

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 114  
**Responses Received:** 31  
**Response Rate:** 27%

**FY14 Overall High Satisfaction:** 59%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 50%  
**Favorable/Unfavorable FY13 to FY14:** 9%

**FY14 High Satisfaction is composed of:** 31% **Extremely Satisfied**  
28% **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.

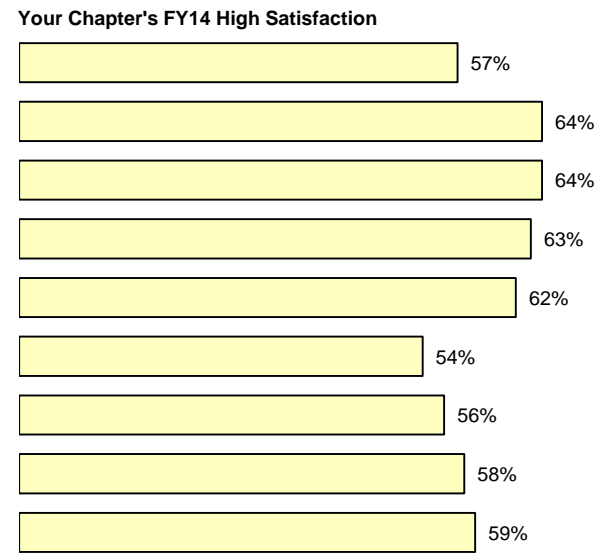
Final request to complete survey sent to non-respondents on November 12, 2013.

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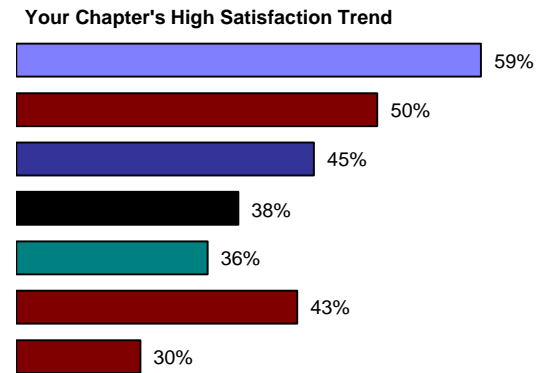
**Your Members' Satisfaction Ratings**

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?	New Mexico Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	11%	32%	57%	43%	66%
The educational topics addressed at chapter programs	11%	25%	64%	43%	66%
The speakers at chapter programs	11%	25%	64%	40%	69%
The location of chapter programs	17%	20%	63%	58%	60%
The chapter's coverage of state and regional issues	14%	24%	62%	43%	67%
Chapter newsletter	8%	38%	54%	54%	66%
Chapter networking opportunities	8%	36%	56%	58%	62%
Chapter website	8%	35%	58%	48%	60%
HFMA chapter overall	7%	34%	59%	50%	69%



New Mexico Chapter - Overall High Satisfaction Trend	FY14	59%
	FY13	50%
	FY12	45%
	FY11	38%
	FY10	36%
	FY08	43%
	FY06	30%



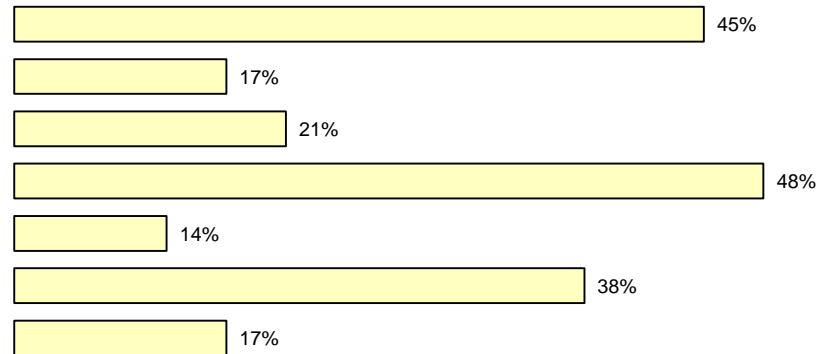
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	New Mexico Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	45%	56%	46%
The speakers at chapter programs	17%	30%	23%
The location of chapter programs	21%	19%	35%
The chapter's coverage of state and regional issues	48%	26%	31%
Chapter newsletter	14%	15%	14%
Chapter networking opportunities	38%	26%	30%
Chapter website	17%	26%	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.


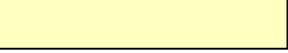
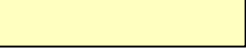
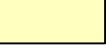
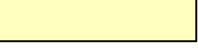
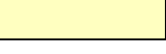
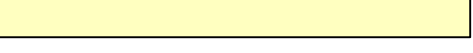
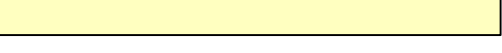
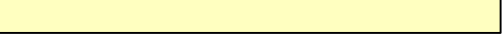
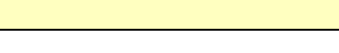
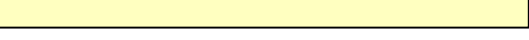
**Table B2: Improving your chapter**

	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?		
	New Mexico Chapter		All Chapters	New Mexico Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	21%	37%	26%	24%	19%	21%
The speakers at chapter programs	10%	11%	9%	7%	19%	13%
The location of chapter programs	17%	4%	21%	3%	15%	14%
The chapter's coverage of state and regional issues	21%	11%	13%	28%	15%	18%
Chapter newsletter	10%	4%	5%	3%	12%	9%
Chapter networking opportunities	17%	19%	16%	21%	8%	14%
Chapter website	3%	15%	11%	14%	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.	New Mexico Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	23%	<b>77%</b>	 77%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	0%	33%	<b>67%</b>	 67%
Trends in commercial payment	3%	34%	<b>62%</b>	 62%
Alignment strategies among healthcare providers	10%	43%	<b>47%</b>	 47%
Data analytics and business intelligence	17%	27%	<b>57%</b>	 57%
Strategic planning, business plans, and service line planning	10%	37%	<b>53%</b>	 53%
State legislative and regulatory update	0%	13%	<b>87%</b>	 87%
State Medicaid program	3%	7%	<b>90%</b>	 90%
Local payors and employers response to healthcare reform	3%	7%	<b>90%</b>	 90%
Payor and provider collaboration	3%	24%	<b>72%</b>	 72%
Impact of insurance exchanges	0%	7%	<b>93%</b>	 93%

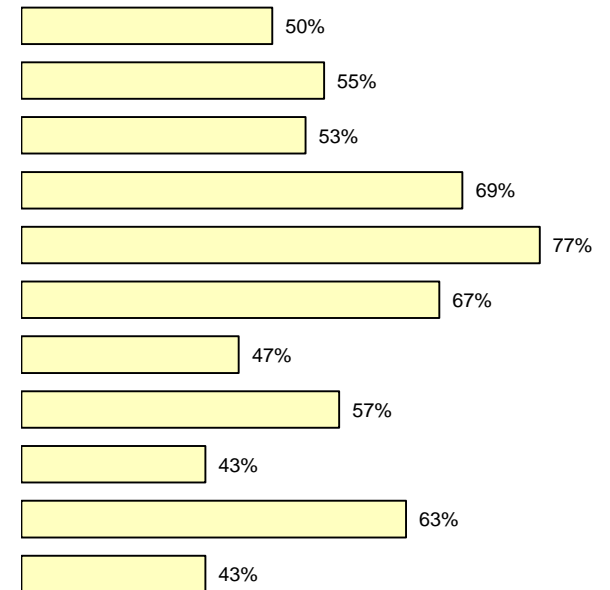
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**Topics of Interest to Your Members (continued)**

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

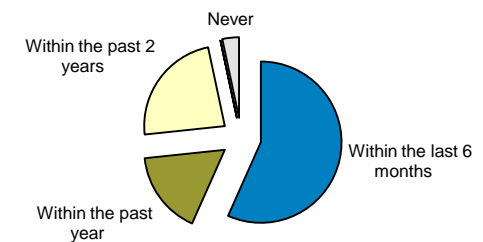
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	New Mexico Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	7%	43%	50%
Accounting and financial reporting	10%	34%	55%
Improving cash collection processes	10%	37%	53%
Denial prevention and management	10%	21%	69%
Changes in Medicare reimbursement policies	3%	20%	77%
Compliance with Medicare regulations	7%	27%	67%
New technologies in finance, revenue cycle, and clinical-financial integration	10%	43%	47%
Managing productivity and costs	17%	27%	57%
Leadership skills	17%	40%	43%
Implementing the conversion to the ICD-10 standard	10%	27%	63%
Strategies for collaborating with clinical areas	7%	50%	43%

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	New Mexico Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	57%
Within the past year	17%
Within the past 2 years	23%
More than 2 years ago	0%
Never	3%



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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	883	I attended the Region 10 meeting in Santa Fe. The facility and location were great. I thought some of the speakers and topics could be improved upon. I would have liked to have been provided an in-depth presentation on the Sole Community Provider Program.
< 1 year	870	I would like to see some items that will bring the business office managers/directors. I have seen a big improvement over the last couple years on the quality of the educational information presented and the quality of the speakers.
< 2 years	871	More opportunities to earn CPEs other than the big annual conference.
< 2 years	880	Location is difficult for such a rural state, but there really isn't a good answer when we are so distant. Thank you.
< 2 years	883	Seems all meetings are in Albuquerque/Santa Fe. Perhaps quarterly meetings could be held around the state: Las Cruces, Farmington, Clovis, Roswell, Alamogordo, so less travel for members in those areas. Might pick up some new members too.
Never	875	I rarely attend educational programs that are held in Albuquerque. The problem is the scheduling of the sessions. For instance, with the October program, it was held in the afternoon on Wednesday, all day Thursday and in the morning on Friday. So that means driving to Albuquerque 3 days for 2 days worth of content.

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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	871	I find that often the programs I've listened to were too generalized to be of any practical value. For instance, accounting and financial reporting might be important but if the topic is of too general a nature to translate to action then it is not worthwhile. Thanks,
< 6 months	883	Sole Community Provider Program funding and replacement reimbursement programs. Malpractice Tort Reform in New Mexico compared to other states. Impact of the ACA on Hospital reimbursement in NM
< 2 years	883	ICD-10 Implementation Costs: how to capture and classify all expenses, how to maximize the capitalized expenses.

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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	870	I think the Chapter does a very good job. If you brought in a "celebrity" speaker such as someone from CMS to tell us why ACA is the greatest thing since sliced bread, I wouldn't miss it.
< 6 months	871	For the program speaker description to be more detailed. For instance:Topic: centennial care. Description: JW has been director, is leading implementation, graduated from UNM, etc. This really tells me nothing about why I should want to attend and listen to this program.
< 6 months	871	Have 1 big event each year- nationally recognized speakers
< 6 months	883	Have another meeting at La Fonda in Santa Fe!
< 1 year	870	I like the location and the topics keep getting better and better. I was registered to attend the last meeting but got sick and was unable to attend.
Never	875	Better scheduling as explained earlier.