b>57%</b>
Leadership skills	18%	31%	<b>51%</b>
Implementing the conversion to the ICD-10 standard	16%	32%	<b>52%</b>
Strategies for collaborating with clinical areas	17%	37%	<b>46%</b>

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Tennessee Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>47%</b>
Within the past year	<b>15%</b>
Within the past 2 years	<b>13%</b>
More than 2 years ago	<b>11%</b>
Never	<b>13%</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	370	The more opportunities to network the better
< 6 months	371	Some of the recent topics at the institutes have been very general. Need to be ahead of changes, such at the Medicare Two Midnight rule that went in effect on 10/1/13. Other groups have had detailed training on this, but I have seen nothing from HFMA. / Another topic for PFS would be regarding how recent changes affect billing inpatient accounts as outpatient when the patient does not meet inpatient criteria. We need to receive information and training to do our jobs and take back to our facilities to train our staff.
< 6 months	373	Need to structure speakers and tracts to the audience that you are trying to address. The chapter should also find ways to more fully engage members employed by providers. This may take some work. There are several valid reasons that the provider members may not be able to engage but if the chapter's mission is as is stated, a lot of effort should be placed on determining and meeting the memberships educational needs.
< 6 months	373	some of the events are in locations that are difficult to travel to
< 6 months	373	We have made significant progress on educational programs, topics and speakers and great things are being done. We need to have more case studies and try to solicit and develop more speakers within our chapter. Also, we need to stay away from the Brooks & Dunn and Disney speakers. Furthermore, the newsletter has improved by leaps and bounds, but they have the age old problem of getting enough articles and different topics. We need to help them to continue the significant improvements that have been made by writing some articles ourselves as chapter leaders and solicit chapter members to write articles. In addition, how do we get more providers involved in chapter functions (networking)? One idea is to have early registration discounts and another has been joint networking with AHIMA and THA. Can we expand the networking outside the traditional "Nashville influence" and come up with things that can draw providers? Can we expand our certification study sessions to a "road show" type format and can we introduce other topics for road shows such as denial management, Affordable Healthcare Act and ICD-10/reimbursement impact and issues updates? The chapter website is also greatly improved. We now need to work on making sure we keep information updated and that it is user friendly (you can find what you need easily). We continue to make great strides as a chapter and I'm honored to be a member, but let's remember that this is always a work in progress.
< 6 months	376	I am extremely satisfied with all aspects related to our chapter. However, as a chapter we need to make sure that our vendors respect the space of the providers in attendance. As a provider that does a fair share of vendor discussions at our events, I was a bit frustrated by behaviors at Fall Institute. Many of the vendors were very pushy outside of the vendor hall. Not only me but several of my co-workers noticed and had very negative comments. Can we work with Merle to set some boundaries for our vendors so we don't run off providers? This is Genny Webb. I can provide more details or help set boundaries if needed (like don't chase providers down the hall, follow them into bathrooms, or wait till they get off a phone call to introduce themselves :) I would hope that most of this is common sense to a sales rep. However, there are a limited few out there that can tarnish the reputation of all.

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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	385	I would like to see more Physician employment driven information presented/provided.
< 1 year	371	CPE Topics are all lusted as "other" or specialized knowledge. So many times they meet the criteria for more categories.
< 1 year	373	The chapter does an excellent job overall - but their main focus (and rightly so) remains with the hospital providers. For people like me, who move from a hospital employer setting - to long term care about 10-15 years ago - there is not as much education. Specifically, it is difficult to justify attending the Fall or Spring Institute when there is maybe one session related to LTC. / / Anytime that I can, I do attend.
< 1 year	376	I know the attendance is lower but programs in Northeast TN would be wonderful.
< 1 year	378	Location
< 1 year	381	More in Memphis
< 2 years	370	As a consultant usually traveling 100% I can never seem to attend any of the functions or meetings.
< 2 years	372	I travel M-Th so honestly am never in town for the meetings, but know from previously attending HFMA functions that it is a highly reputable and informative gathering/group.
< 2 years	376	It would be beneficial if there were more educational topics surrounding Managed Care contracting and Cost Accounting.
< 2 years	378	the choice of presenters should be first politically astute and at least politically neutral during presentations. It has been very easy to refer to something MedPac has directed as Obamacare (MedPac dictates via reports to Congress apparently this has escaped Tennessean health professionals) but; when a professor speaks with distain it shows total ignorance as is the case with many Bigots. I have lived and attended HFMA in many States and of the States I've attended HFMA programs, Tennessee is by far the worst. If TNHFMA cannot do any better than this, stop education programs; but then I believe if one cannot do something correct, don't do it at all. I never have returned to another TNHFMA as a result, and never will.
< 2 years	379	More focus needs to be placed on education and less on networking opportunities. While I agree that networking is important, if you want providers to attend (which, let's face it, is the only reason that vendors will continue to support the chapter), you must provide quality education at a reasonable price. You should consider lowering the price of the institutes....why do we need a bank account that would support a small business? If you focus on education, providers will come. If providers come, the vendors will come and continue to support you. It's not rocket science.....
< 2 years	383	The membership directory contains several errors, wrong phone numbers, wrong employers, etc. The members have updated their information on the HFMA website but the directory is useless because of so many errors.
> 2 years	370	Maybe more "For Profit" speakers and issues.
> 2 years	372	I'm not that active so it's hard for me to be extremely satisfied about something that I don't take advantage of. The programs that I do attend are very well done.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	373	Unfortunately I have not had the opportunity to participate in the meetings since I joined due to conflicts in my work schedule. I am looking forward, however, to becoming more involved and being able to attend some of the meetings. From what I have received, I have been impressed with the topics and coverage of healthcare issues in TN.
> 2 years	381	An occasional meeting in Memphis or Jackson would be nice
Never	370	I don't know that there is much more that you can do for locations of events. Tennessee is a large state, and there are many individuals to consider. I don't have much of an opportunity to travel, and must take greater advantage of the events that are closer to home. The webinars are great.
Never	370	I travel weekly for work so have not participated as fully as I would like.
Never	371	I haven't been involved that much. Hard for me to say.
Never	372	if don't participate because I generally don't see things that are helpful - either I already know about the topic or it is not in my ball park. not being critical - know it is tough to do, that is just my experience.
Never	372	if haven't participated in the local chapter and didn't know one existed.
Never	376	Networking opportunities are limited because of locations of programs. It would be beneficial to have some programs in the East Tennessee/Tri-cities area.
Never	379	I have to admit that it is my own fault that I don't know the above. I would like to start getting involved in the Chapter and what is going on. How can I do that? Thanks for any information. Rosemary
#N/A	380	I don't see anything in Memphis. Everything is in Nashville.



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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	373	Payment reform should be at the top of the list. While I personally do not believe that the Affordable Care Act solves any problems, I do realize that some serious change needs to occur for the industry to be sustainable and remain viable. The issues of supply of qualified clinicians and access are paramount to the industry's success. But all that ACA has done so far is require more people have insurance but has done that poorly. Everyone's insurance costs are increasing at a time when many healthcare providers are downsizing, merging or going out of business. The industry needs to determine through extensive and insightful thought how to provide care to more people with the existing supply of resource. hfma, at both the National and chapter levels, needs to be a catalyst for innovative change that increases access while reducing cost. It can, should, be done. It is just going to take some creative thought leadership.
< 6 months	376	More topics similar to Pivot Tables and Databases.
< 2 years	378	How can HFMA members decertify the TN chapter and transfer it to a state where Bigots are not leading anymore so called education programs.
Never	371	I believe that with physician-facility integration that HFMA and MGMA co-sponsored activities would generate fruit

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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	370	a structured way for a new or existing vendor to show their products or services to providers without having to make hundreds of phone calls to try to get an appointment.
< 6 months	371	A reduced fee for certified members. This was only done once where the amount was reduced by \$50. Many have to pay out of their own pocket to attend.
< 6 months	372	I attended the Fall conference in Gatlinburg this year. I found that there were multiple sessions being presented at the same time that I would have liked to have attended and not forced to pick one over the other.
< 6 months	372	More centralized location for events.
< 6 months	372	More frequent programs in the greater Nashville area.
< 6 months	372	to see more providers
< 6 months	372	Topics
< 6 months	372	With employers cutting back on their financial support of educational activities, less expensive meeting options would be appreciated.
< 6 months	373	Offer programs that are pertinent to continued and future success.
< 6 months	379	no comment
< 6 months	385	I have difficulty sometimes attending the three conferences offered.
< 1 year	373	Topics related to the SNF healthcare setting.
< 1 year	378	Location
< 2 years	370	Better topics, more focus on the strategic role of the CFO and less focus on business office collections. Finally, an effort to gain support and participation by local hospital operators/executives. Too much of the local chapter is led by and focused on vendors and their services.
< 2 years	372	I'd really love to attend but am travelling M-Th. I might just have to stay in town early 2014 to attend
< 2 years	376	I would already love to attend more frequently. Work is just getting in the way.
< 2 years	379	More focus on education and the quality of the topics. Education seems to be an afterthought with most of the institute focus on golf tournaments that appeal to only 15-20.
> 2 years	372	Time is a factor.
> 2 years	373	There seems to be a trend across all chapter's where interaction with vendors from the providers is becoming less frequent and not as cost effective as in the past. Not sure what the solution is as vendors are very much needed to help keep the cost down for the attendees. Have seen many times where attendees are removing their badges so as not to be identifiable to the vendors or 'targets' and the vendor to attendee ratio has increased tremendously over the past couple of years it seems - so attendees are way outnumbered. Having been on the provider side 23 years, I can appreciate both sides now, but I wish we could somehow figure out the best way to make this work for everyone.
> 2 years	377	HFMA is too vendor driven

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	370	Time of day. Many local events begin at or around 5:30 p.m. I would prefer 7:00 p.m. or later. Work days are typically long.
Never	370	work travel prevents attendance Mon-Fri
Never	371	Location near where I live. Murfreesboro, TN
Never	379	Information on when and where it is would be good.