

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 859
Responses Received: 107
Response Rate: 12%

FY14 Overall High Satisfaction: 53%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 64%
Favorable/Unfavorable FY13 to FY14: -11%

FY14 High Satisfaction is composed of: 25% **Extremely Satisfied**
28% **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.

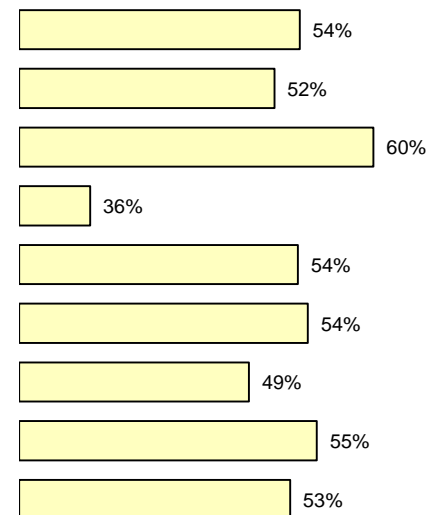
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Your Members' Satisfaction Ratings

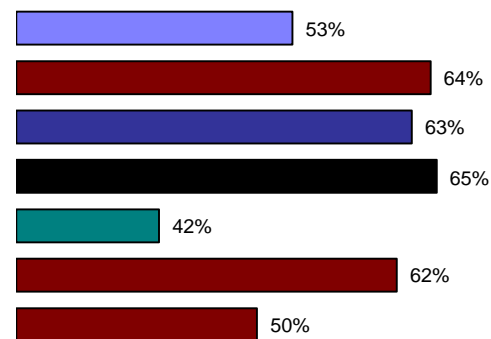
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Southern California Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	16%	30%	54%	62%	66%
The educational topics addressed at chapter programs	16%	32%	52%	61%	66%
The speakers at chapter programs	17%	23%	60%	64%	69%
The location of chapter programs	36%	28%	36%	40%	60%
The chapter's coverage of state and regional issues	11%	35%	54%	63%	67%
Chapter newsletter	13%	33%	54%	67%	66%
Chapter networking opportunities	23%	28%	49%	56%	62%
Chapter website	19%	26%	55%	56%	60%
HFMA chapter overall	12%	35%	53%	64%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Southern California Chapter - Overall High Satisfaction Trend	FY14	53%
	FY13	64%
	FY12	63%
	FY11	65%
	FY10	42%
	FY08	62%
	FY06	50%

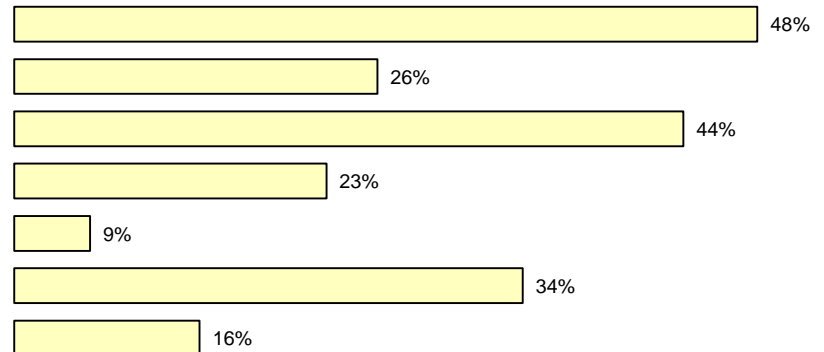
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Southern California Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	48%	46%	46%
The speakers at chapter programs	26%	25%	23%
The location of chapter programs	44%	52%	35%
The chapter's coverage of state and regional issues	23%	28%	31%
Chapter newsletter	9%	6%	14%
Chapter networking opportunities	34%	26%	30%
Chapter website	16%	15%	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?		
	Southern California Chapter		All Chapters	Southern California Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	24%	18%	26%	24%	28%	21%
The speakers at chapter programs	16%	10%	9%	9%	15%	13%
The location of chapter programs	27%	38%	21%	17%	14%	14%
The chapter's coverage of state and regional issues	6%	16%	13%	17%	12%	18%
Chapter newsletter	5%	1%	5%	4%	5%	9%
Chapter networking opportunities	18%	12%	16%	17%	14%	14%
Chapter website	4%	5%	11%	12%	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

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Southern California Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	7%	18%	75%	75%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	13%	30%	57%	57%
Trends in commercial payment	10%	42%	47%	47%
Alignment strategies among healthcare providers	9%	27%	64%	64%
Data analytics and business intelligence	13%	33%	54%	54%
Strategic planning, business plans, and service line planning	18%	36%	46%	46%
State legislative and regulatory update	7%	22%	70%	70%
State Medicaid program	13%	27%	60%	60%
Local payors and employers response to healthcare reform	8%	29%	63%	63%
Payor and provider collaboration	8%	34%	58%	58%
Impact of insurance exchanges	2%	26%	72%	72%

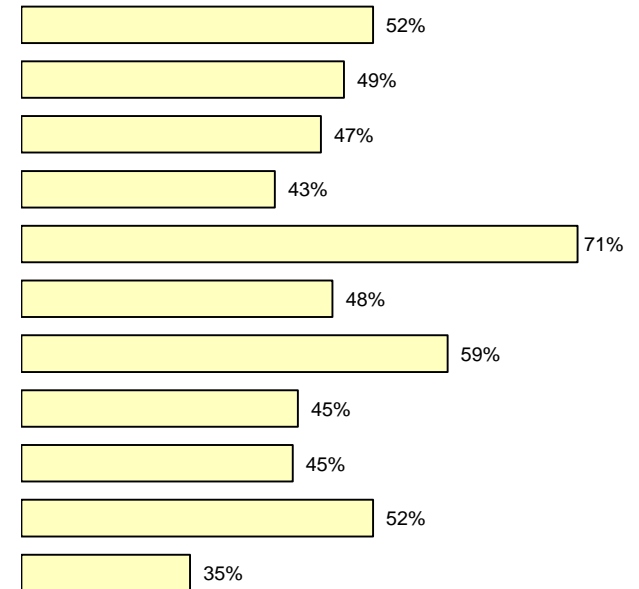
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Topics of Interest to Your Members (continued)

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

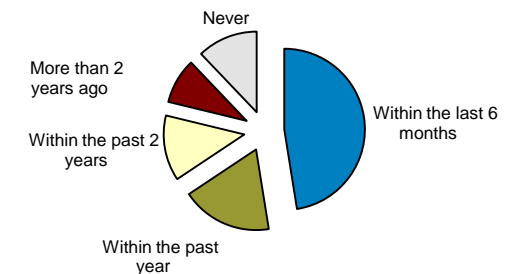
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Southern California Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	7%	40%	52%
Accounting and financial reporting	20%	31%	49%
Improving cash collection processes	22%	31%	47%
Denial prevention and management	26%	31%	43%
Changes in Medicare reimbursement policies	4%	25%	71%
Compliance with Medicare regulations	14%	38%	48%
New technologies in finance, revenue cycle, and clinical-financial integration	14%	27%	59%
Managing productivity and costs	17%	38%	45%
Leadership skills	19%	36%	45%
Implementing the conversion to the ICD-10 standard	15%	33%	52%
Strategies for collaborating with clinical areas	25%	40%	35%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Southern California Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	47%
Within the past year	18%
Within the past 2 years	13%
More than 2 years ago	9%
Never	12%



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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	900	I'm in a unique subcategory (healthcare valuation), and there's a limited number of people who would be interested, but I am. As for locations, nobody's going to be completely happy as long as we try to cover the area we do, and a couple of programs were too far for me to travel to. The chapter does an excellent job of covering the area.
< 6 months	900	More Webinars will solve my location issues. State and local topics are what interests me the most. Niche payment schemes like 340b drugs, county mental health, county sub contracting, serving the homeless and under insured. Compliance issues around community assessment plans and assessment plan progress reports are also of interest.
< 6 months	902	I am a business partner so my needs are different than the professionals in the career.
< 6 months	908	I'm new to this chapter and I look forward to learning more and being able to participate and attend any upcoming events...
< 6 months	913	Please consider to offer webinar function for chapter programs, fall conference and any other education program for the inconvenience location and date. California Endowment is the best location for us.
< 6 months	913	Somewhere in San Fernando Valley.
< 6 months	914	Some meetings in the San Fernando Valley would be great, although I know other members come quite a distance, and you try to centralize the locations.
< 6 months	922	driving to Irvine or LA means that I have to get a hotel room and stay overnight in order to attend a meeting that starts at 8 or 9am. On one occasion it took me 4.5 hours to return from a meeting in Irvine that ended at 4:40pm. If there were more in the Riverside County area it would be helpful. Even if there was the ability to participate remotely. Our medical center has a video teleconferencing center that allows for remote classroom viewing. It is available to outside companies and used often by attorney's for depositions, etc.
< 6 months	922	The Chapter designs everything around one type of member, those that live in the cities and work in the cities. Many of the members are traveling and having meetings on a Tuesday or Wednesday precludes travelers from coming. I would like to see a variety of days of the week that events to entice more participation. Also, it feels like the same speakers all the time. Open it up to new speakers, can be the same topics, just different speakers.
< 6 months	926	The educational topics generally are good as are the speakers. The sad part except for the Webinars which are better attended is that we are not getting good hospital member participation. The Chapter is becoming very vendor loaded which is not all bad but it causes you to have to think about the future focus, survival of HFMA, the type of programs, etc. If the hospital and medical group participation continues to decline what should the focus be to sustain HFMA. The question below may be asking the wrong question how do we in very tight budget situations get greater participation of the hospital members and more hospital members.
< 6 months	927	More sessions geared towards Decision Support/Business Intelligence and costing.
< 6 months	928	I would like to see a track that focuses on the application of technology and analytics to improve healthcare financial management.
< 6 months	928	Networking at CHLA is not practical as this is an extremely difficult location to access.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	928	Preparation for the CHFP exam could be improved. Much of what is available outside the online course does not approximate what is available for the CPA exam. I understand the need to keep the exam quality and challenge however some additional study guide should be available to better understand the potential exam questions without compromising the quality.
< 6 months	930	Like to see greater control over making speakers be more prepared with presentations. Some clearly were unprepared and almost rambled on or about the topic. National assoc 'forces' speakers to prepare in advance simply by requiring a presentation outline with handouts &/or PowerPoint IN ADVANCE. Plus, better qualifying of speakers would help. Some speakers were there as 'visibility favors' for vendors and while the vendor role is critical there should still be an advance set of expectations on how closely speakers will stick to the topic and provide true educational updates (v. rambling or vendor support statements.)
< 6 months	934	Being on the Central Coast of California we are 3-4 hours away from most of the LA based programs. If one could be in Ventura or Santa Barbara once in while that would be great.
< 6 months	956	Get more providers, and key personnel from provider locations, to attend events and get involved with the chapter. Too many vendors run the chapter.
< 1 year	900	Educational topics, in a routine setting, need to be taken into consideration. Although I appreciate in keeping up with the times, sometimes the basics get overlooked. / / Sometimes coming into membership is a bit chaotic since the group seems to be geared towards routine attendees. / I suggest maybe having new member acquaintance of HFMA would be beneficial.
< 1 year	900	Networking opportunities and results have proven to be negligible
< 1 year	902	Problem is that events are scheduled on weekdays and I cannot justify to myself the time away from office in what may or may not be productive education for me. Typically the topics don't sound very relevant to my focus. I would try out events after hours on weekdays if not too much travel required or on weekends. On weekends I would be willing to travel further.
< 1 year	910	I like the webinars organized by the chapter, as they allow participants to further their knowledge of topics without having to leave work. It would be great to have more events after work hours and at different locations, closer to downtown LA. It would be great to have events geared for those looking into breaking into the healthcare industry.
< 1 year	913	Location seems to favor South Bay and Downtown LA venues. Difficult for San Fernando Valley members at times to get there. Also, not much emphasis on physician related practices and ancillary services.
< 1 year	917	More managed care contracting topics.
< 1 year	925	Avoid downtown Los Angeles- prefer further east.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	926	As a vendor, the professional benefits that accrue from chapter membership are limited. Direct sponsorship opportunities are expensive and not cost-effective. The organization is understandably geared toward the needs of its primary membership. I'm just not sure where that puts me, as a vendor who wishes to support the organization but also has to justify the cost and time to my employer and myself.
< 1 year	926	I'd like to see more speakers that are not focused on heightening their own business, but helping others to be more knowledgeable and aware of the current state of the healthcare revenue cycle.
< 1 year	928	LAX, downtown LA or Long Beach locations are better. Seminars on timely topics like ACA or a year ago it could have been implementation of APR-DRGs.
< 1 year	931	How about Ventura County? Getting to LA is difficult.
< 2 years	920	I have rarely attended chapter events due to my location in San Diego.
< 2 years	921	I find the topics at educational sessions to be too weighted toward patient accounting, and too many of the presentations are by lawyers who are too legalistic.
< 2 years	923	I've been so busy at my job that I don't get enough opportunity to participate or visit the website. I've always felt the organization is a wonderful way to network and learn. Keep it up.
> 2 years	900	More friendly environment at meetings. Less cliquish.
> 2 years	922	I wish I could participate more but time constraints prevent me from doing so. Interesting topics.
> 2 years	933	I understand that the majority of the Southern California Chapter members probably live in the greater Los Angeles area. Therefore, it is reasonable that most all functions take place in the Los Angeles area. Unfortunately, the location of Bakersfield where I live is even farther from the Northern California Chapter events. It makes it difficult to physically participate in HFMA. I would be able to obtain the HFMA designation easier if there were more volunteer opportunities in South Central California.
Never	908	It will be great if there are some topics related to a SNF Health Care Facility versus a Hospital Setting. i.e. Cost Reports
Never	911	My view is that many of the chapter functions have priced above what seemed reasonable considering the offering. Also the locations have been too far away or at inconvenient times.
Never	928	New member, no opinion yet
Never	933	Unfortunately, residing in the Bakersfield area precludes my participation in most Chapter events given the distance and timing of events.

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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	900	California and local collaboration among providers, payors and community groups.
< 6 months	900	Coordination among providers, particularly sub acute and community organizations.
< 6 months	900	It would be nice if Chapter provides education materials, references or additional materials online to help candidates to prepare for the CHFP Exam. Study material on the National website is very limited.
< 6 months	908	Access to Bond and Capital Markets....
< 6 months	930	healthcare is now a "current events" topic. Identifying changes, often in the short range of 1-2 years is critical to providers very survival. NO one seems to be talking about how Obama care will deliver medical care and how much will be paid. NO one seems to be identifying the reality that socialization of U.S. healthcare cannot progress until medical providers become government employees and agencies - everyone is talking only about health INSURANCE which is a long way from healthcare. HFMA needs to organize members around the reality that many, perhaps most provider organizations will be mandated to accept Obama care enrollees and how many providers will be driven out of business or into 'cash only' operations by the low amount of those ACA payments. HFMA has an opportunity to take the lead in the rapidly changing arena - yet NONE OF THE ABOVE TOPICS ACTUALLY ADDRESS PAYMENTS UNDER OBAMACARE. Incomplete at best folks.....
< 1 year	910	Topics on how to leverage non-healthcare industry practices in healthcare.
< 1 year	910	Truth about affordable healthcare act! The speakers are all for it but if you analyze it further it is not good for working families.
< 1 year	926	As a finance professional, I am more interested in how changes in the healthcare marketplace impact the finances of hospitals and other healthcare providers and how those changes impact my industry and its interaction with my clients.
< 1 year	931	Changes to the HRSA FQHC program
Never	908	Cost Reporting for SNF Facilities (not hospital).

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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	900	once/month.
< 6 months	900	More Webinars and recorded presentations.
< 6 months	900	To get updated government Medicare and Medicaid program.
< 6 months	908	Better communication and more timely communication from leaders
< 6 months	908	Have more VP of Finance and CFO (Carpet Level) panel discussions...
< 6 months	910	day of the month of event not be in the first 2 weeks during month end close
< 6 months	913	Lower cost & higher quality program with great speakers. Fund should be allocated more toward the quality of the speakers.
< 6 months	913	Seminar location and topics.
< 6 months	917	Good topics with good speakers.
< 6 months	917	New important topics not covered by other organizations. More of my peers
< 6 months	922	Different days of the week besides in the middle of the week as I am a traveler.
< 6 months	923	If we had more funding to allow my attendance to more events....need more local events for this to happen.
< 6 months	926	A way to bring CFO/Controllers out of there offices. It is easier to get CEO's/COO's as speakers for example.
< 6 months	926	If the attendance was better, I would be more apt to come to meetings. I guess the we would need better speakers in order for that to happen.
< 6 months	926	Would attend networking events if more senior level hospital people, i.e. CFOs were in attendance as well as advanced discussion/educational topics for senior level HFMA members. The current sessions, even on issues like ICD-10, although sometimes are targeted at the more advanced level, are often times still pretty basic and not very useful for someone in a senior position.
< 6 months	928	I would attend more if my business calendar didn't conflict with events. Many times planned calendar items for my business end up conflicting with chapter event dates.
< 6 months	928	The outreach opportunities seem to always center around business office topics which are of limited interest.
< 6 months	930	More intensive seminars with longer days including classed/presentations from early morning through the evening. Quit wasting my time with bar parties - or at least provide alternatives to drinking with additional classes. Networking occurs best in classes & presentations and over coffee between presentations.
< 6 months	934	I like the webinars. Great way to offer education.
< 1 year	902	Location and time of day. See earlier comment.
< 1 year	910	Networking opportunities or recruiting events.
< 1 year	910	No Politics! For the last couple of years, there are more politics discussed by the speakers!
< 1 year	917	national speakers from across the country. specifically hospitals
< 1 year	922	Better attendance amongst the CFO ranks.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	925	Locations well to the east of Los Angeles
< 1 year	926	I am more interested in topics geared toward macro-economic and regulatory/financial changes in healthcare and on how those impact the market for the technology financing services my firm provides. I am less interested in technical/clinical discussions in which I am not qualified to participate or which don't impact how I interact with my healthcare clients. If there were an event or sub-group that was specifically geared toward the use of leasing as a financial tool for technology acquisition - I would find that to be a compelling discussion I would want to participate in.
< 1 year	931	More focusing on outpatient ambulatory care clinics
< 2 years	920	Again, I think location is the biggest impediment for me.
< 2 years	921	Very interesting speakers covering current topics
> 2 years	900	My issues are typically schedule availability and my existing commitment to the AHIA.
> 2 years	922	Work coverage for while I am gone.
> 2 years	933	Hold an event someplace other than Long Beach, preferably in the San Joaquin Valley.
Never	908	Currently, it is a timing issue.
Never	911	Location, cost, and time of the event
Never	923	provide Inland Empire program locations