

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 566  
**Responses Received:** 92  
**Response Rate:** 16%

**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.

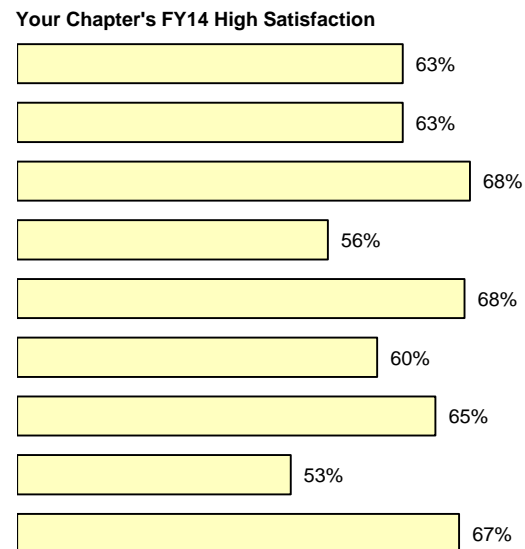
Final request to complete survey sent to non-respondents on November 12, 2013.

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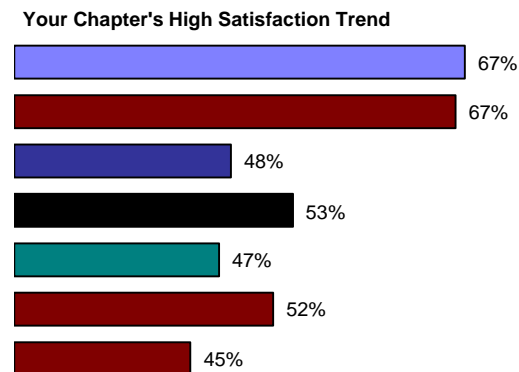
**Your Members' Satisfaction Ratings**

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?	Virginia-Washington DC Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	5%	33%	<b>63%</b>	64%	<b>66%</b>
The educational topics addressed at chapter programs	7%	30%	<b>63%</b>	65%	<b>66%</b>
The speakers at chapter programs	8%	24%	<b>68%</b>	72%	<b>69%</b>
The location of chapter programs	15%	29%	<b>56%</b>	55%	<b>60%</b>
The chapter's coverage of state and regional issues	12%	20%	<b>68%</b>	56%	<b>67%</b>
Chapter newsletter	7%	32%	<b>60%</b>	55%	<b>66%</b>
Chapter networking opportunities	14%	21%	<b>65%</b>	55%	<b>62%</b>
Chapter website	15%	32%	<b>53%</b>	46%	<b>60%</b>
HFMA chapter overall	6%	27%	<b>67%</b>	67%	<b>69%</b>



Virginia-Washington DC Chapter - Overall High Satisfaction Trend	FY14	67%
	FY13	67%
	FY12	48%
	FY11	53%
	FY10	47%
	FY08	52%
	FY06	45%



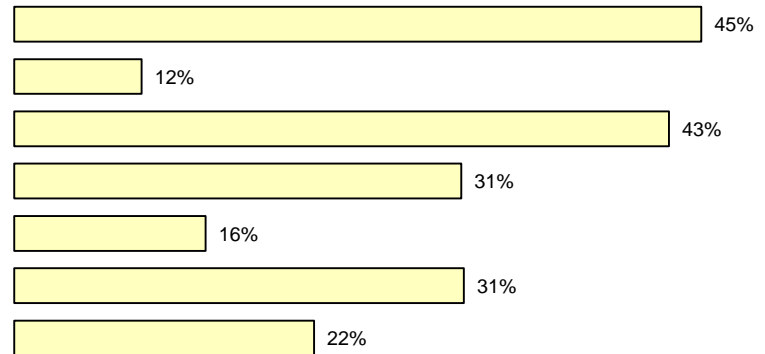
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Virginia-Washington DC Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	45%	35%	46%
The speakers at chapter programs	12%	17%	23%
The location of chapter programs	43%	38%	35%
The chapter's coverage of state and regional issues	31%	43%	31%
Chapter newsletter	16%	16%	14%
Chapter networking opportunities	31%	29%	30%
Chapter website	22%	22%	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?		
	Virginia-Washington DC Chapter		All Chapters	Virginia-Washington DC Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	22%	24%	26%	23%	12%	21%
The speakers at chapter programs	5%	6%	9%	7%	10%	13%
The location of chapter programs	31%	21%	21%	12%	17%	14%
The chapter's coverage of state and regional issues	12%	19%	13%	19%	24%	18%
Chapter newsletter	6%	4%	5%	10%	12%	9%
Chapter networking opportunities	14%	20%	16%	17%	9%	14%
Chapter website	10%	7%	11%	12%	15%	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.	Virginia-Washington DC Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	15%	<b>79%</b>	79%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	28%	30%	<b>42%</b>	42%
Trends in commercial payment	11%	29%	<b>60%</b>	60%
Alignment strategies among healthcare providers	7%	35%	<b>58%</b>	58%
Data analytics and business intelligence	8%	29%	<b>63%</b>	63%
Strategic planning, business plans, and service line planning	13%	31%	<b>56%</b>	56%
State legislative and regulatory update	6%	21%	<b>73%</b>	73%
State Medicaid program	14%	30%	<b>56%</b>	56%
Local payors and employers response to healthcare reform	7%	31%	<b>62%</b>	62%
Payor and provider collaboration	9%	29%	<b>61%</b>	61%
Impact of insurance exchanges	5%	16%	<b>79%</b>	79%

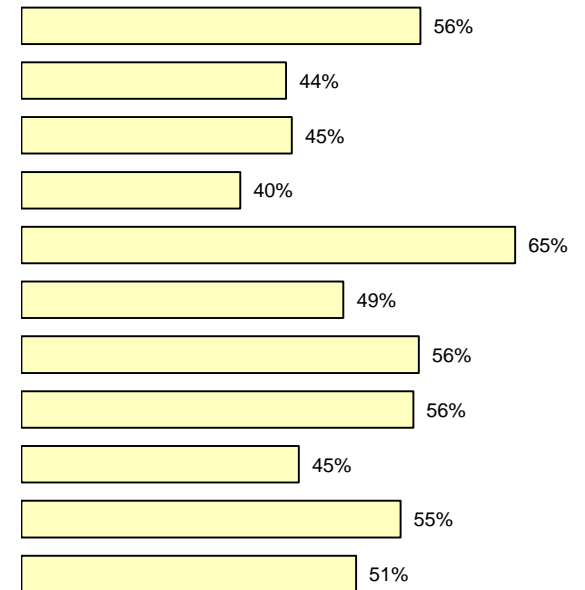
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**Topics of Interest to Your Members (continued)**

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

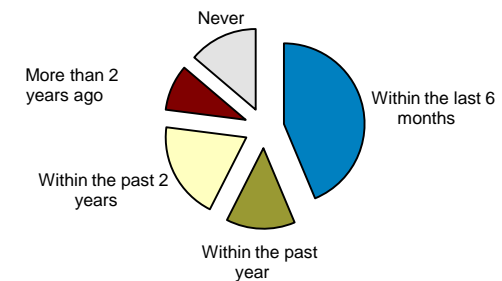
Table D: Local perspective on topics of national interest	Virginia-Washington DC Chapter		
	FY14		
	Low	Middle	High
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.			
Bundled payment reimbursement methodologies	9%	34%	<b>56%</b>
Accounting and financial reporting	29%	27%	<b>44%</b>
Improving cash collection processes	25%	31%	<b>45%</b>
Denial prevention and management	21%	39%	<b>40%</b>
Changes in Medicare reimbursement policies	9%	26%	<b>65%</b>
Compliance with Medicare regulations	15%	36%	<b>49%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	9%	34%	<b>56%</b>
Managing productivity and costs	19%	26%	<b>56%</b>
Leadership skills	23%	31%	<b>45%</b>
Implementing the conversion to the ICD-10 standard	16%	29%	<b>55%</b>
Strategies for collaborating with clinical areas	18%	31%	<b>51%</b>

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Virginia-Washington DC Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>44%</b>
Within the past year	<b>14%</b>
Within the past 2 years	<b>20%</b>
More than 2 years ago	<b>9%</b>
Never	<b>14%</b>



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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	222	It would be nice to have more locations near Northern Virginia.
< 6 months	222	location considerations are good, but timing could be better. HFMA MA/RI does some things as early as 8AM, but a before 9 start for an hour might be a nice option. Did attend one evening happy hour, but in the end location in DC was not great from an ambiance perspective.
< 6 months	224	Location is not an issue if the topics are good. More challenging topics would help interest. Things happening around the country; new ideas (thinking out of the box); real, live challenges for financial sustainability. Sessions with Physicians and joint topics (maybe an evening session or two)
< 6 months	225	I love the Homestead and its not difficult to get to for me, but have heard complaints from other members.
< 6 months	230	Very satisfied is a high mark for me. I appreciate all the hard work everyone puts into our chapter and commend their efforts.
< 6 months	232	Virginia Beach is very good and always popular. Do not like Northern VA or Roanoke. I liked the Homestead. I also liked the Boars Head but understand we outgrew their facilities. The topics are good and pertinent. Sometimes I am disappointed with the depth or breath of information--speaker only touches the surface (topic becomes too general) that many people already know and does not get down to helpful information not readily available or the speaker approaches the topic too narrowly and it has limited value to the majority of audience. I like the panel discussions a lot and I like the subject matter break out sessions. I don't use the website or newsletter frequently enough to have an opinion.
< 6 months	232	Website is basic, not on par with other state chapters. Take a look at other chapter sites.
< 6 months	234	1. I would like to see one of our two annual meetings return to Williamsburg. 2. I get little or nothing from the round-table discussions, how about bringing in some national speakers. The best speaker at the recent meeting in VB was Steve Rose from HFMA Nat'l, very informative and entertaining.
< 6 months	235	I don't recall getting a chapter newsletter. I receive an email newsletter from hfma@hfma.org, but not a chapter specific one. Maybe that's something I need to sign up for?
< 6 months	239	Education is main interest. More webinars or one day conferences. More timely meetings on issues. By the time HFMA gathers the topics are stale. Meetings preferred in Richmond if not webinars.
< 6 months	240	Need to keep info on the website up to date.
< 1 year	201	I think that sticking with Richmond for the winter/spring conference is key. It is the most central location for everyone. (I am not from Richmond!)
< 1 year	208	Due to a change in my career path, although still involved in the healthcare space, I am not as active in the hospital and HFMA environment and have not been as involved in HFMA functions as in the past. When involved, I find I am satisfied or very satisfied on each of the above questions.
< 1 year	230	Richmond for a state-wide educational program
< 1 year	232	More events to network/ obtain education or training, in more convenient locations

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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
< 1 year	238	Chapter Networking would be better if you could get more CFO's to attend the Summer and Winter conferences.
< 2 years	220	The only way I get any information from the chapter is when I go looking for it--no emails about upcoming events, no email or paper newsletter. I'm really busy, so as a result, I don't think to go looking for information and I miss whatever is going on. I get plenty of stuff from HFMA national, but not the chapter. / With respect to networking and other chapter offerings, often events/programs seem like sales forums oriented to "products" that sponsors are offering, rather than information relative to the industry developments generally.
< 2 years	235	There was a time in the past when our chapter had regional meetings. These were in the early evening and offered speakers and topics that were of specific interest to the region and/or state. It didn't require the expense of an overnight stay in a hotel, making it much easier to participate given then budgetary restraints I think most of our organizations are now under. Not sure if it would be possible to do this again, but I found it very helpful, and it allowed for more networking than just attending the state wide meetings.
> 2 years	201	I have had a difficult time meeting chapter meeting dates.
> 2 years	201	Would like to see an education conf closer to DC to cut back on overnight travel.
> 2 years	220	I'd like to see more activities closer to the Washington DC area. I was very involved when there was a DC Chapter but have lost touch since that time. I miss the education and networking opportunities. I do however understand that the majority of membership is likely outside of the DC area and that my wishes may not be practical for the larger chapter.
> 2 years	221	Suggest even more educational topics related to ACA, Medicare, Medicaid, payment reform, market and policy changes affecting finances.
> 2 years	226	Webinars
Never	200	I'd like to see events in the District.
Never	206	Just transferred membership to this area from TN chapter.
Never	226	This is not on you as much as it is on me. First, I work in the behavioral health industry and it is not generally the focus of your information. Secondly, I have not participated as much as I would have liked.

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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	201	ACOs
< 6 months	224	Would like more information regarding employing physicians, alignment strategies, cost containment
< 6 months	232	Access and HIPAA security, particularly in employed physician practices; integrating revenue cycle services for these employed practices, home care, Long term care, hospice, etc. into one overall revenue cycle service for the organization.
< 6 months	232	Transparent Pricing: How to
< 6 months	234	Risk assessments and ERM
< 6 months	235	We're largely Medicaid with very little Medicare, so Medicaid topics are more useful.
< 1 year	240	Updates on Medicaid Expansion, including regulatory impacts. Who Type I and Type II hospitals are; how the DSH is calculated for each type; i.e. type I and II, and yearly reimbursements or funding for type I and II
< 2 years	220	Topics related to employed physicians.
< 2 years	277	ACA
> 2 years	221	New payment methodologies in Medicare, Medicaid, and commercial.
Never	200	I think we should focus on new technologies and new strategies and changes in DC/VA Medicaid. HFMA at the national level has addressed denials management, patient accounting/cash collections, etc. ad nauseum so I do not think our local chapter should spend time on these topics.
Never	226	Again, I know it is tough but some sub specialization for Behavioral healthcare would be nice, especially as recidivism standards kick in on Medicare and Medicaid and how this may hit costs for ER's if not addressed in community.



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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	222	The travel is an issue. If events were closer we wouldn't have to give up an entire day. Webinars or Skyping might be a solution.
< 6 months	223	Better location - not city locations but somewhere drivable with parking.
< 6 months	224	challenge a member to bring someone.....offer an incentive on both bringing someone (who may not be in 'finance') and on signing up people to the chapter
< 6 months	230	More engagement and interaction with attendees. In my opinion, lectures and prepared question and answer sessions do not provide the best educational outcome. Alternatives could include open dialogue and group projects. Keep up the good work and thank you!
< 6 months	231	More CFO and exec participation
< 6 months	232	Location
< 6 months	232	Schedule more Accounting and Auditing Hours - I am a CPA and need this type of education credit
< 6 months	232	Usually it is the dates that are most important to compare my availability; next it is the location; next it is the topics and amount and type of CPE as I have a lot of different credentials.
< 6 months	234	They are fine from my point of view.
< 6 months	239	Agenda topics. I attend only for the education
< 6 months	240	Chapter has done a very good job making conferences well worth the time and money invested
< 6 months	245	Ease of location. Also maybe a weekend start date so as not to be out of the office too much.
< 1 year	223	Topics around insurance risk management (that is the risk taken to manage to Total Cost of Care/Bundled Payment/Global Capitation) and how it integrates with existing enterprise risk management functions.
< 1 year	230	Closer to home; I'm self-employed so I don't have an employer to pay my travel expenses.
< 1 year	238	I would like to hear more actual success stories from hospitals on strategies they implemented. Even if the speakers are not as good as professional ones, the actual results will speak for themselves. These speakers could be CEO's, CFO's, CNO's or anyone in the healthcare industry (including insurance companies and physicians) that can show an actual result. Many times speakers speak of results they expect to happen, but they never do.
< 1 year	240	Just basically budget approval issue
< 2 years	220	Knowing about them in advance would be helpful
< 2 years	229	Location
< 2 years	232	overall registration cost. I am retired so am still interest in topics but would like to see some reduced cost of attending conferences.
< 2 years	233	My schedule!
< 2 years	277	If I ever decide to return to the workforce I will definitely attend more.
> 2 years	232	The cost as I have to pay for all conferences myself and use my own PTO time.

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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
> 2 years	244	Funding in current position prohibits attendance.
Never	206	Have not been here that long. Plan on attending more.
Never	226	I need time and better planning and notice. Also, knowing it would be relevant to me.
Never	232	I just need to take the time to look at the reminders. My email gets so overloaded that I rarely look at items that aren't essential.