

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 259
Responses Received: 39
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: 26% **Extremely Satisfied**
37% **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.

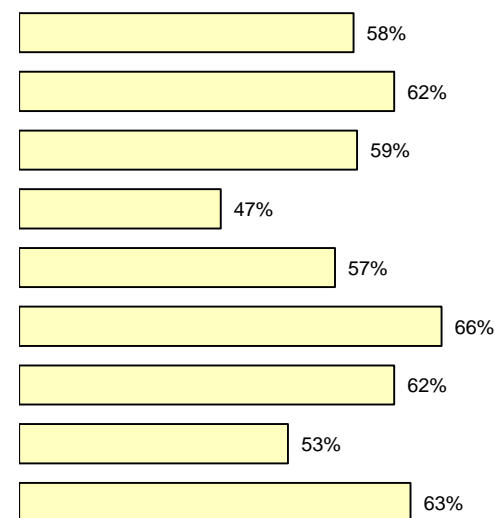
**Healthcare Financial Management Association
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 Heart of America Chapter**

Your Members' Satisfaction Ratings

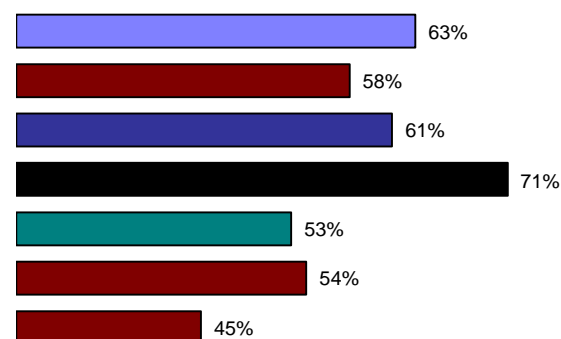
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Heart of America Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	17%	25%	58%	58%	66%
The educational topics addressed at chapter programs	18%	21%	62%	57%	66%
The speakers at chapter programs	7%	34%	59%	63%	69%
The location of chapter programs	12%	41%	47%	59%	60%
The chapter's coverage of state and regional issues	8%	35%	57%	57%	67%
Chapter newsletter	11%	24%	66%	67%	66%
Chapter networking opportunities	15%	24%	62%	57%	62%
Chapter website	22%	25%	53%	57%	60%
HFMA chapter overall	8%	29%	63%	58%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Heart of America Chapter - Overall High Satisfaction Trend	FY14	63%
	FY13	58%
	FY12	61%
	FY11	71%
	FY10	53%
	FY08	54%
	FY06	45%

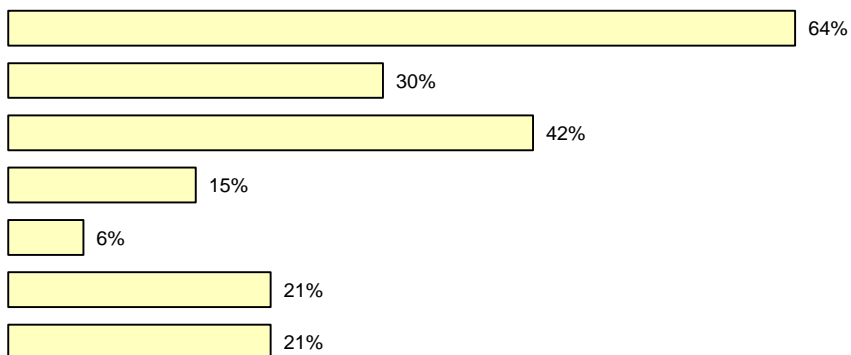
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Heart of America Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	64%	55%	46%
The speakers at chapter programs	30%	20%	23%
The location of chapter programs	42%	29%	35%
The chapter's coverage of state and regional issues	15%	36%	31%
Chapter newsletter	6%	11%	14%
Chapter networking opportunities	21%	24%	30%
Chapter website	21%	25%	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.

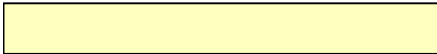
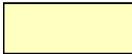
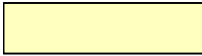


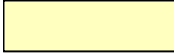
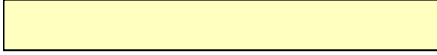
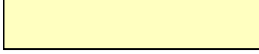
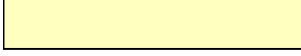
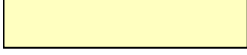
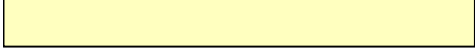
Table B2: Improving your chapter

	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?		
	Heart of America Chapter		All Chapters	Heart of America Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	42%	30%	26%	21%	26%	21%
The speakers at chapter programs	18%	13%	9%	12%	7%	13%
The location of chapter programs	6%	17%	21%	36%	12%	14%
The chapter's coverage of state and regional issues	6%	13%	13%	9%	23%	18%
Chapter newsletter	3%	4%	5%	3%	7%	9%
Chapter networking opportunities	6%	21%	16%	15%	2%	14%
Chapter website	18%	2%	11%	3%	23%	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

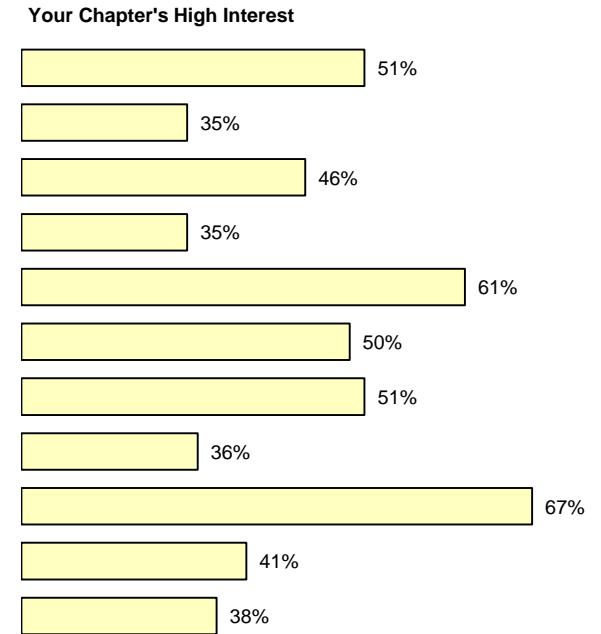
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Heart of America Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	14%	16%	70%	 70%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	29%	29%	42%	 42%
Trends in commercial payment	22%	30%	49%	 49%
Alignment strategies among healthcare providers	16%	27%	57%	 57%
Data analytics and business intelligence	35%	27%	38%	 38%
Strategic planning, business plans, and service line planning	22%	32%	46%	 46%
State legislative and regulatory update	14%	16%	70%	 70%
State Medicaid program	30%	16%	54%	 54%
Local payors and employers response to healthcare reform	13%	29%	58%	 58%
Payor and provider collaboration	21%	26%	53%	 53%
Impact of insurance exchanges	8%	18%	74%	 74%

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Topics of Interest to Your Members (continued)

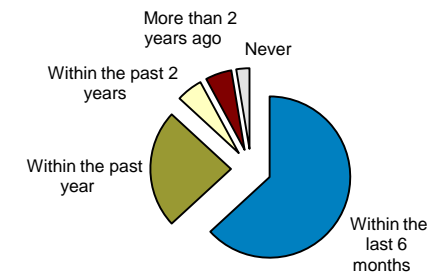
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Heart of America Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	22%	27%	51%
Accounting and financial reporting	38%	27%	35%
Improving cash collection processes	30%	24%	46%
Denial prevention and management	32%	32%	35%
Changes in Medicare reimbursement policies	18%	21%	61%
Compliance with Medicare regulations	26%	24%	50%
New technologies in finance, revenue cycle, and clinical-financial integration	14%	35%	51%
Managing productivity and costs	31%	33%	36%
Leadership skills	17%	17%	67%
Implementing the conversion to the ICD-10 standard	30%	30%	41%
Strategies for collaborating with clinical areas	32%	30%	38%



Data about Survey Respondents

Table E: Attending an education event	Heart of America Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	63%
Within the past year	24%
Within the past 2 years	5%
More than 2 years ago	5%
Never	3%



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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	640	I appreciate that there has been an effort to have more programs at different areas across the metro area, however, the majority are still at the Ritz in south OP. It would be nice to have a more central location.
< 6 months	641	From a patient access perspective on the HFMA events and resources, I would like to see more patient access-focused topics. Or maybe an email distribution list sponsored by HFMA that is tailored to the front end of the revenue cycle (pre-reg, reg, related KPIs, financial counseling, pre-cert, etc.) / Thanks for the opportunity to provide feedback!
< 6 months	641	I would like to see more discussion about 1. What is the best level of detail to track from a financial perspective (revenues, expenses). 2. Determining the best number of financial segments (department, account, etc.) 3. Creating revenue through financial reporting
< 6 months	641	North Kansas City Hospital is far away for me. Downtown location would be better, although I think it can be expensive.
< 6 months	641	Please keep events up to date on website and include detail on each event ahead of time.
< 6 months	641	Some of the educational topics either work to be very specific to a given audience or sometimes too general. The Ethics topic presented in the Fall of 2012 was not healthcare specific for example. I encourage part of the program communication to better set the audience expectation as to what roles or what audiences the program is primarily intended to target. The speakers are typically very good....and the chapter's coverage of local and regional issues is excellent. Program locations work to be almost a neutral item. The chapter does what it can to site programs throughout the metro area so judged by convenience to work or home location, program locations are not always going to be close to all members. The chapter website is better but it does not stand out all that much and it is not especially interactive. It is serviceable, but occasionally out of date for the materials provided. The inclusion of a members only section was a good step but its content could be enriched similarly to how National does for member only access through its web site.
< 6 months	641	Website needs to be updated regularly and timely as a member, this is not a resource if not updated with programs.
< 1 year	662	The topics over the last year have not been of interest to me.
Never	641	As with the rest of HFMA, the focus is almost entirely hospital related.

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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	641	DSH
< 6 months	641	Previous comment - more front end of revenue cycle focus

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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	640	The 17th annual HOA conference.
< 6 months	641	Good topics as well as good talented speakers.
< 6 months	641	I already attend all that I can
< 6 months	641	I think the chapter is doing a great job.
< 6 months	641	Medicare and Medicaid reimbursement issues and updates
< 6 months	641	My motivations to attend are based on topic, location, and time of day
< 6 months	662	I always attend unless I have conflicting meetings at my job.
< 1 year	640	More Front End information
< 1 year	640	Would like to come more often but work responsibilities make it difficult to get away
< 1 year	662	Interesting topics. Presentations over lunch instead of taking up half a day.
> 2 years	662	more independent physician practice collaboration topics
Never	641	Discussion involving a wider spectrum of healthcare provider concerns