

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 381  
**Responses Received:** 79  
**Response Rate:** 21%

**FY14 Overall High Satisfaction:** 74%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 69%  
**Favorable/Unfavorable FY13 to FY14:** 5%

**FY14 High Satisfaction is composed of:** 41% **Extremely Satisfied**  
33% **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.

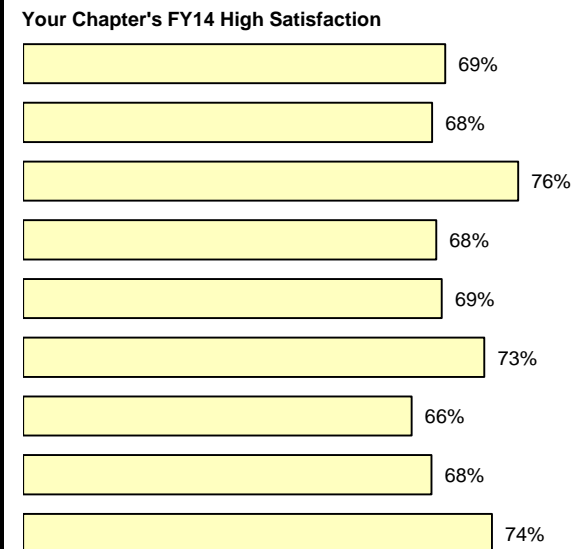
Final request to complete survey sent to non-respondents on November 12, 2013.

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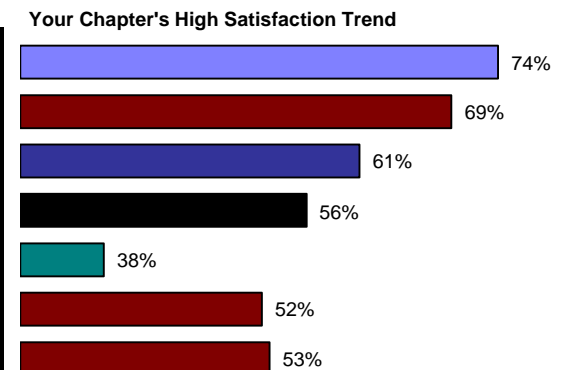
**Your Members' Satisfaction Ratings**

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?	South Carolina Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	16%	15%	<b>69%</b>	68%	<b>66%</b>
The educational topics addressed at chapter programs	7%	25%	<b>68%</b>	67%	<b>66%</b>
The speakers at chapter programs	6%	18%	<b>76%</b>	71%	<b>69%</b>
The location of chapter programs	14%	18%	<b>68%</b>	74%	<b>60%</b>
The chapter's coverage of state and regional issues	3%	28%	<b>69%</b>	70%	<b>67%</b>
Chapter newsletter	5%	22%	<b>73%</b>	68%	<b>66%</b>
Chapter networking opportunities	7%	27%	<b>66%</b>	67%	<b>62%</b>
Chapter website	4%	28%	<b>68%</b>	63%	<b>60%</b>
HFMA chapter overall	4%	22%	<b>74%</b>	69%	<b>69%</b>



South Carolina Chapter - Overall High Satisfaction Trend	FY14	74%
	FY13	69%
	FY12	61%
	FY11	56%
	FY10	38%
	FY08	52%
	FY06	53%



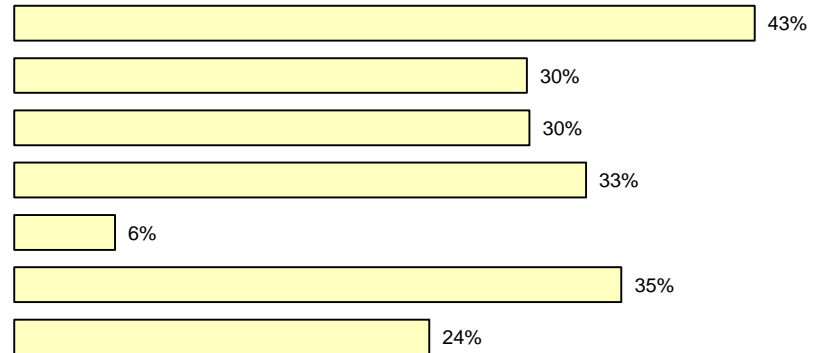
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	South Carolina Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	43%	50%	46%
The speakers at chapter programs	30%	26%	23%
The location of chapter programs	30%	21%	35%
The chapter's coverage of state and regional issues	33%	35%	31%
Chapter newsletter	6%	18%	14%
Chapter networking opportunities	35%	30%	30%
Chapter website	24%	20%	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?		
	South Carolina Chapter		All Chapters	South Carolina Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	28%	35%	26%	15%	16%	21%
The speakers at chapter programs	8%	12%	9%	22%	14%	13%
The location of chapter programs	22%	10%	21%	8%	11%	14%
The chapter's coverage of state and regional issues	14%	13%	13%	19%	22%	18%
Chapter newsletter	3%	5%	5%	3%	13%	9%
Chapter networking opportunities	20%	18%	16%	15%	12%	14%
Chapter website	6%	8%	11%	18%	12%	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.	South Carolina Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	14%	<b>86%</b>	86%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	13%	26%	<b>61%</b>	61%
Trends in commercial payment	8%	25%	<b>67%</b>	67%
Alignment strategies among healthcare providers	10%	32%	<b>58%</b>	58%
Data analytics and business intelligence	10%	21%	<b>69%</b>	69%
Strategic planning, business plans, and service line planning	17%	33%	<b>50%</b>	50%
State legislative and regulatory update	3%	17%	<b>80%</b>	80%
State Medicaid program	4%	19%	<b>76%</b>	76%
Local payors and employers response to healthcare reform	3%	15%	<b>82%</b>	82%
Payor and provider collaboration	4%	26%	<b>69%</b>	69%
Impact of insurance exchanges	4%	8%	<b>88%</b>	88%

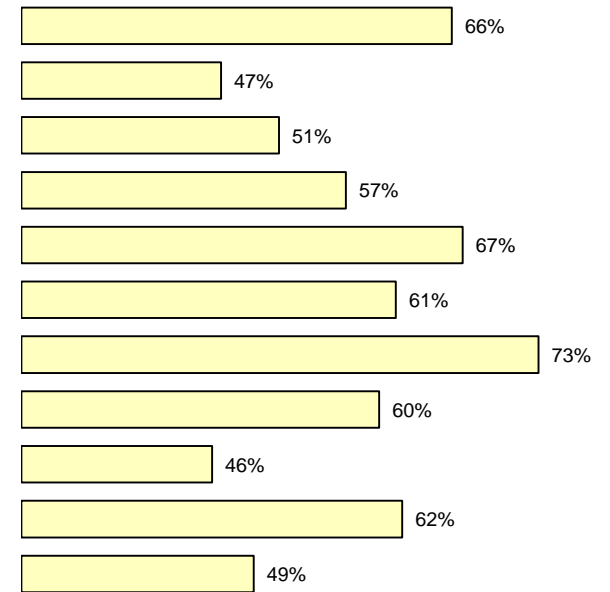
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**Topics of Interest to Your Members (continued)**

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

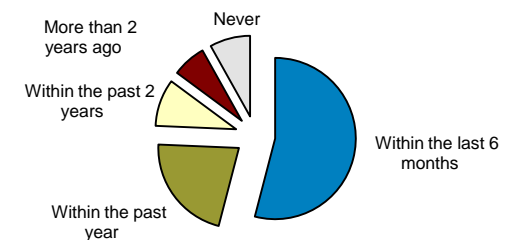
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	South Carolina Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	7%	27%	66%
Accounting and financial reporting	15%	38%	47%
Improving cash collection processes	14%	35%	51%
Denial prevention and management	15%	28%	57%
Changes in Medicare reimbursement policies	6%	28%	67%
Compliance with Medicare regulations	8%	31%	61%
New technologies in finance, revenue cycle, and clinical-financial integration	8%	19%	73%
Managing productivity and costs	13%	28%	60%
Leadership skills	15%	39%	46%
Implementing the conversion to the ICD-10 standard	11%	27%	62%
Strategies for collaborating with clinical areas	18%	32%	49%

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	South Carolina Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	54%
Within the past year	22%
Within the past 2 years	9%
More than 2 years ago	7%
Never	8%



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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	282	Less emphasis on revenue cycle (We've had an overemphasis, but don't totally do away with it. We need more CFO attendance, and other topics are also important to them). Let's also get some debate going re. state and national issues, not solely relying on the hospital association's views. And, let's make the website more interactive for more immediate input.
< 6 months	292	More coverage on the impact of the ACA and Medicaid expansion, or lack thereof.
< 6 months	294	Locations aren't an issue. Would like to see more accounting and financial reporting updates.
< 6 months	294	More financial reporting speakers
< 6 months	296	I am new to this chapter and attended part of my first session. I have been an HFMA member for many years and look forward to attending more of this State's Chapter meetings. My initial impression is very good, although there was a small turnout.
< 6 months	296	I love the SC Chapter! It's a wonderful group of people that you can go to with any question.
< 1 year	294	Overall, I think SC is an excellent chapter. My area of expertise is never a topic, primarily because many providers are not involved in the area so it is not relevant to mention. I do find it very hard to get involved. Year after year I volunteer to be on a committee to make a contribution in a small way and am rarely contacted to contribute. I usually try to attend one meeting a year. When I do there are too many vendors (collection).
< 2 years	293	Conduct more programs related to compliance rather than just A/R management. Emphasize the need for policies and procedures, effective auditing and monitoring, education of billing, patient access, collection staff with the rules and regulations for compliance with State, Federal agencies.
< 2 years	294	Programs in or near Charleston, SC would be most beneficial.
< 2 years	296	Prefer the Fall Institute to remain in Charleston instead of Greenville.
< 2 years	296	Some of the education programs (fall institute) are cost prohibitive.
Never	293	We are unable to attend any sessions you hold
#N/A	295	With all the healthcare changes, I would like to hear more about potential ways to prepare our hospitals.

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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	282	Hospital-specific response to PPACA, such as purchasing policies for patients.
< 6 months	292	Impact of hospital consolidation on a state basis and how that is changing payor negotiations.
< 6 months	296	change management--how to get staff to understand the "new normal"
< 6 months	296	Transparency in Pricing
< 1 year	294	Integrating the latest emerging standards of care into the clinical/provider practices.
< 1 year	296	The Women in Leadership speaker, Deb Scofield, at the fall institute was fantastic. More speakers like Deb would be great!
Never	294	Meetings that include HIMSS, and ACHE, MGMA We have got to start talking to one another. It would also be interesting to include some SHRM folks too. None has mentioned succession planning as it relates to all areas of healthcare.

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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	271	More hospital representation...the providers who come are great, but we see the same ones at every event. It would be great to see some different hospitals present at these events.
< 6 months	291	Many times the dates conflict with our finance committee or board meetings so I am not able to attend.
< 6 months	292	Really good newsletters... appreciate the length and depth of them.
< 6 months	294	Cost of events
< 6 months	296	Focus on topics that are currently having an impact on healthcare.
< 6 months	296	I would like to see the chapter offer a group rate for a facility. The individual rate was higher than expected and I chose to limit the number of participants to manage my educational budget for the year. I would have like more of my team to attend. Maybe offer a day rate or session rate.
< 6 months	296	Jude is doing a great job as President!
< 6 months	296	My job has so many time/deadline constraints that I end up having to cancel if I sign up for a program as it takes a whole day away from work to attend in Columbia.
< 1 year	291	Keeping expenses down has become a big issue. Travel is very limited. The topic really needs to be a hot topic to justify attendance.
< 1 year	294	How the most current standards of care or new technologies impact revenue and quality of life.
< 1 year	294	Nothing. It has more to do with my calendar.
< 1 year	296	one thing. I was at the Spring institute down in Columbia and while a couple of the hours were very informative and worthwhile, the afternoon session quickly turned into a democratic national convention rally. There was a person from AARP who spoke about how Red States are hurting seniors and then a Democratic Congressman got up and railed against Haley and, indirectly anyone that would of voted for her (possibly forgetting there is more going on in the world than your hospital's next quarter). I kept waiting for at least the other side's opinion to be referenced, even if in a dismissive tone, but in reality it was made to seem as if the only reason Haley and other Red States are standing where they are is a desire to see poor orphans kicked in the snow. I was moderately offended, and left disappointed. I get that most in the industry are left of center political but there are good people with good insight on the right and their existence wasn't even apparent that afternoon.
< 1 year	299	Additional motivational speakers- the two sessions were uplifting and very motivating. The educational training sessions were very informative. Excellent job!
< 1 year	299	Location and length of time of conference
< 2 years	293	More one day events, more in Upstate area, Greenville area
< 2 years	299	Pertinent CPE and networking.
> 2 years	282	Slowing down after 42 years of work. Consistent member since 78/79. Initial member 1973.
Never	293	No funds allocated for this here.



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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
Never	294	Different topics and speakers that also reflect for-profit and private organization information.
Never	296	I do all of my CPE on line