

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 752
Responses Received: 116
Response Rate: 15%

FY14 Overall High Satisfaction: 67%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 67%
Favorable/Unfavorable FY13 to FY14: 0%

FY14 High Satisfaction is composed of: 36% **Extremely Satisfied**
31% **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.

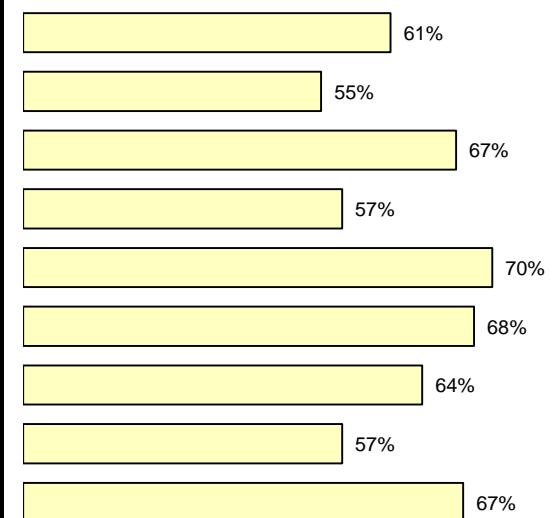
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

Your Members' Satisfaction Ratings

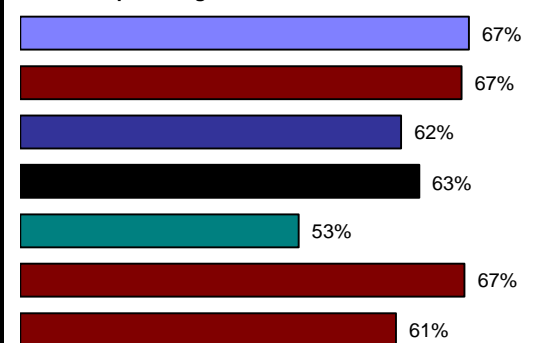
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	North Carolina Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	9%	30%	61%	58%	66%
The educational topics addressed at chapter programs	11%	33%	55%	53%	66%
The speakers at chapter programs	13%	21%	67%	61%	69%
The location of chapter programs	15%	28%	57%	56%	60%
The chapter's coverage of state and regional issues	10%	20%	70%	68%	67%
Chapter newsletter	4%	28%	68%	73%	66%
Chapter networking opportunities	10%	26%	64%	61%	62%
Chapter website	15%	28%	57%	53%	60%
HFMA chapter overall	5%	27%	67%	67%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



North Carolina Chapter - Overall High Satisfaction Trend	FY14	67%
	FY13	67%
	FY12	62%
	FY11	63%
	FY10	53%
	FY08	67%
	FY06	61%

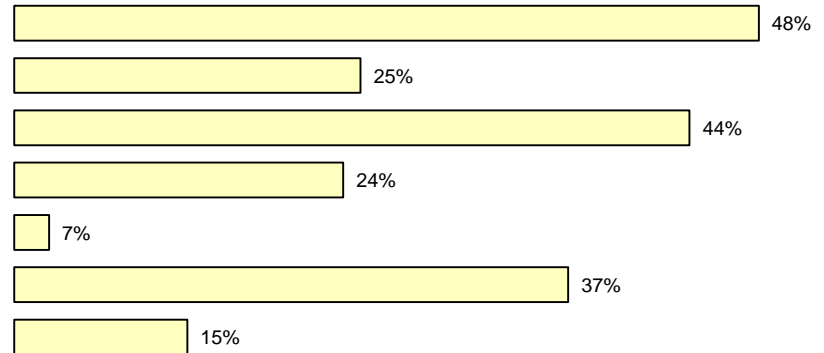
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	North Carolina Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	48%	54%	46%
The speakers at chapter programs	25%	26%	23%
The location of chapter programs	44%	39%	35%
The chapter's coverage of state and regional issues	24%	20%	31%
Chapter newsletter	7%	11%	14%
Chapter networking opportunities	37%	25%	30%
Chapter website	15%	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?		
	North Carolina Chapter		All Chapters	North Carolina Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	19%	36%	26%	29%	18%	21%
The speakers at chapter programs	13%	6%	9%	12%	20%	13%
The location of chapter programs	27%	22%	21%	17%	17%	14%
The chapter's coverage of state and regional issues	13%	4%	13%	11%	15%	18%
Chapter newsletter	4%	4%	5%	3%	6%	9%
Chapter networking opportunities	18%	15%	16%	19%	10%	14%
Chapter website	6%	12%	11%	9%	13%	11%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
North Carolina Chapter**

Topics of Interest to Your Members

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

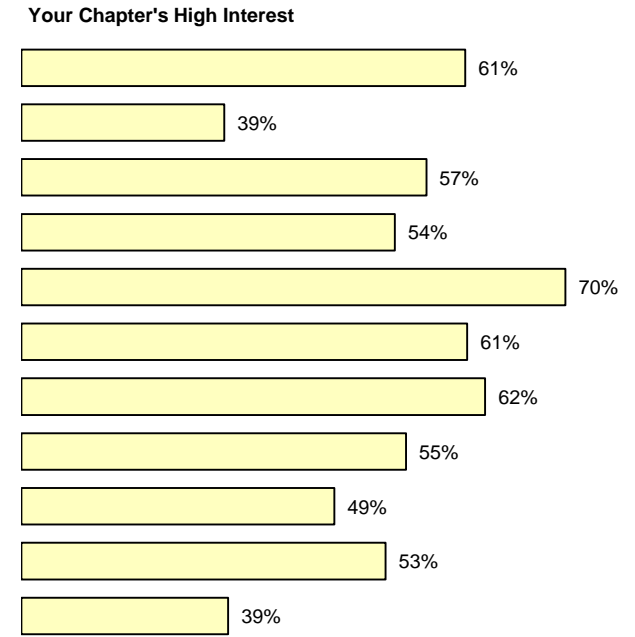
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	North Carolina Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	20%	73%	73%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	12%	29%	59%	59%
Trends in commercial payment	13%	36%	51%	51%
Alignment strategies among healthcare providers	12%	33%	55%	55%
Data analytics and business intelligence	13%	34%	53%	53%
Strategic planning, business plans, and service line planning	12%	39%	49%	49%
State legislative and regulatory update	3%	19%	78%	78%
State Medicaid program	6%	25%	69%	69%
Local payors and employers response to healthcare reform	7%	25%	68%	68%
Payor and provider collaboration	7%	44%	50%	50%
Impact of insurance exchanges	3%	19%	79%	79%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
North Carolina Chapter**

Topics of Interest to Your Members (continued)

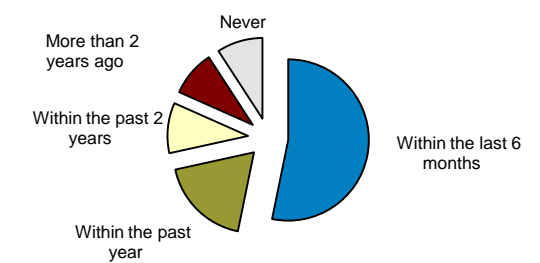
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest	North Carolina 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	10%	29%	61%
Accounting and financial reporting	21%	40%	39%
Improving cash collection processes	15%	28%	57%
Denial prevention and management	17%	29%	54%
Changes in Medicare reimbursement policies	10%	20%	70%
Compliance with Medicare regulations	12%	27%	61%
New technologies in finance, revenue cycle, and clinical-financial integration	14%	24%	62%
Managing productivity and costs	17%	28%	55%
Leadership skills	19%	33%	49%
Implementing the conversion to the ICD-10 standard	20%	27%	53%
Strategies for collaborating with clinical areas	18%	44%	39%



Data about Survey Respondents

Table E: Attending an education event	North Carolina Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	53%
Within the past year	18%
Within the past 2 years	10%
More than 2 years ago	9%
Never	9%



Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
North Carolina Chapter

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	214	More joint programs with NCHA to combine resources. Newsletter is not necessary with all the other information sources available these days. It could be simplified or eliminated. One area that could be focused on is certification; NC HFMA already makes an effort, but it could be an even bigger focus.
< 6 months	271	Location of chapter events continue to be a struggle as the venues are very expensive and somewhat in a location that is not convenient. Offer more sessions across the state of NC and in the state of NC. With costs rising and facilities cutting cost being able to travel to event for location would be ideal or have hotel expense for one night.
< 6 months	271	Personally haven't been able to engage extensively at the Chapter- level, so can't ratings reflect neutrality against something I am minimally familiar with.
< 6 months	271	Reduce cost for participants to increase participation
< 6 months	271	The chapter is one-sided in its attending membership, focusing solely on revenue cycle operations. Much of this is being driven by the fact that the Program Council is unofficially run by the reimbursement supervisor from the NCHA and not by members. The HFMA mission is to educate members about finance (CPA), revenue cycle and managed care, not solely revenue cycle. At the Program Council meetings, when the subject of finance is approached, it is immediately met with disdain and a gross misunderstanding of the function of finance. Every Matrix meeting we discuss how we can get more CFO's to attend and be engaged, but the idea that the CFO's are all generally CPA's who would come to receive training on all 3 aspects of their jobs is overlooked and dismissed. HFMA nationally holds a powerful role in health care finance, shaping IRS laws for hospitals (see the changes to the IRS form 990 referencing HFMA statement #5) and being asked by the Financial Accounting Standards Board (FASB) to provide guidance for accounting regulation on technical topics, yet our chapter ignores this vein entirely. At the most recent meeting, only 4 individuals attended the CPA track meetings, which were awful in content and frankly embarrassing since the speakers were accustomed to speaking to larger HFMA CPA audiences. All of the previous national presidents have been CFO's who are CPA's and our chapter is oblivious to this. Having attended 8 different chapters to which to compare this one, I find that the NCHFMA falls short of its peers and continually begs the question of the value for the expense.
< 6 months	272	Education should not just be focused on revenue cycle
< 6 months	274	Not enough opportunities for member and vendors to network. Non sponsoring or exhibiting vendors should be allowed in to exhibit hall.
< 6 months	275	Due to the consolidation in NC it is difficult to cover some of the issues in the region as those providers do not want to discuss their specific issues in the presence of their competition. The issues in the state are discussed to some extent and the provider side of the membership attend those sessions. Our business associates don't always attend any session therefore they don't understand the providers outside pressures
< 6 months	276	Need more opportunities to get together & discuss current, hot topics & issues. / / Need to better keep up with things going on at NC hospitals. Usually, you have to scan the news for articles.

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
North Carolina Chapter

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	277	Some of the payers provided the exact information that's on their website, so a lot of the information was redundant. / Would have liked to have the payers address healthcare initiatives/strategies and upcoming changes/updates.
< 6 months	277	The Omni Hotel in Asheville (The old Grove Park Inn) for the summer meeting. Speaker- suggest Bill Pulley or Millie Harding to provide an update....instead of Amelia Bryant even though she gives an excellent update
< 6 months	278	I feel if at all possible chapter meetings should be held in North Carolina not South Carolina.
< 6 months	278	The summer meeting is more attended by vendors than members. That is not a good thing and some of the topics are very superficial and/or too much in the weeds. We need a middle ground.
< 6 months	281	Need more education opportunities outside of revenue cycle issues. Need more seasoned presenters.
< 6 months	282	Of course you always want something in your backyard but Myrtle Beach and Pinehurst have been fine. Myrtle Beach is about 4 hours for me and Pinehurst about two and a half.
< 6 months	282	Would like to see HII rotate between Charlotte, Raleigh and Greensboro.
< 6 months	284	This organization and chapter are excellent. My problem (and mine alone) is that I live in Wilmington, extreme SE North Carolina. The travel distances often make it impractical to attend the meetings...which are usually excellent. I know you must cater to the majority of your members. Keep up the good work. Regards, Bob / Robert L. Nevin, Jr., MPH, MBA / RHIT candidate / [TIGER, 4400+] / Wilmington, NC / www.linkedin.com/in/rlnevinjr / Robert@Rnevin.com
< 6 months	285	Educational topics that address more than reimbursement... Healthcare accounting and administration, tax implications of the Affordable Healthcare act, analysis tools and techniques. More courses held in the Eastern part of the state...New Bern, Greenville, or Rocky Mount.
< 6 months	285	While this would not be in my personal best interest, ever given any thought to having one of the semi-annual meetings in Charlotte, Greensboro, Winston-Salem or Asheville. Would not move the Myrtle Beach meeting so it would have to be the spring meeting in Pinehurst. I've been on both sides (provider and vendor)....I view it as mission critical for the chapter to get more hospital decision makers to these events. (Hi Steve, by now I suspect you know who this is. :-) I think the chapter has a real danger of losing vendor financial support without more hospital representation.
< 6 months	286	The location of the two annual meetings are cost prohibitive. The issue has been shared with key leaders for several years; however, there seems to be no changes made.
< 1 year	272	The multi day programs education sessions need some work. Would like to breakout sessions targeted for different groups. ex. Revenue Cycle, CFO, Accounting.
< 1 year	276	I don't have time to really attend many meetings. I enjoy the speakers and the topics when I am able to attend.
< 1 year	276	Items I'd like to see would include scheduling of events in the 2nd half of the month (earlier scheduling conflicts with month end close duties) and more events geared towards physician practice issues.
< 1 year	280	Charlotte

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
North Carolina Chapter

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
< 1 year	282	As I live in Charlotte, more events in and around the Charlotte area would be more convenient. I would also prefer to see more about the legislative issues facing health care providers.
< 1 year	282	Most of the locations are within 1.5 - 2 hour driving distance. Additional meetings or program opportunities in the Charlotte area would be appreciated.
< 2 years	278	I have not been as involved as I would like. As such, I am not very familiar with chapter activities and can offer limited suggestions at this time.
< 2 years	282	need more education on operational finance issues.
< 2 years	284	As reimbursement continues to decline and pressure increases on the revenue cycle, please focus also on expense reduction. National HFMA does a good job of this in their Cost Containment subscription, but would be good to hear what's going on at the local level & best practices in our region. As far as networking opportunities, we could always use more of them, and possibly in different areas of the state, not necessarily coinciding with programs or education or in centralized locations. Thank you for all of your hard work.
< 2 years	287	I am the new CFO for Cherokee Indian Hospital in Cherokee, North Carolina. I am not always sure if the issues affect me the same way they do other Hospitals.
> 2 years	270	Programs need to be more diversified in subject matter, appealing to all facets of financial management, not just patient accounting. Information management, budget, reimbursement and future developments in financial management need to be covered to attract a wider audience.
> 2 years	274	I currently travel a great deal as part of my role which has made it difficult and even impossible to attend the chapter meetings over the past year. Actually, I am thinking about resigning since I feel that I can no longer participate.
> 2 years	275	I was a member for several years and then dropped out for a few years as I had a little different direction in my career. I have moved back into Healthcare Financial Management in the past six months, and rejoined in May 2013. I have not gotten involved at all at this time, other than to read the newsletter and emails. With this limited involvement, I did not feel I could give a more enthusiastic response at this time. Perhaps as time goes on, I will have more fully formed thoughts and opinions.
> 2 years	277	I read the emails from the chapter and the newsletter/magazine that is mailed. I have not been able to attend any of the meetings. In the past, I've always attended the insurance institute sessions but in the past two years my management has asked that others get a chance to go so I've not been but those attending shared the information with me.
Never	273	Educational focus is always on revenue cycle, ACA, or capital financing - very, very important topics to be sure, but that's not all we do in the Financial area. Budget, productivity, cost saving measures would be topics I'd appreciate. I also get annoyed when the extracurricular activities - golf, etc. - at the meetings get almost as much coverage as the meeting topic itself. As someone new to NC, I'd like the chance to see other facilities - let members show off their latest building project or performance improvement initiative.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

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
Never	277	I don't work as directly in the field anymore...
Never	277	I live in the Triangle and there are almost never events in this area (Raleigh, Durham, Chapel Hill). I am not able to take time outside of work to travel to Greensboro or Charlotte.
Never	278	I am located in Eastern NC, so location is difficult. However, I understand the majority of members probably reside in the triangle area.
#N/A	272	??? Extremely seems to be an excessive term. Very Satisfied is outstanding.
#N/A	280	I work with hospitals outside the state of NC and therefore have not attended any meeting.
#N/A	288	Please refrain from having very opinionated speakers with strong political reviews. especially the republican reviews.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

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	272	Keeping staff motivated when times are tough
< 6 months	275	Mental Health changes and impacts felt with Federal exchanges
< 6 months	277	Payer initiatives & strategies regarding ACA & ICD-10 and their forecasted impacts..
< 6 months	282	Customer service experience, phone, in person, while they were in the hospital, discharge
< 6 months	285	Accounting for gifts, grants, and donations in a 501C3. Fixed Asset systems and General Ledger system products.
> 2 years	270	You need to find some speakers that will provide insight into where they believe the healthcare delivery system will be in the future. Any company that survives has a minimum of a 5 year plan and that plan is based on anticipated demands and influences from the outside. That is how technology companies survive and how healthcare providers will survive. The ones looking back will be the ones going under.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

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	214	Keynote speakers
< 6 months	271	Cost
< 6 months	271	More provider-led discussions, less vendor influence. Seems like a lot of conferences are really sales opportunities for vendor solutions and that topics presented are really case studies of how a provider used a particular piece of technology. I would benefit more from deeper discussion of issues facing providers and how providers are solving problems.
< 6 months	272	Topics that address broad subject areas and good speakers
< 6 months	275	More Providers attending the programs / Address NC Issues
< 6 months	275	My company will not pay for me to attend the Pinehurst or Myrtle Beach meetings any more - because CFO comes now. So, take that into consideration. / Also - more actual "how to do it" or "this is how I did it" from other providers where I take away something I can try and another provider I can call to ask more questions on how they did it .
< 6 months	282	Cost of events - although I don't have any suggestions for this. I'm fortunate, my company pays all my expenses; I'm thinking of members who pay for expenses on their own.
< 6 months	285	A low cost program that was in Raleigh or closer to the East. Greensboro and Charlotte make for an expensive trip for those of us in the East as there is an overnight stay. Perhaps break meetings into two...one in Greensboro and one in New Bern or Greenville.
< 6 months	285	Topics that pertain to upcoming changes such as Affordable Care Act.
< 6 months	285	Wrong person to ask....I attend on a regular basis. Suggest asking this question to people who DO NOT attend.
< 1 year	272	Education, Speakers and time. Multi day sessions required too much time out of the office.
< 1 year	276	Location and cost
< 1 year	282	Additional focus and program meetings on Collections Strategies.
< 2 years	278	Provide value not otherwise available in the market place.
< 2 years	280	Webinars; Meeting in Charlotte area
< 2 years	282	topics
< 2 years	284	More cost-reduction strategies, as that would allow me better opportunity to get support from my employer for attendance.
< 2 years	286	Timing of events
> 2 years	270	More programs that are not patient accounting centered.
> 2 years	274	it is not you.....it is my travel schedule that keeps me away
Never	273	A broader agenda - something other than revenue cycle. When there have been other topics, it's usually just an hour or so - I can't justify driving a couple of hours to a meeting for a brief topic. Maybe every 3-6 months you could load the agenda with non-revenue cycle topics. Otherwise might as well call it the Revenue Cycle Mgt Assoc, not HFMA
Never	274	Programs centered on Physician reimbursement, contracting, etc.
Never	277	I've only lived in NC for 3 years

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 North Carolina Chapter**

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	277	Location in the Triangle
Never	285	More web based programs - traveling and being away from the office is becoming more and more difficult to manage.