Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014

Sample Size:	**226**	
Responses Received:	**57**	
Response Rate:	**25%**	
FY14 Overall High Satisfaction:	**77%**	
FY14 Overall Balanced Scorecard Target:	**60%**	**or 5% Improvement over FY13**
FY13 Overall High Satisfaction:	**78%**	
Favorable/Unfavorable FY13 to FY14:	**-1%**	
FY14 High Satisfaction is composed of:	**43%**	**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.

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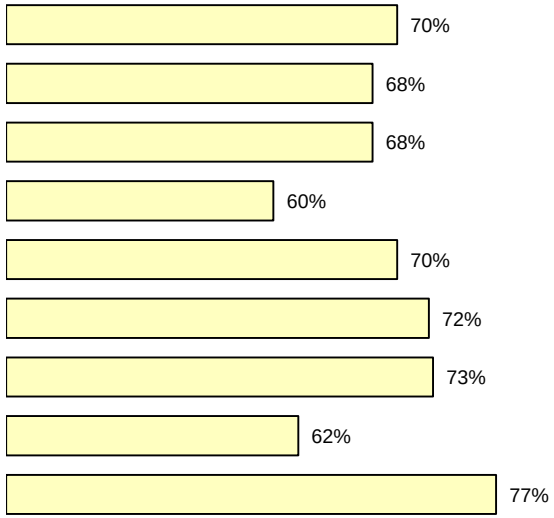
Your Members' Satisfaction Ratings
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services

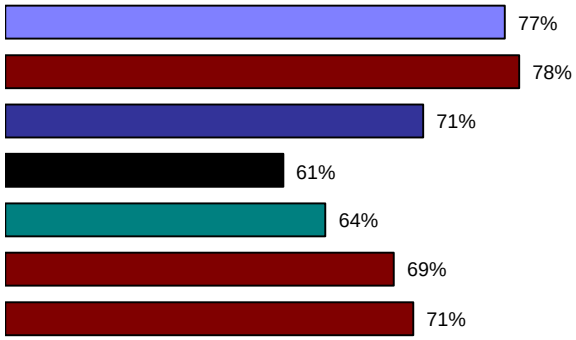
How satisfied are you with the following services offered?	Arkansas Chapter				All Chapters
	FY14			*FY13*	**FY14**
	Low	Middle	**High**	*High*	**High**
The chapter educational programs overall	4%	26%	**70%**	*79%*	**66%**
The educational topics addressed at chapter programs	2%	30%	**68%**	*79%*	**66%**
The speakers at chapter programs	6%	26%	**68%**	*73%*	**69%**
The location of chapter programs	8%	32%	**60%**	*64%*	**60%**
The chapter's coverage of state and regional issues	4%	26%	**70%**	*73%*	**67%**
Chapter newsletter	4%	24%	**72%**	*71%*	**66%**
Chapter networking opportunities	4%	24%	**73%**	*78%*	**62%**
Chapter website	9%	28%	**62%**	*63%*	**60%**
HFMA chapter overall	4%	19%	**77%**	*78%*	**69%**

Your Chapter's FY14 High Satisfaction



Arkansas Chapter - Overall High Satisfaction Trend		
	FY14	**77%**
	FY13	**78%**
	FY12	**71%**
	FY11	**61%**
	FY10	**64%**
	FY08	**69%**
	FY06	**71%**

Your Chapter's High Satisfaction Trend



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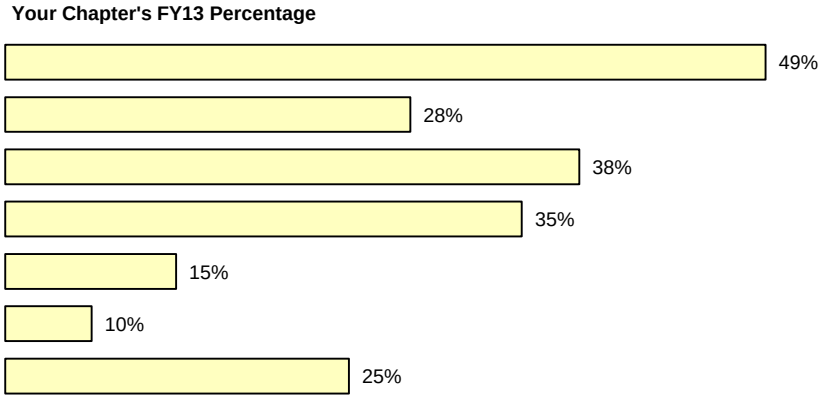
Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Arkansas Chapter		All Chapters
	FY14	*FY13*	**FY14**
The educational topics addressed at chapter programs	**49%**	*40%*	**46%**
The speakers at chapter programs	**28%**	*34%*	**23%**
The location of chapter programs	**38%**	*40%*	**35%**
The chapter's coverage of state and regional issues	**35%**	*26%*	**31%**
Chapter newsletter	**15%**	*21%*	**14%**
Chapter networking opportunities	**10%**	*21%*	**30%**
Chapter website	**25%**	*17%*	**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?		
	Arkansas Chapter		All Chapters	Arkansas Chapter		All Chapters
	FY14	*FY13*	**FY14**	**FY14**	*FY13*	**FY14**
The educational topics addressed at chapter programs	**24%**	*20%*	**26%**	**25%**	*20%*	**21%**
The speakers at chapter programs	**17%**	*16%*	**9%**	**11%**	*18%*	**13%**
The location of chapter programs	**27%**	*24%*	**21%**	**11%**	*16%*	**14%**
The chapter's coverage of state and regional issues	**12%**	*6%*	**13%**	**23%**	*20%*	**18%**
Chapter newsletter	**7%**	*10%*	**5%**	**8%**	*11%*	**9%**
Chapter networking opportunities	**2%**	*12%*	**16%**	**8%**	*9%*	**14%**
Chapter website	**10%**	*10%*	**11%**	**15%**	*7%*	**11%**

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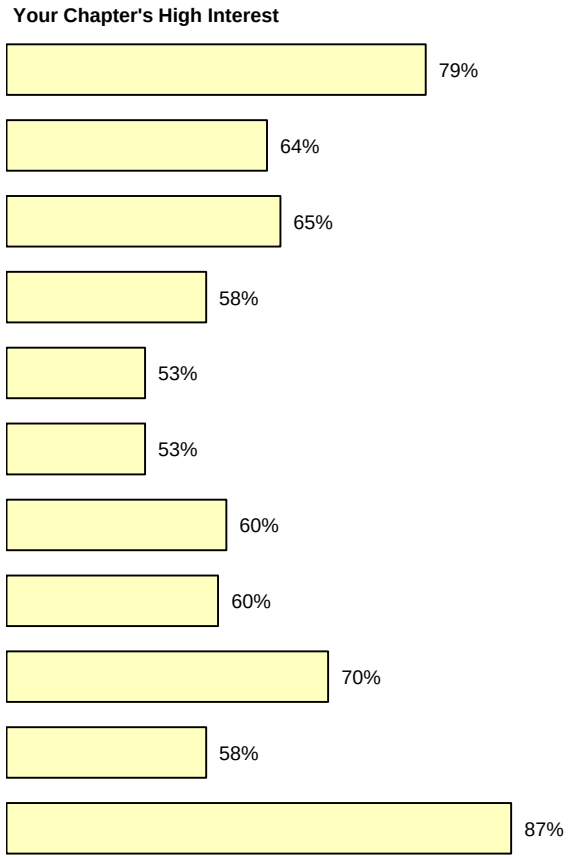
Topics of Interest to Your Members

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.	Arkansas Chapter FY14 Low	Middle	**High**
Trends and outlook for local healthcare industry	2%	19%	**79%**
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	11%	25%	**64%**
Trends in commercial payment	12%	23%	**65%**
Alignment strategies among healthcare providers	9%	32%	**58%**
Data analytics and business intelligence	15%	32%	**53%**
Strategic planning, business plans, and service line planning	6%	42%	**53%**
State legislative and regulatory update	4%	36%	**60%**
State Medicaid program	10%	31%	**60%**
Local payors and employers response to healthcare reform	8%	23%	**70%**
Payor and provider collaboration	8%	34%	**58%**
Impact of insurance exchanges	4%	9%	**87%**



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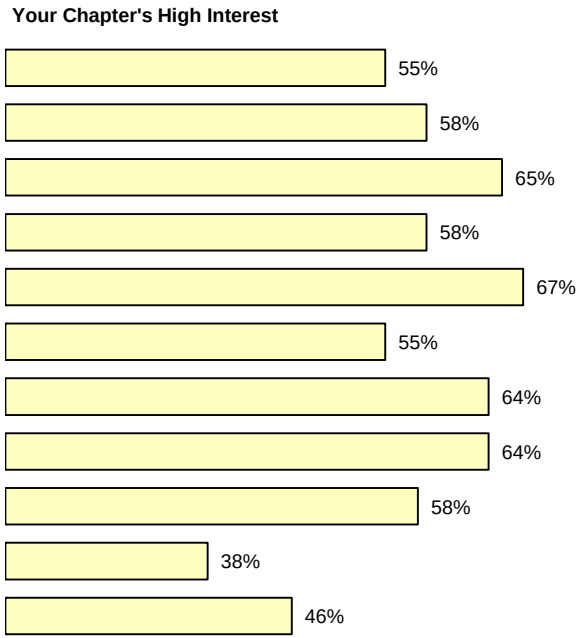
Topics of Interest to Your Members (continued)

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

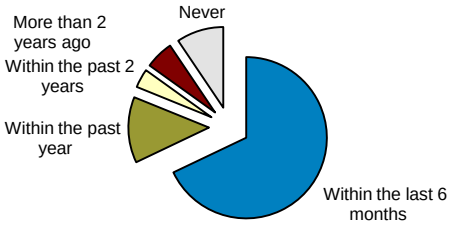
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Arkansas Chapter FY14 Low	Middle	High
Bundled payment reimbursement methodologies	13%	32%	**55%**
Accounting and financial reporting	11%	30%	**58%**
Improving cash collection processes	6%	29%	**65%**
Denial prevention and management	17%	25%	**58%**
Changes in Medicare reimbursement policies	6%	27%	**67%**
Compliance with Medicare regulations	8%	38%	**55%**
New technologies in finance, revenue cycle, and clinical-financial integration	13%	23%	**64%**
Managing productivity and costs	13%	23%	**64%**
Leadership skills	13%	29%	**58%**
Implementing the conversion to the ICD-10 standard	25%	37%	**38%**
Strategies for collaborating with clinical areas	13%	40%	**46%**



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Arkansas Chapter FY14
Within the last 6 months	**68%**
Within the past year	**13%**
Within the past 2 years	**4%**
More than 2 years ago	**6%**
Never	**9%**



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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	716	The meeting rooms at the Marriott, aka Peabody, are not very comfortable and are too big. Little Rock meetings seem not to be well attended.
< 6 months	720	I don't think downtown Little Rock is the best location. West Little Rock, Embassy Suites may be an alternative. Parking and walking downtown expense or far, especially in cold rainy weather.
< 6 months	720	It is time for the website to be updated
< 6 months	720	It would be nice to focus efforts on the whole Revenue Cycle. Starting at Registration/Admissions all the way until the payment has been posted. How to improve processes within the Revenue Cycle, etc.
< 6 months	720	Need more CPE hours (ones that fall into the 24 hour category) so that if a meeting is missed it is still possible to get the required amount of hours.
< 6 months	722	Would like to see more of the CPE hours available be credit for Accounting, Auditing, Tax rather than General.
< 6 months	724	Did not care for the Clarion in Hot Springs - everything too spread out & accommodations were not very good.
< 6 months	728	I go to hear regional/national experts but we seem to be using local people a lot. if this is going to be the future, then I will seek education elsewhere
< 1 year	719	My only request would be more educational opportunities that meet specific criteria for CPA certification. Appreciate everything you already do towards that.
< 1 year	724	Due to travel cuts, I have been unable to attend any educational programs this year.
Never	729	Since I am new I don't have any feedback for you yet. I do we offer programs in the Western or NW areas?
#N/A	722	The Arkansas chapter has a very dedicated group of individuals that are seeking to improve the processes in the healthcare area as they connect with the revenue cycle and affiliated operations. I would find it helpful if there are opportunities to provide webinars to chapter members during the year either independent of or in conjunction with vendors. I find these to be helpful and are an efficient use of time. thanks.

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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	716	Meaningful Use Compliance / Future of CAH's
< 6 months	720	I would like to see more of the revenue cycle folks included, such as Coding, Medical Records, Registration and Patient Financial Services, UR, Case Mgt., Scheduling. All are included in the Revenue Cycle. The back end cannot make all the changes without everyone included.
< 6 months	720	Revenue Cycle from front end to back end. Physician Management, getting Physicians to "talk" and "understand" the financial language and impacts.
< 6 months	722	Accounting, Audit, Tax CPE credit topics.
< 6 months	729	Session on collection laws and the calling of cell phone issues
< 1 year	725	Payer trends with emergency services.
Never	729	Charge integrity; career ladders for revenue cycle staff;

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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	716	I wish they were scheduled at different times during the year. They seem to always hit on my board meeting days which are the 4th Thursday of the month. Maybe alternate times of the month for each event.
< 6 months	720	attend as time permits.
< 6 months	720	Costs were lower.
< 6 months	720	To have folks from Coding/Medical Records/UR/Case Mgt. present and have them buy in to the Revenue Cycle. Not from just one hospital, but large and small hospitals.
< 6 months	722	Anything that is relevant to my current job would make me want to attend.
< 6 months	722	One day sessions instead of two day sessions. Lower cost. No parking hassles.
< 6 months	724	Enjoy hearing more about the front end processes...pre encounter, registration, etc.
< 6 months	724	Expense, registration fees sometimes are high for a 1 day meeting, then I have travel expense on top of that.
< 6 months	728	national speakers and that do not read from their handouts. you must do a little work and not just rely on the national office for speakers. do some research and go hear them for yourself
< 6 months	729	More sessions where members can view or attend from remote locations
< 1 year	719	Scheduling at a time other than month end. (first days of the month)
< 1 year	725	Not the chapter's fault. I am just very busy.
Never	720	Interested, just haven't had the timing work out to attend.
Never	729	A combination of convenient location, price and timing. I really have no issue with the chapter programs. The number one thing that prevents attendance is a combination of all three items noted and then fitting that into a schedule that is already packed. To be honest, with limited dollars for training/events, it all just needs to fit.
Never	729	Closer to Fort Smith. Offer a days program between 10 am and 4 pm with a working lunch- pack it in during 1 day allowing for travel time.