

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 203  
**Responses Received:** 47  
**Response Rate:** 23%

**FY14 Overall High Satisfaction:** 77%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 75%  
**Favorable/Unfavorable FY13 to FY14:** 2%

**FY14 High Satisfaction is composed of:** 45% **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.

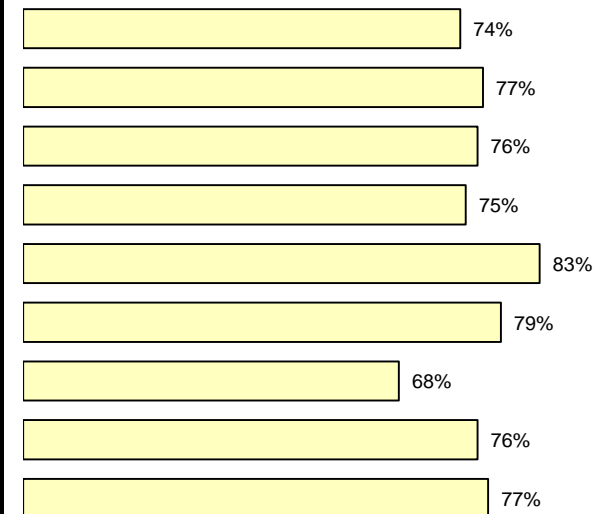
**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 West Virginia Chapter**

**Your Members' Satisfaction Ratings**

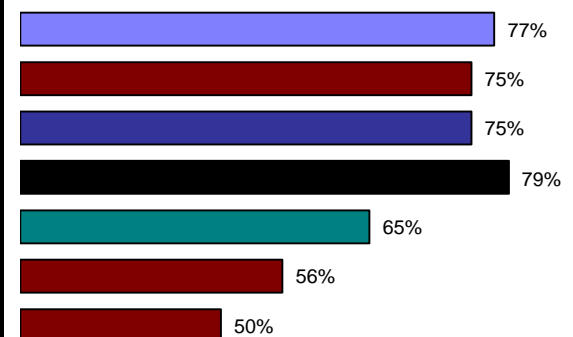
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	West Virginia Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	2%	23%	<b>74%</b>	75%	<b>66%</b>
The educational topics addressed at chapter programs	5%	19%	<b>77%</b>	69%	<b>66%</b>
The speakers at chapter programs	10%	14%	<b>76%</b>	72%	<b>69%</b>
The location of chapter programs	11%	14%	<b>75%</b>	63%	<b>60%</b>
The chapter's coverage of state and regional issues	3%	15%	<b>83%</b>	68%	<b>67%</b>
Chapter newsletter	5%	17%	<b>79%</b>	72%	<b>66%</b>
Chapter networking opportunities	11%	20%	<b>68%</b>	71%	<b>62%</b>
Chapter website	5%	19%	<b>76%</b>	62%	<b>60%</b>
HFMA chapter overall	7%	16%	<b>77%</b>	75%	<b>69%</b>

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



West Virginia Chapter - Overall High Satisfaction Trend	FY14	77%
	FY13	75%
	FY12	75%
	FY11	79%
	FY10	65%
	FY08	56%
	FY06	50%

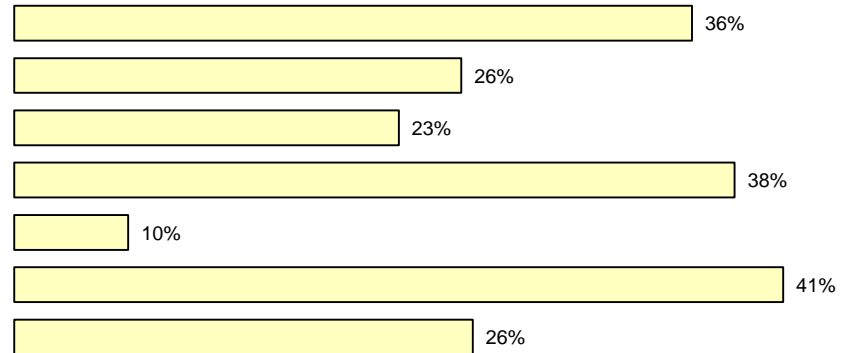
**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 West Virginia Chapter**

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

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	West Virginia Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	36%	38%	46%
The speakers at chapter programs	26%	27%	23%
The location of chapter programs	23%	30%	35%
The chapter's coverage of state and regional issues	38%	38%	31%
Chapter newsletter	10%	8%	14%
Chapter networking opportunities	41%	38%	30%
Chapter website	26%	21%	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.

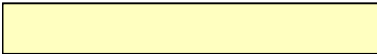
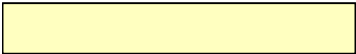
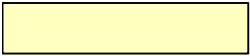

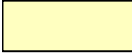
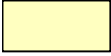
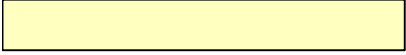
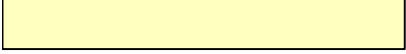
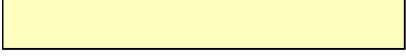
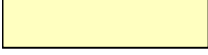
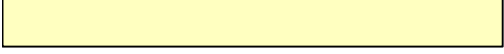
**Table B2: Improving your chapter**

	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?		
	West Virginia Chapter		All Chapters	West Virginia Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	10%	22%	26%	26%	16%	21%
The speakers at chapter programs	13%	6%	9%	13%	21%	13%
The location of chapter programs	18%	17%	21%	5%	13%	14%
The chapter's coverage of state and regional issues	23%	25%	13%	16%	13%	18%
Chapter newsletter	5%	3%	5%	5%	5%	9%
Chapter networking opportunities	30%	28%	16%	11%	11%	14%
Chapter website	3%	0%	11%	24%	21%	11%

**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 West Virginia 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

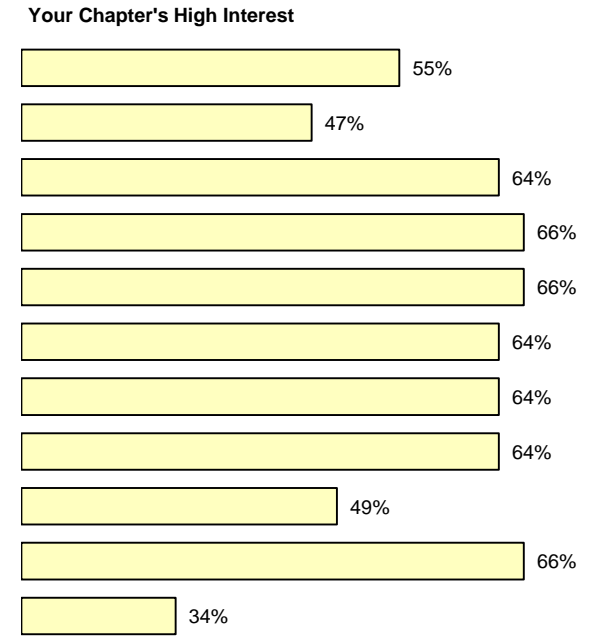
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	West Virginia Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	7%	18%	<b>75%</b>	 75%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	11%	16%	<b>73%</b>	 73%
Trends in commercial payment	5%	33%	<b>63%</b>	 63%
Alignment strategies among healthcare providers	18%	30%	<b>52%</b>	 52%
Data analytics and business intelligence	16%	32%	<b>52%</b>	 52%
Strategic planning, business plans, and service line planning	9%	41%	<b>50%</b>	 50%
State legislative and regulatory update	5%	18%	<b>77%</b>	 77%
State Medicaid program	7%	16%	<b>77%</b>	 77%
Local payors and employers response to healthcare reform	2%	20%	<b>77%</b>	 77%
Payor and provider collaboration	14%	27%	<b>59%</b>	 59%
Impact of insurance exchanges	0%	14%	<b>86%</b>	 86%

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY14)  
West Virginia Chapter**

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

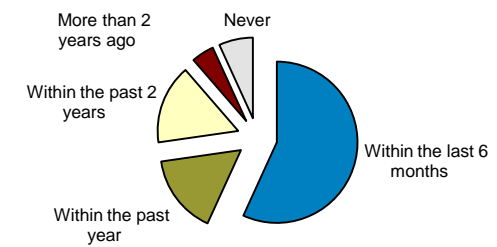
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	West Virginia Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	14%	32%	55%
Accounting and financial reporting	16%	37%	47%
Improving cash collection processes	7%	30%	64%
Denial prevention and management	9%	25%	66%
Changes in Medicare reimbursement policies	5%	30%	66%
Compliance with Medicare regulations	14%	23%	64%
New technologies in finance, revenue cycle, and clinical-financial integration	2%	34%	64%
Managing productivity and costs	9%	27%	64%
Leadership skills	19%	33%	49%
Implementing the conversion to the ICD-10 standard	5%	30%	66%
Strategies for collaborating with clinical areas	16%	50%	34%



**Data about Survey Respondents**

Table E: Attending an education event	West Virginia Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	57%
Within the past year	16%
Within the past 2 years	16%
More than 2 years ago	5%
Never	7%



**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY14)**  
**West Virginia 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	253	More networking opportunities for vendors.
< 6 months	255	I'm never "extremely satisfied" with anything!
< 6 months	262	No particular issues; it's understood that not every program/speaker meets every member's needs since we all have a variety of responsibilities. Same is true for locations and I think the chapter does a good job of scheduling the meetings around the state.
< 6 months	265	More inter-active presentations would be really helpful. There is very little exchange of questions/answers or ideas with the speakers I have heard of late.
< 6 months	265	Need to go to new hotels that same ones year after year is not appealing especially since some are getting run down.
< 1 year	251	Some are to far away to get away from the office. Would like to see them all more centrally located in the state.
< 1 year	253	I'm very satisfied with what is going on with the chapter but, with all things there can be improvements. I don't have any complaints about the chapter. With all things something will happen and you will say wow what an improvement. When that occurs I guess I will know. If I had a complaint I would offer an suggestion.
< 2 years	253	HFMA appears to be mainly for hospitals, therefore other provider types do not always find topics relevant.
< 2 years	253	I need to be more involved to make suggestions.
< 2 years	253	Some of the events have excellent speakers and topics; however, other meetings are less than stellar. Some of the meeting dates are issues for me. We close during the 5th to the 11th, so if the events are during this time (as the fall event), they exclude me.
< 2 years	265	I am fairly satisfied with what is offered, though scheduling conflicts on my end tend to happen quite often. We close our books typically the 2nd week of each month and have our finance committee the 4th Friday of every month. I understand that everyone's situation is different, so it is not that I am not satisfied, it's just that I haven't been able to participate as much as I would like.
> 2 years	260	I have not been active in HFMA
Never	457	I have not received any communication from the Chapter, which is why I answered "don't know" for all of the services listed above.
#N/A	242	You may not know that I live in Virginia near the Tennessee border and can not attend meetings. I do enjoy reading about the WV HFMA but I have been retired for 15 years and don't recognize many names. I am pleased to see the diversity of programs being offered and hope you keep up the good work. Ray Shingler 11.7.2013 @12:19 p.m.

**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 West Virginia 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	265	Meaningful Use.
< 2 years	253	Dealing with employees that have been around for a long time and their unwillingness to change. How to get employees to not automatically fight change.
< 2 years	265	Physician practice integration

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY14)**  
**West Virginia 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	253	I attend every meeting. They are a good value and have excellent programming.
< 6 months	263	Thanks for all your hard work! It is appreciated!
< 6 months	265	I think the chapter events are great. Very educational and offer a lot of good resources. In addition, they are FUN! The networking opportunities are fantastic and it's just an overall great experience. I don't attend every event and that is mostly do to work load and work policies on travel expense.
< 1 year	251	Just having time to attend and take more of an active part.
< 2 years	253	Dates, speakers and topics.
< 2 years	253	Relevance.
< 2 years	253	The meetings used to provide an educational component and a social component that was more like a mini-vacation wrapped up in one. As the group got smaller; there is still a social aspect to the meeting but because of sheer numbers the fun was diminished. A couple examples, the golf outings used to be fun, We would have 25 players, mix up teams and play. The last three or four I went to there was less than ten at each. Same with the entertainment. The last few times it was pretty much empty at 10:00. Like I said I think a lot of it is a numbers game.
< 2 years	265	More extracurricular/social activities.
> 2 years	260	Having the time to attend is one of my biggest problems.
Never	457	I would like to receive email notification of upcoming Chapter events. And, I would like to receive the Chapter newsletter via email.