

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 141
Responses Received: 47
Response Rate: 33%

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

FY13 Overall High Satisfaction: 68%
Favorable/Unfavorable FY13 to FY14: -8%

FY14 High Satisfaction is composed of: 28% **Extremely Satisfied**
32% **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.

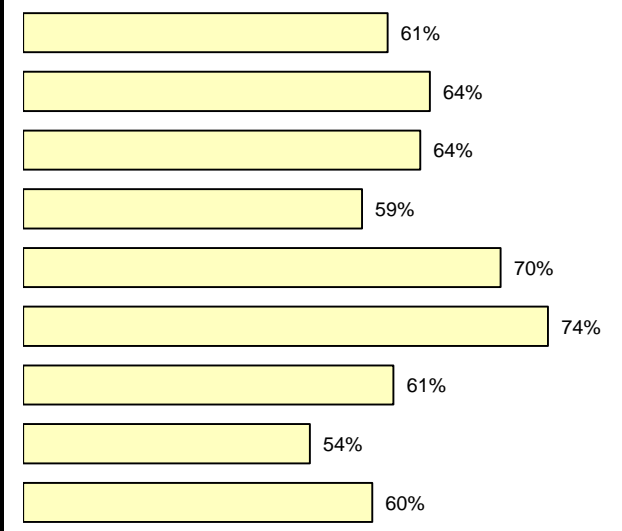
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Utah Chapter**

Your Members' Satisfaction Ratings

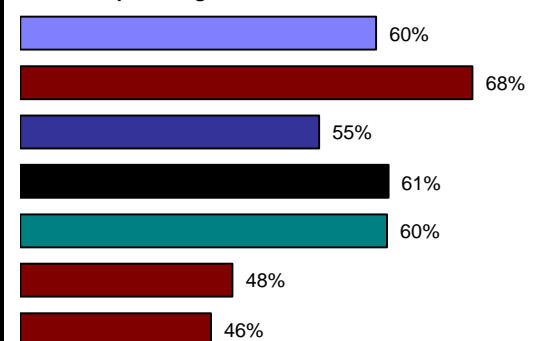
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Utah Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	9%	30%	61%	57%	66%
The educational topics addressed at chapter programs	7%	29%	64%	56%	66%
The speakers at chapter programs	9%	27%	64%	66%	69%
The location of chapter programs	2%	39%	59%	69%	60%
The chapter's coverage of state and regional issues	7%	23%	70%	75%	67%
Chapter newsletter	4%	21%	74%	55%	66%
Chapter networking opportunities	11%	27%	61%	47%	62%
Chapter website	20%	26%	54%	29%	60%
HFMA chapter overall	6%	34%	60%	68%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Utah Chapter - Overall High Satisfaction Trend	FY14	60%
	FY13	68%
	FY12	55%
	FY11	61%
	FY10	60%
	FY08	48%
	FY06	46%

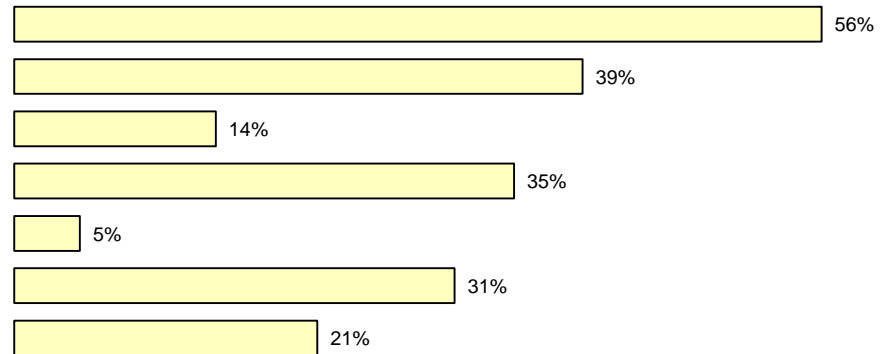
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Utah Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	56%	52%	46%
The speakers at chapter programs	39%	18%	23%
The location of chapter programs	14%	14%	35%
The chapter's coverage of state and regional issues	35%	32%	31%
Chapter newsletter	5%	15%	14%
Chapter networking opportunities	31%	35%	30%
Chapter website	21%	34%	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?		
	Utah Chapter		All Chapters	Utah Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	31%	28%	26%	25%	24%	21%
The speakers at chapter programs	17%	3%	9%	23%	15%	13%
The location of chapter programs	7%	11%	21%	7%	3%	14%
The chapter's coverage of state and regional issues	12%	17%	13%	23%	15%	18%
Chapter newsletter	0%	0%	5%	5%	15%	9%
Chapter networking opportunities	21%	19%	16%	9%	15%	14%
Chapter website	12%	22%	11%	9%	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.	Utah Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	9%	91%	91%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	20%	33%	47%	47%
Trends in commercial payment	9%	47%	44%	44%
Alignment strategies among healthcare providers	4%	51%	44%	44%
Data analytics and business intelligence	11%	24%	64%	64%
Strategic planning, business plans, and service line planning	11%	36%	53%	53%
State legislative and regulatory update	4%	27%	69%	69%
State Medicaid program	9%	31%	60%	60%
Local payors and employers response to healthcare reform	2%	27%	71%	71%
Payor and provider collaboration	9%	38%	53%	53%
Impact of insurance exchanges	4%	29%	67%	67%

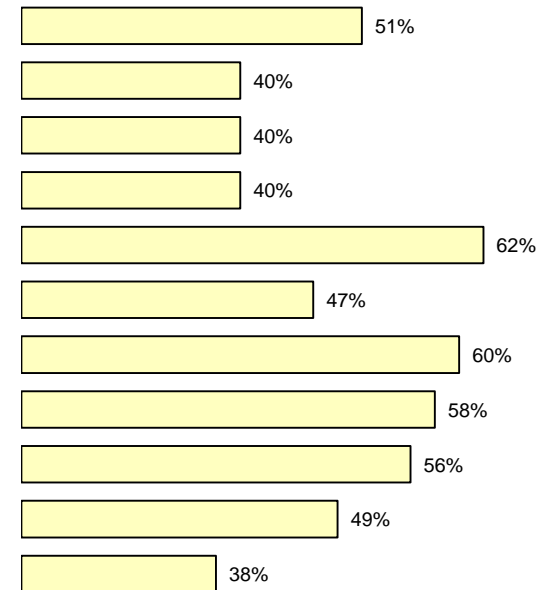
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Topics of Interest to Your Members (continued)

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

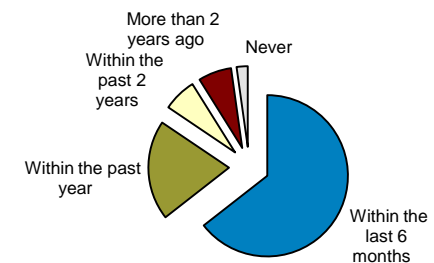
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Utah Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	7%	42%	51%
Accounting and financial reporting	16%	44%	40%
Improving cash collection processes	18%	42%	40%
Denial prevention and management	18%	42%	40%
Changes in Medicare reimbursement policies	18%	20%	62%
Compliance with Medicare regulations	16%	38%	47%
New technologies in finance, revenue cycle, and clinical-financial integration	11%	29%	60%
Managing productivity and costs	9%	33%	58%
Leadership skills	13%	31%	56%
Implementing the conversion to the ICD-10 standard	16%	36%	49%
Strategies for collaborating with clinical areas	13%	49%	38%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Utah Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	64%
Within the past year	20%
Within the past 2 years	7%
More than 2 years ago	7%
Never	2%



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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	840	Chapter website is very poor. Has been for years. Other chapters have better websites and more resources. It would be nice to have some links to the national website. Information about educational opportunities both locally, within the region, and nationally sponsored events. None of this is available on the local website. The local chapter events are not well advertised on the site.
< 6 months	841	At the last event, it was too interactive. Could you divide your classes into "interactive" and "non-interactive" so I can attend the "non-interactive" ones? Not everyone cares who the twins in the group are. I socialize outside of work, thank you. How about some technical classes like Access?
< 6 months	841	For me the location is not of super importance. I do not mind auditoriums of sponsors compared to meeting rooms at Hotels. I do value WIFI internet access at the venue however. If the cost is lower by using sponsors, I support that to have more money for speakers, lower costs to members for meeting attendance, more prizes :), etc.
< 6 months	841	I was disappointed in the first two speakers at the first fall meeting. The first speaker did not use his full time. There was so much more I wanted to learn about the subject that I thought he was going to address. The second speaker from the state knows his subject very well and had a lot of information, but in this and previous presentations, I found him a little hard to follow. I am not sure I would come to hear him speak again. There have been some excellent national level speakers come in the past and maybe there was in the afternoon - but I had to leave to go back to work after the first two.
< 6 months	841	I would like to see more networking opportunities. Not being an employee from one of the providers in the area makes it difficult to get to know others in our chapter.
< 6 months	841	I would prefer twice as many meetings, but for half-day session. I understand the need to cut speaker costs, but I would prefer that you limit presentations by vendors.
< 6 months	841	I'd like more technical instruction in how to make real, bottom line improvements to a healthcare finances. Specifically, I want to see TECHNICAL examples of how more patients can be led to positive clinical outcomes, with less expense to the company. The overviews of Obamacare impacts in Utah are interesting, but what would really be useful, is to see examples of HOW to leverage financial information to reduce unnecessary expenses and increase positive clinical outcomes (actual productivity) with fewer financial resources.
< 6 months	841	Loved the roundtable exercise at the last meeting.
< 6 months	841	Please add mailing address to website for those institutions that need to mail a check to pay for seminars.
< 6 months	841	Provide tools training: SQL warehouse or even Excel advanced. I think the chapter is mired in Health Info coding & Medicare cost reporting, which many do not work with day to day nor will. Chapter officer installation is a bit over the top; instead, have a big thank you for those who have served and tell what they have done. CFO panel good and encouraged by upcoming speaker Thompson on verbal techniques. Give me something I can use.
< 6 months	844	At each chapter meeting it would be nice to have a more detailed discussion around one of the topics. It seems like most of the presenters are very high level with their material.

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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	846	Don't get me wrong I know you are doing the best you can to keep cost down and provide relevant topics and speakers to address the topic. But most of the time you hit good topics, but, I leave not really understanding the topic any more than one I come in...I feel that I'm exposed to the issue/topic but no real handle on it. (generally). So topics deserve a workshop / the whole time discussing them. An hour and 15 minutes isn't enough.
< 6 months	846	I know it is a challenge to find topic that will draw enough attendance to make educational meetings cost-effective. The alliance with AAHAM has probably improved attendance but may tend to dilute Chapter membership identity.
< 1 year	840	I would enjoy more opportunities to network with other chapter members (e.g. get-to-know-you type events)
> 2 years	841	I have not been an active member of the chapter in recent years, but I choose to retain my membership. As a result of not attending chapter events, I have elected to choose "very satisfied".

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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	841	Payer and Government related topics are areas that we can't control, but have to react to. Healthcare organizations are already positioned to adjust themselves to these outside forces. The thing that is absolutely out of control in Healthcare is expense per clinical outcome. This is the single most important topic finance professionals should be addressing. Currently, the focus of Revenue Cycle "improvement" efforts is to be paid more, and faster, for the same amount of care. This effectively increases the cost of health care, while performing exactly the same amount of care. The focus of the Payer and Government related topics is to squeeze the most money out of the new rules, while providing the same amount of care to patients. Economists seem divided on what will be the next economic crisis. It will either be healthcare collapsing under the weight of its own cost to benefit ratio, or the government going bankrupt trying to bear the burden of the cost to benefit ratio of healthcare. Either way, if we are going to actually save our industry from financial collapse, we should be focusing on expense and cost reductions, while increasing the amount and quality of care offered under these reduced cost structures.
< 6 months	846	I'd like to be able to explain how the exchanges work in our state with confidence that I really understand it.
< 1 year	844	Trends in Information Technology.

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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	840	More networking opportunities
< 6 months	841	Better networking events/exhibitor opportunities. / Discounted registration for multiple attendees from the same organization. My company usually only allows 1 or 2 to attend, but would probably let 4 or more if we got a discount.
< 6 months	841	better speakers
< 6 months	841	I've been very happy with the educational events offered by the Chapter. My area of responsibility is not primarily focused on healthcare finance, so I have to allocate my education time/funds amongst a number of professional organizations. But, if the Chapter continues to provide similar programs at reasonable costs I will likely attend at least one event per year.
< 6 months	841	Some top notch national level speakers share the presentations they have made at ANI
< 6 months	841	Technical advice on making real improvements to my organization's bottom line, by cost reduction, and productivity improvements for patient care.
< 6 months	841	Technical classes like Access, Excel, etc.
< 6 months	841	Tools I can use. Not Medicare cost/billing office dominated. I have be discouraged as the group has been for coders and cost report people mainly, which is not me and the big install officers thing seems like high school. Repeated - why go.
< 6 months	841	Vendor networking
< 6 months	841	While I understand the collaboration meetings with AAHAM, the topics that are focused towards the revenue cycle and coding hold no interest for me.
< 6 months	846	I attend when I can. It is usually conflicts with work assignments that prevent me from attending.
< 6 months	846	Topics, credible speakers and enough time to master the topic or have a good/better handle on it because I participated
< 1 year	840	I mostly just have scheduling conflicts that arise when I am unable to attend.
< 1 year	840	The chapter events are great, my schedule does not always permit me to attend.
< 1 year	840	The events are great. It is just a matter of finding the extra time to try and attend more often.
< 1 year	844	Sometimes I have not attended because of my employer's lack of support. In years past HFMA membership and meeting attendance was encouraged, now it seems a bit harder each year to get their support.
< 2 years	847	location and having events in the last half of the month.
> 2 years	841	An opportunity to network with my peers (who are not in attendance).
Never	840	Compelling new payment and pricing models discussed.