

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 143  
**Responses Received:** 31  
**Response Rate:** 22%

**FY14 Overall High Satisfaction:** 83%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 68%  
**Favorable/Unfavorable FY13 to FY14:** 15%

**FY14 High Satisfaction is composed of:** 59% **Extremely Satisfied**  
24% **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.

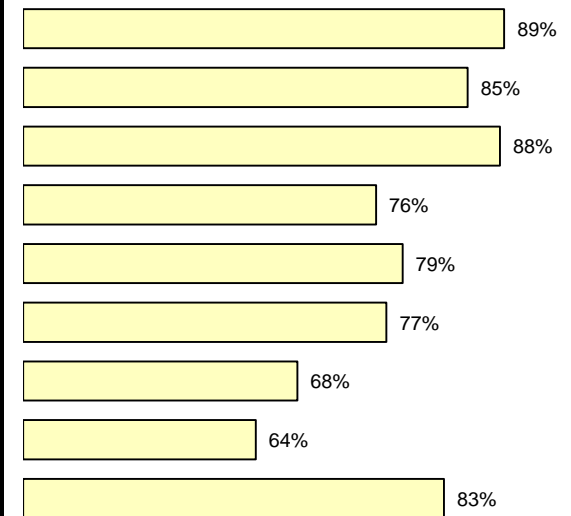
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**Your Members' Satisfaction Ratings**

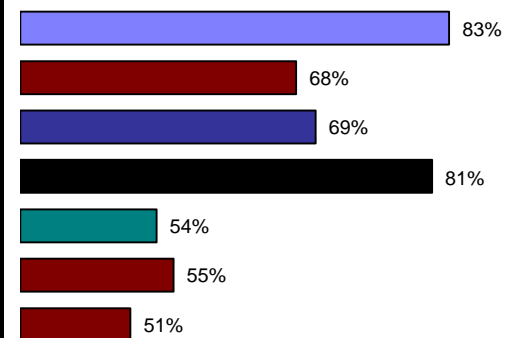
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Northwest Ohio Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	7%	4%	<b>89%</b>	65%	<b>66%</b>
The educational topics addressed at chapter programs	11%	4%	<b>85%</b>	61%	<b>66%</b>
The speakers at chapter programs	4%	8%	<b>88%</b>	68%	<b>69%</b>
The location of chapter programs	10%	14%	<b>76%</b>	63%	<b>60%</b>
The chapter's coverage of state and regional issues	7%	14%	<b>79%</b>	61%	<b>67%</b>
Chapter newsletter	4%	19%	<b>77%</b>	61%	<b>66%</b>
Chapter networking opportunities	4%	29%	<b>68%</b>	58%	<b>62%</b>
Chapter website	9%	27%	<b>64%</b>	61%	<b>60%</b>
HFMA chapter overall	0%	17%	<b>83%</b>	68%	<b>69%</b>

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Northwest Ohio Chapter - Overall High Satisfaction Trend	FY14	83%
	FY13	68%
	FY12	69%
	FY11	81%
	FY10	54%
	FY08	55%
	FY06	51%

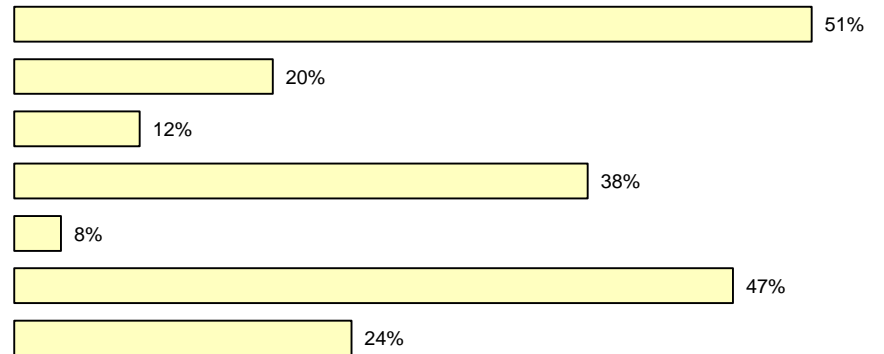
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Northwest Ohio Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	51%	45%	46%
The speakers at chapter programs	20%	18%	23%
The location of chapter programs	12%	24%	35%
The chapter's coverage of state and regional issues	38%	30%	31%
Chapter newsletter	8%	13%	14%
Chapter networking opportunities	47%	39%	30%
Chapter website	24%	31%	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?		
	Northwest Ohio Chapter		All Chapters	Northwest Ohio Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	32%	26%	19%	13%	21%
The speakers at chapter programs	5%	6%	9%	15%	13%	13%
The location of chapter programs	5%	9%	21%	8%	16%	14%
The chapter's coverage of state and regional issues	23%	21%	13%	15%	9%	18%
Chapter newsletter	0%	0%	5%	8%	13%	9%
Chapter networking opportunities	27%	21%	16%	19%	19%	14%
Chapter website	9%	12%	11%	15%	19%	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

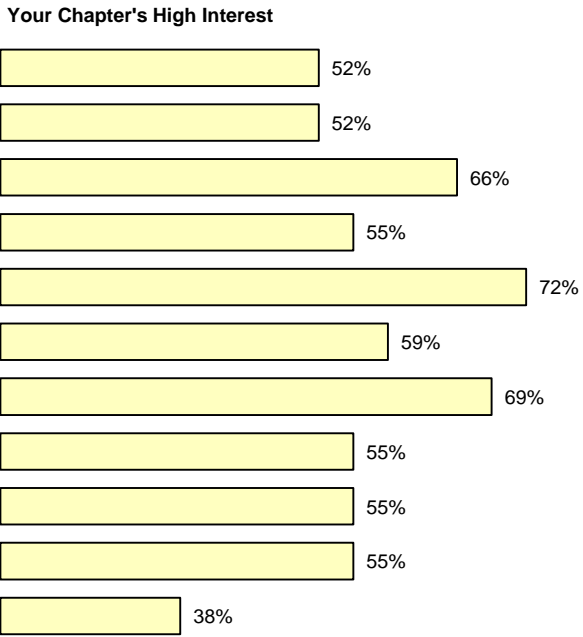
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northwest Ohio Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	10%	14%	<b>76%</b>	76%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	17%	41%	<b>41%</b>	41%
Trends in commercial payment	17%	31%	<b>52%</b>	52%
Alignment strategies among healthcare providers	10%	34%	<b>55%</b>	55%
Data analytics and business intelligence	14%	21%	<b>66%</b>	66%
Strategic planning, business plans, and service line planning	14%	24%	<b>62%</b>	62%
State legislative and regulatory update	3%	28%	<b>69%</b>	69%
State Medicaid program	14%	21%	<b>66%</b>	66%
Local payors and employers response to healthcare reform	10%	21%	<b>69%</b>	69%
Payor and provider collaboration	21%	24%	<b>55%</b>	55%
Impact of insurance exchanges	0%	18%	<b>82%</b>	82%

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

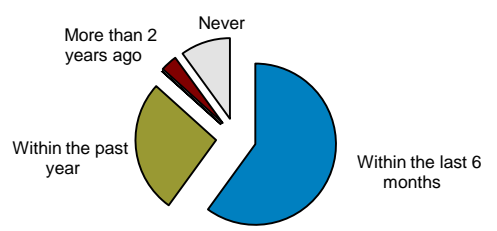
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Northwest Ohio Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	38%	52%
Accounting and financial reporting	14%	34%	52%
Improving cash collection processes	14%	21%	66%
Denial prevention and management	10%	34%	55%
Changes in Medicare reimbursement policies	7%	21%	72%
Compliance with Medicare regulations	7%	34%	59%
New technologies in finance, revenue cycle, and clinical-financial integration	0%	31%	69%
Managing productivity and costs	10%	34%	55%
Leadership skills	14%	31%	55%
Implementing the conversion to the ICD-10 standard	14%	31%	55%
Strategies for collaborating with clinical areas	10%	52%	38%



**Data about Survey Respondents**

Table E: Attending an education event	Northwest Ohio Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	60%
Within the past year	27%
Within the past 2 years	0%
More than 2 years ago	3%
Never	10%



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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	436	My primary reason for being an HFMA member is for the educational programs. From a selfish standpoint, I would like to see more educational programs that directly/specifically relate to my job, but I also understand that programs are designed to meet group needs and not the needs of one individual. Honestly I don't pay much attention to the newsletters or the website, so I really can't provide an opinion on those items.
< 1 year	458	I have not been active enough since I retired ten years ago to have a valid opinion on the educational aspects of the chapter.
> 2 years	458	We are at the southern edge of the area, so traveling to Toledo is longer for us. I understand if this is the center of most of your participants, though.
Never	436	I have been very excited about the topics offered at chapter programs, unfortunately it seems as though I have conflicting work meetings that don't allow me to attend. : (

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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	435	It is not that I think the chapter website needs improvement it is just that it needs to be shared more. I think that any information that goes out, invites to social events or educational sessions should include a link to the website, to the Facebook page and to the LinkedIn page.
< 6 months	436	Cost reporting. Would be interested in a "break out" session on Home Office Cost Reporting.

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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	435	I usually attend more events when they are online because it's difficult to get out of the office
< 6 months	436	Normally the only thing preventing me from attending chapter events is timing.
< 6 months	436	The topics being relevant to current regulations.
< 6 months	448	Panel discussions with local top executives...
< 6 months	458	Relevance to my job.
< 1 year	436	they would be a little more general than too specific (e.g. DSH program).
< 1 year	448	I would like to attend more events, but my employer does not allow me to.
Never	436	Earlier notification of opportunities. Possibly evening or weekend sessions.