

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 340  
**Responses Received:** 65  
**Response Rate:** 19%

**FY14 Overall High Satisfaction:** 69%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 55%  
**Favorable/Unfavorable FY13 to FY14:** 14%

**FY14 High Satisfaction is composed of:** 40% **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.

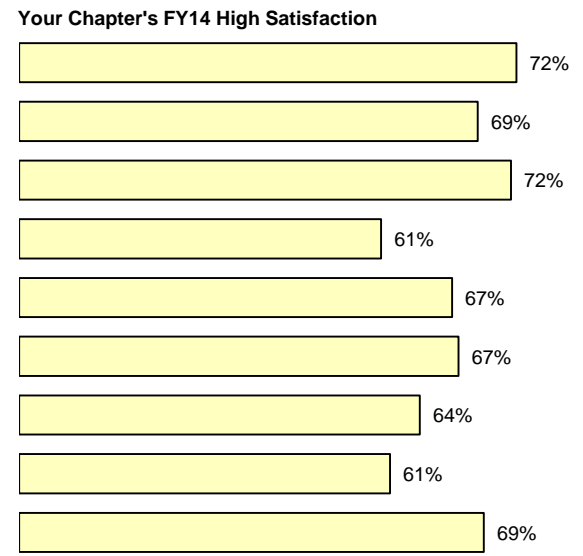
Final request to complete survey sent to non-respondents on November 12, 2013.

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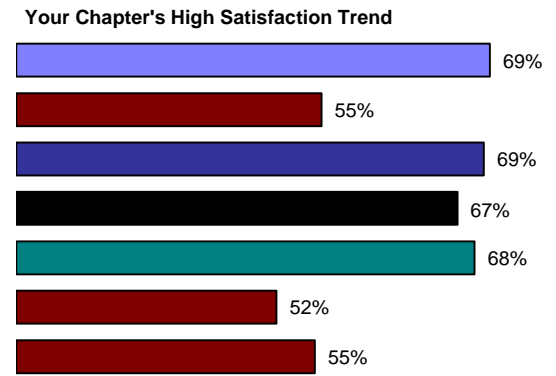
**Your Members' Satisfaction Ratings**

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?	Western Pennsylvania Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	3%	25%	<b>72%</b>	56%	<b>66%</b>
The educational topics addressed at chapter programs	2%	30%	<b>69%</b>	59%	<b>66%</b>
The speakers at chapter programs	0%	28%	<b>72%</b>	65%	<b>69%</b>
The location of chapter programs	10%	30%	<b>61%</b>	64%	<b>60%</b>
The chapter's coverage of state and regional issues	5%	28%	<b>67%</b>	57%	<b>67%</b>
Chapter newsletter	10%	23%	<b>67%</b>	54%	<b>66%</b>
Chapter networking opportunities	10%	26%	<b>64%</b>	57%	<b>62%</b>
Chapter website	7%	32%	<b>61%</b>	40%	<b>60%</b>
HFMA chapter overall	3%	27%	<b>69%</b>	55%	<b>69%</b>



Western Pennsylvania Chapter - Overall High Satisfaction Trend	FY14	69%
	FY13	55%
	FY12	69%
	FY11	67%
	FY10	68%
	FY08	52%
	FY06	55%



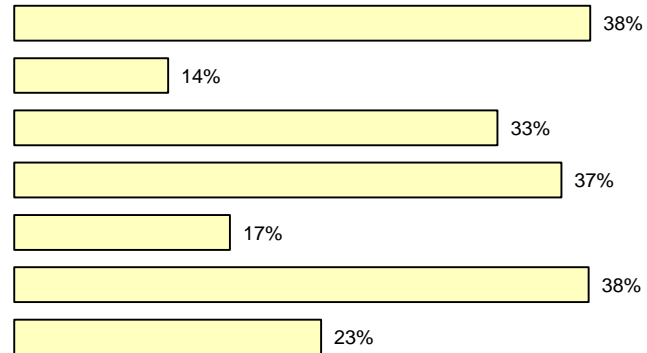
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Western Pennsylvania Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	38%	47%	46%
The speakers at chapter programs	14%	13%	23%
The location of chapter programs	33%	42%	35%
The chapter's coverage of state and regional issues	37%	27%	31%
Chapter newsletter	17%	21%	14%
Chapter networking opportunities	38%	29%	30%
Chapter website	23%	21%	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?		
	Western Pennsylvania Chapter		All Chapters	Western Pennsylvania Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	19%	33%	26%	19%	13%	21%
The speakers at chapter programs	9%	6%	9%	5%	8%	13%
The location of chapter programs	24%	16%	21%	9%	26%	14%
The chapter's coverage of state and regional issues	14%	14%	13%	23%	13%	18%
Chapter newsletter	5%	4%	5%	12%	17%	9%
Chapter networking opportunities	24%	14%	16%	14%	15%	14%
Chapter website	5%	14%	11%	18%	8%	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

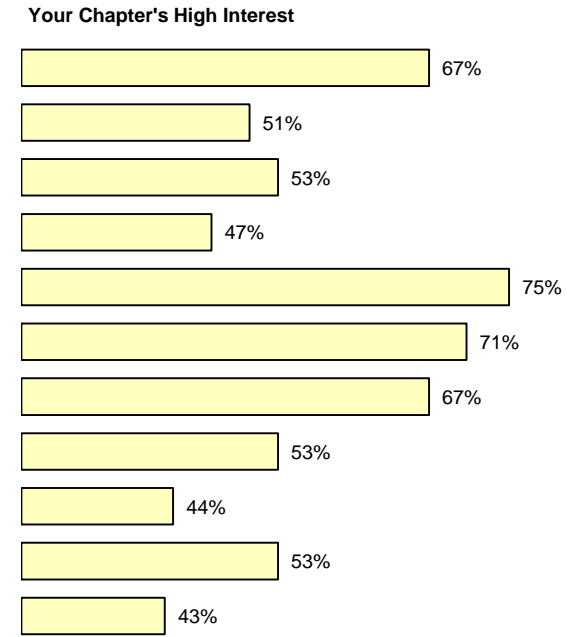
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Western Pennsylvania Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	26%	<b>71%</b>	71%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	9%	14%	<b>78%</b>	78%
Trends in commercial payment	7%	36%	<b>57%</b>	57%
Alignment strategies among healthcare providers	9%	32%	<b>60%</b>	60%
Data analytics and business intelligence	18%	38%	<b>45%</b>	45%
Strategic planning, business plans, and service line planning	12%	40%	<b>47%</b>	47%
State legislative and regulatory update	4%	25%	<b>72%</b>	72%
State Medicaid program	12%	29%	<b>59%</b>	59%
Local payors and employers response to healthcare reform	2%	26%	<b>72%</b>	72%
Payor and provider collaboration	7%	36%	<b>58%</b>	58%
Impact of insurance exchanges	3%	10%	<b>86%</b>	86%

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

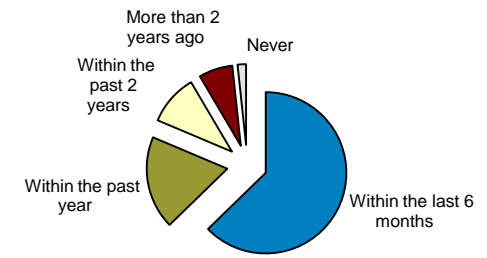
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest	Western Pennsylvania Chapter		
	FY14		
	Low	Middle	High
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.			
Bundled payment reimbursement methodologies	7%	26%	67%
Accounting and financial reporting	19%	31%	51%
Improving cash collection processes	12%	34%	53%
Denial prevention and management	12%	40%	47%
Changes in Medicare reimbursement policies	5%	20%	75%
Compliance with Medicare regulations	9%	21%	71%
New technologies in finance, revenue cycle, and clinical-financial integration	5%	28%	67%
Managing productivity and costs	16%	31%	53%
Leadership skills	14%	42%	44%
Implementing the conversion to the ICD-10 standard	7%	40%	53%
Strategies for collaborating with clinical areas	16%	41%	43%



**Data about Survey Respondents**

Table E: Attending an education event	Western Pennsylvania Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	63%
Within the past year	19%
Within the past 2 years	10%
More than 2 years ago	7%
Never	2%



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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	150	Advanced scheduling and notification of WPHFMA Educational Programs
< 6 months	152	HFMA needs to incorporate programs to involve Chief Financial Officers and Vice President - Finance and Controllers to all events. I believe their attendance will increase the number of HFMA members (other healthcare professionals and vendors) in attendance, and enhance the program agendas. This will also incentivize speakers to more aggressively suggest program content and participation. I have found it beneficial to present at HFMA meetings in conjunction with a hospital CFO to stimulate varied points and conversation ... and perspectives.
< 6 months	152	Many of the presentations are dry and can be boring.
< 6 months	152	Push out more awareness - use mobile app or texting to share what is happening and where to allow for more engagement.
< 6 months	159	Could we have something in Greensburg
< 6 months	160	I'm new to the group so I don't have any real basis for comments other than "satisfied" or "neutral". Thank you.
< 6 months	163	It would be nice to see more stuff up towards Erie instead of always down in Cranberry. Even the New Castle area would be less of a drive.
< 6 months	190	I think that the chapter does a great job in the above categories. The only thing that can be improved would be to draw higher level attendees (CFO and Director Level). This is a challenge that all organizations are facing and this chapter does a great job in attracting these attendees.
< 6 months	430	I am mainly involved for the networking and the networking has been OK. Some of the more detailed educational sessions aren't very relevant for me, but you have done a good job creating opportunities for networking with the baseball event, and continuing the holiday party networking event. I like the planned change in location for the winter event from Seven Springs to the Rivers Casino. the events at Seven Springs are not well attended by CFO-level members most likely due to location.
< 1 year	150	I worked with payors and managed care.. Many of your topics pertain to general accounting.
< 1 year	156	I have not seen a chapter newsletter for quite a while.
< 1 year	157	Would love if remote participation was an option.
< 2 years	150	The educational programs seem to be the same every year. Would like to see a greater variety and include issues impacting health plans as well.
< 2 years	163	Location is a difficult issue for chapters covering such a large geographic area. Being from the NW corner of the state, I understand this better than most. Have you considered events in places such as Erie? I'm sure many of the Pittsburgh folks wouldn't make the 90 minute trip, but you might pick up some new members from the Erie area. Just a thought- not a complaint.
> 2 years	164	Living in Erie, a few more meetings there would be nice. / However, I am currently consulting and am out of town (currently in Alaska) a lot, so very difficult to attend chapter meetings.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	165	As a financial management position with an emergency ambulance provider, the topics many times do not apply. Majority of the topics reviewed relate to the hospital environment.

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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	150	For CPA CPE purposes (and Medicare too) would like to see offering of Ethics CPEs
< 6 months	190	Predictive Analytics for Denials, Enterprise wide efficiency and productivity to drive down cost, Computer-Assisted Coding Efficiency and ICD-10,
< 6 months	430	The interconnectedness of investment portfolios and bond indentures. Asset allocation for funded depreciation accounts. Defined Contribution plan oversight and fiduciary responsibility. Transparency in Target Date Fund reporting and oversight. (I'm in the investment advisory business, so these are topics I would like to see).
< 1 year	151	Negotiating skills, strategic vision skills, DSH reimbursement
< 1 year	157	HIM management in the electronic world.
< 2 years	160	Pricing and marketing strategy for elective IP and OP cases, to be offered to individuals with high deductible plans. Discuss the outlook with the ACA of consumer choices to pay the penalty and have no coverage.



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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	152	Discuss the politics of the industry (good and bad)
< 6 months	152	I liked the downtown location significantly better than the cranberry location. Cranberry is far away and boring.
< 6 months	152	Innovation discussions that use the group's experience, knowledge and "what about if we can do this" ideas to find other ways to tackle HC financial issues.
< 6 months	152	with so many forces requiring time, it is hard to take time for meetings outside of your organization. The topics and speakers need to be so important that you reschedule other things to accommodate these meetings. As much advance notice as possible it needed to get on calendars.
< 6 months	157	Chapter events are great. I'm just so busy trying to keep my head above water at work that the day out of the office is hard to schedule. Not the chapters fault ... just the state of the industry ... sadly.
< 6 months	159	location closer to home
< 6 months	160	1. Allowing vendors to have greater advanced notice of those chapter members who plan to attend events would be appreciated...by the vendors at least. 2. Having event name tags that more clearly show a member's name and organization would be a help. 3. I know it's difficult when dealing with vendors as we don't want people to shy away or feel they are being "targeted" but, vendors need to be allowed to have a greater justification for sponsoring events and improved abilities to make the most of an event in which they sponsor and participate. Booths are nice but they are highly dependent upon participants actually engaging.
< 6 months	190	Overlapping events is the reason I am unable to attend.
< 1 year	150	My position is geared toward more to the Revenue Cycle.
< 1 year	151	They do a great job with programs and venue- for me it's a matter of time to attend sessions. Could they post on web and we could pay a reduced fee and then view when convenient for ourselves.
< 1 year	152	More substance and details on how providers could and should implement various changes at their facilities.....if guess more of a bridge from the academic to the operational.
< 1 year	157	Focus on Health Information Management; security and privacy compliance issues
< 2 years	150	Topics that impact the entire spectrum of health care and having speakers from each of the areas. For example, a program on exchanges with speakers from the providers, health plans, and insurance brokers.
< 2 years	156	I feel that the Chapter does a great job with the educational programs. The facilities at the Regional Learning Center are excellent and the location is easy to get to. I'm now retired and on a reduced income, so the lower registration fee for "retired members" is greatly appreciated and an incentive to attend.
< 2 years	160	More relevant strategic and operational topics. Top national speakers from Kaufman Hall, Advisory Board, big consulting firms, Health Strategies, Health Directions, Sg2, etc.
< 2 years	163	Since I don't attend that often, I don't know many of the members. Maybe something could be done to hook up/introduce others who are new and unfamiliar so as to jump start the networking process at your events?

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	152	topics
> 2 years	164	Can't make most meetings as working out of area.
> 2 years	165	Topics that apply to the ambulance industry