

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 414
Responses Received: 107
Response Rate: 26%

FY14 Overall High Satisfaction: 66%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 63%
Favorable/Unfavorable FY13 to FY14: 3%

FY14 High Satisfaction is composed of: 21% **Extremely Satisfied**
45% **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.

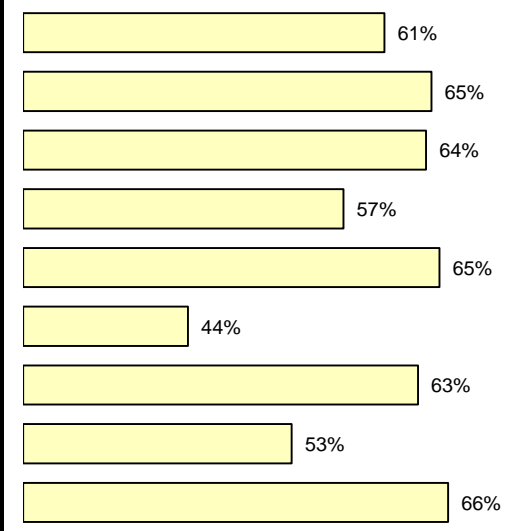
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Your Members' Satisfaction Ratings

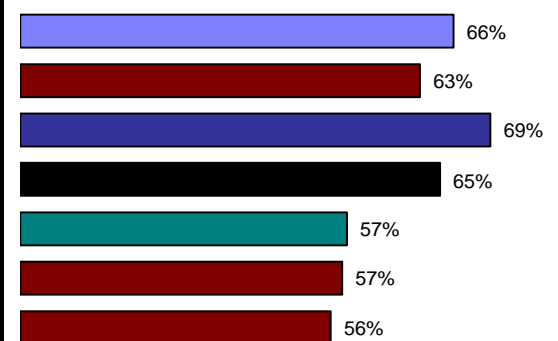
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Oregon Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	29%	61%	63%	66%
The educational topics addressed at chapter programs	7%	28%	65%	60%	66%
The speakers at chapter programs	8%	28%	64%	62%	69%
The location of chapter programs	12%	31%	57%	63%	60%
The chapter's coverage of state and regional issues	11%	24%	65%	57%	67%
Chapter newsletter	11%	45%	44%	47%	66%
Chapter networking opportunities	14%	23%	63%	58%	62%
Chapter website	14%	33%	53%	55%	60%
HFMA chapter overall	8%	26%	66%	63%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Oregon Chapter - Overall High Satisfaction Trend	FY14	66%
	FY13	63%
	FY12	69%
	FY11	65%
	FY10	57%
	FY08	57%
	FY06	56%

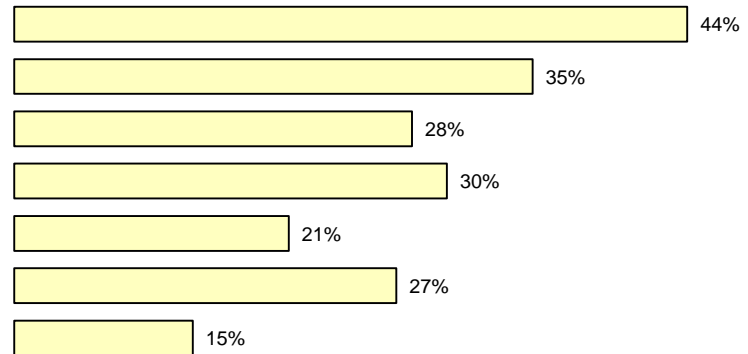
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Oregon Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	44%	48%	46%
The speakers at chapter programs	35%	23%	23%
The location of chapter programs	28%	31%	35%
The chapter's coverage of state and regional issues	30%	35%	31%
Chapter newsletter	21%	18%	14%
Chapter networking opportunities	27%	28%	30%
Chapter website	15%	18%	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?		
	Oregon Chapter		All Chapters	Oregon Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	29%	31%	26%	15%	17%	21%
The speakers at chapter programs	12%	10%	9%	23%	13%	13%
The location of chapter programs	14%	15%	21%	14%	17%	14%
The chapter's coverage of state and regional issues	14%	12%	13%	16%	23%	18%
Chapter newsletter	13%	11%	5%	8%	6%	9%
Chapter networking opportunities	16%	16%	16%	11%	12%	14%
Chapter website	3%	5%	11%	12%	13%	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

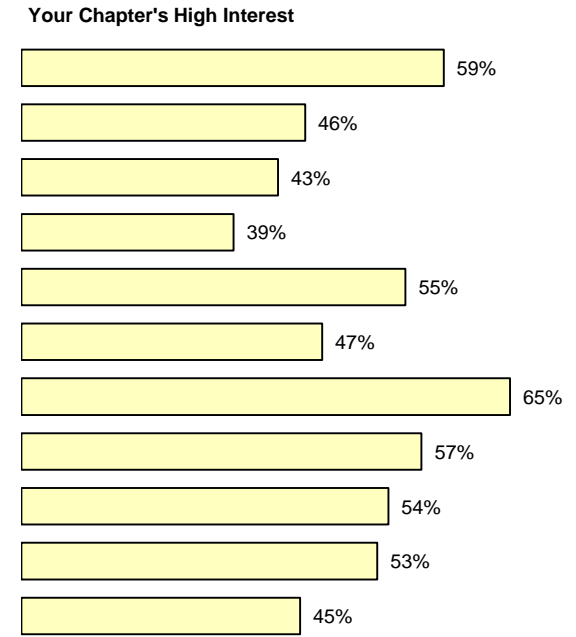
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Oregon Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	5%	14%	81%	81%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	23%	38%	38%	38%
Trends in commercial payment	13%	23%	64%	64%
Alignment strategies among healthcare providers	11%	34%	55%	55%
Data analytics and business intelligence	13%	26%	61%	61%
Strategic planning, business plans, and service line planning	17%	27%	56%	56%
State legislative and regulatory update	7%	27%	66%	66%
State Medicaid program	14%	28%	58%	58%
Local payors and employers response to healthcare reform	8%	23%	68%	68%
Payor and provider collaboration	7%	34%	59%	59%
Impact of insurance exchanges	3%	13%	84%	84%

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Topics of Interest to Your Members (continued)

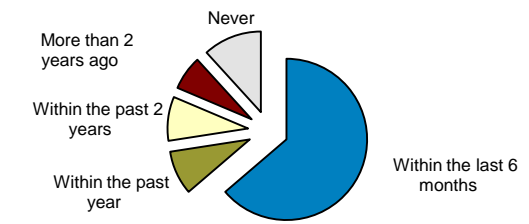
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Oregon Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	15%	26%	59%
Accounting and financial reporting	22%	32%	46%
Improving cash collection processes	26%	30%	43%
Denial prevention and management	30%	30%	39%
Changes in Medicare reimbursement policies	13%	32%	55%
Compliance with Medicare regulations	20%	32%	47%
New technologies in finance, revenue cycle, and clinical-financial integration	10%	25%	65%
Managing productivity and costs	15%	28%	57%
Leadership skills	19%	27%	54%
Implementing the conversion to the ICD-10 standard	17%	30%	53%
Strategies for collaborating with clinical areas	22%	32%	45%



Data about Survey Respondents

Table E: Attending an education event	Oregon Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	64%
Within the past year	9%
Within the past 2 years	9%
More than 2 years ago	7%
Never	12%



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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	970	Disappointed that the Region meeting moved away from Las Vegas.
< 6 months	970	Providers generally not interested in networking with vendors, e.g. they congregate with peers, colleagues at social or meal times. This does not prevent networking, I do succeed in meeting providers. Perhaps raffles or other techniques can be employed to more directly gain interaction. In addition, vendors unable to gain budget approvals to be Sponsors are less visible. The Wed P.M. session with vendors is good idea, however please consider changing this to a Vendor session and perhaps during breakfast on The or Fri to encourage higher attendance. Last, please keep working on finding ways to reduce scheduling conflicts with WA-AK Chapter such as same week or same month dates, and joint meetings or trade shows annually vs. every 2 -3 years. In respect of vendors' time and \$ budgeting - I suspect many want to attend both Chap conferences but unable to due to these issues. Perhaps more vendor focus = more vendor attendance = more \$ = possibly reduce reg fees for all? I have never seen OR Chap newsletter - how is it publicized? An article reviewing pros & cons of 4 Conferences per year would be of value, e.g. why not 2 or 3 vs. 4? I would do my best to attend session(s) addressing Vendor concerns (hopefully not in schedule conflict with other sessions, presentations). Thank you.
< 6 months	972	Didn't know there was a newsletter. Where is it? How do you get it? How would you know if there was a new one? Is there a chapter directory printed or do you have to search online? As a new member (renewed after 10 years) I never received any info from the Chapter. Shouldn't there be a new member packet telling you about these things? A Welcome letter at least? The only acknowledgement I received was my password from National. I don't know if I was missed since I was a renewal or if all new members are treated this way...but if so the Chapter is really missing the boat.
< 6 months	972	I don't believe that scoring "Very Satisfied" in all categories means the chapter is doing anything wrong and not sure improvement is a necessity. This year's programs have been very good and the chapter should be proud of its accomplishments. The chapter seems to have a good buzz and the leadership should be complimented.
< 6 months	972	I have a hard time getting away outside Portland for meetings. When I can, I do find the networking better during the after seminar hours activities. / Some of the educational topics are excellent. I don't personally care for the vendor presentations as much as I like the provider, plan and OHA speakers. Adding leadership and other soft skills presenters seems smart for our industry as it undergoes rapid change.
< 6 months	972	I think it would be helpful to have additional educational opportunities outside the quarterly conferences. I would have loved to attend more of the conferences but due to budget constraints am not able. I would love to have more web-based programming or 1/2-day or 1-day opportunities for networking close in to the Portland area (within driving distance).
< 6 months	972	I would like to see more involvement of the most senior management at our state healthcare entities at the chapter events.
< 6 months	972	Overall ok - educational content and networking opportunities could be greater. Attended two conferences in OR since I joined and networking has been mixed - many people don't seem very open to networking - very insulated

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	972	Overall, I'm very satisfied with the Oregon HFMA chapter, its educational programs and speakers. There are some really great presentations/speakers, and others that are adequate. Usually, the joint sessions are the best and it is one of the break-out sessions I'm not that impressed with. That said, I haven't been to a conference where I left with less knowledge than when I came, and I'm very satisfied having attended when was able to.
< 6 months	972	Travel is a barrier to attendance. Is there a way to remotely attend? I think there are many new technologies that may make this a possibility, at least in a limited manner.
< 6 months	972	We often have the same educational content repeated which can be good, but I would like to see more variety and more demonstrations of best practice, perhaps from organizations outside our area. Who is getting national recognition and what have they done to get it?
< 6 months	973	I think it's impossible to be extremely satisfied all the time with speakers and programs.
< 6 months	974	Well organized; very committed and caring leaders
< 6 months	977	I like the fact that you are so involved with new members. The mentor program is great and everyone has been very helpful at connecting me to subject matter experts on a variety of topics.
< 6 months	977	It would be good to have some sessions that pull from other industries that we can learn from.
< 6 months	977	The newsletter I believe will be much better with a new editor at the helm. The last newsletter was much better then the past several issues.
< 6 months	986	Just my rating system. Extremely satisfied, to me, is pretty difficult to obtain. Overall, the Chapter is doing a great job and I am very satisfied. To get to extremely satisfied, I think spending a little more money for national level speakers - speakers that would draw a crowd - would be what would do it for me.
< 1 year	972	Currently, organization are cutting healthcare costs and travel and entertainment is one of the items closely monitored. It would be great to have meeting in locations where most of the HFMA members are present to avoid excessive travel and lodging expenses.
< 1 year	974	I am currently participating in the certification practicum webinars to prepare for the certification exam. That is a great benefit/service to members. The topics at the quarterly meetings could be more "current status" CCO's, Medicaid presumptive eligibility etc.
< 2 years	970	Outreach and orientation of new members could be more engaging; showing the value of membership and attendance at conferences.
< 2 years	971	do not have a chance to join in on many educational opportunities
< 2 years	972	Currently, I have not really been very active - so if I am less than 'extremely satisfied, I would say that's more on me than you! One thing I would point out (as a fairly new member) - I have not been doing much with the local chapter through not knowing where I should go... Perhaps some kind of mentoring program for new members to help generate interest and spread the word of what opportunities are available for members?

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Time since last attended an educational event	Zip Code first three digits	Comment
< 2 years	972	I very much appreciate the online webinars and publications provided by my HFMA membership. I do consider attending the chapter education programs but often find I have calendar conflicts.
< 2 years	972	The majority of the Oregon Chapter is in Portland, and therefore more events in Portland would be nice. Also, more contracting related content (e.g. more information on CCO's, Risk Share programs, legislation related to Medicare/Medicaid, etc.) at the chapter programs would be meaningful.
< 2 years	975	Location is a big issue. I am located in Southern Oregon and there are very few if any meetings in our area. If we can't get some down here, consider locating all of them in the Portland/Salem area for easier/cheaper access. Easter Oregon is about a 10 hour trip, or a flight and rental car and is not financially possible for the short meeting time.
> 2 years	972	I have no complaints or suggestions. From what I see, the local chapter is doing fine.
> 2 years	972	Really the only thing is to have more presentations related to Medical Groups. There are too many presentations that just relate to hospitals.
> 2 years	974	Find topics related to general accounting, budgeting, auditing, benchmarking, productivity, benefits.
> 2 years	975	Chapter is doing fine, I'm just not taking advantage if the resources.
> 2 years	978	I did not attend the HFMA Fall Conference, but I know some that did. Their e-mail to me was that the meeting just did not have enough 'meat' to it. And that it was probably fine that I missed it. / / With hospital budget constraints, too many out of town meetings are not feasible. My suggestion is to only offer two meetings a year instead of four and pack it full of information.
Never	970	I chose very satisfied as I am new to this chapter and still getting involved.
Never	971	There are rarely any topics on Accounting & Finance. The focus is more on patient accounting and billing.
Never	972	New to area so can not answer survey
Never	973	I'm new to HFMA and haven't seen much from the local Oregon chapter either because I don't know how to find information or there isn't any. The only thing I know the chapter has is the local conference. I couldn't make the conference this year. I'm interested in getting mentor. I've seen that mentors are available but not sure how to request one.
Never	975	I live in Grants Pass and seldom see any activities aimed at Southern Oregon. It is understandable since we do not have many hospitals but an event every couple of years might make us feel more a part of the community.
Never	975	I work with a physician group. Stronger focus on the entire spectrum of healthcare finance, not just hospitals would bring the chapter current with national trends on healthcare finance.
Never	976	I have recently moved from the Montana chapter so I don't have enough information yet to base an opinion, what I have seen so far has been good, I plan to attend programs fairly regularly.
Never	978	I am a very new member so have nothing to base an opinion on yet.

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Time since last attended an educational event	Zip Code first three digits	Comment
#N/A	976	Can we have Medford and Bend vs Portland or Salishan for at least 1 or 2 of the meeting locations? Also, there are too many vendors attending and they just want to sell there products and bombard the CFO's at the meetings. Lastly, I would like to see a Controller/CFO separate track so not so many vendors/staff are in the class.

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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	970	Merger and acquisition in the state
< 6 months	970	Provide results of this survey via Chapter website ASAP, with a couple announcements via email that is posted at website and with link to go there directly. Thank you.
< 6 months	972	Capital planning, capital trending, how best to spend the limited funds available for capital, how to update old facilities with limited capital funds...
< 6 months	972	MSO and IPA strategies
< 6 months	972	Recipe for outstanding customer service in Revenue Cycle.
< 6 months	972	The growing trend of healthcare organization affiliation with other organizations; operational considerations and success stories.
< 6 months	972	Workgroups including plan and provider reps to move towards increasing the value of primary care services to keep costs down. Maybe we could set a challenge to all providers to increase primary care services visits, where applicable, by some annual % and reduce inpatient costs by some annual % as an industry. Some way to engage all active HFMA members in a shared initiative.
< 1 year	972	Benchmarking Opportunities
< 1 year	974	Topics specific to Critical Access Hospitals. I would be interested in how other facilities are working with CCO's/local Medicaid managed care. The industry wide initiative is towards community wellness & less care. How are we as an industry making that transition.
< 2 years	970	Income tax issues - unrelated business income tax issues.
> 2 years	972	The survey has identified the relevant topics.
Never	971	Accounting & Finance - Specifically in areas of Payroll, AP, & General Ledger
#N/A	976	Benchmarking with specific Oregon metrics by hospital size and then have the top performers explain how they became so efficient on a hours per unit of service for selected areas such as nursing/lab/radiology/etc.

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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	945	Good attendance and locations that are easily accessible. Oregon Garden was a little out there.
< 6 months	970	Networking / Healthcare updates
< 6 months	972	A large variety of educational topics that interest me. It is a lot of commitment if I am only gaining information from one or two sessions. I would prefer more shorter sessions so that there are a variety of topics I can learn from.
< 6 months	972	Downtown Portland / 1/2 days
< 6 months	972	Have them in Portland central as opposed to 40-50 miles drive from here
< 6 months	972	Higher educational content and networking
< 6 months	972	I don't think my attendance is as related to how compelling the program is, as much as it is about timing and alignment with my workload demands. Thanks for all the good work you do!
< 6 months	972	In my department the first thing we do when the agenda comes out for the next meeting is see which sessions look interesting and informative so I think that is extremely important. I like the locations that the meetings are held, moving around the state is good. It's too bad a meeting isn't held in Eastern Oregon more often (Bend is not Eastern Oregon). I realize that speakers may be a little harder to get when you move too far from the valley but it's worth looking in to meeting in The Dalles or Pendleton.
< 6 months	972	It really depends on the speakers/topics, whether or not it is relevant to my job - which I know can vary for everyone!
< 6 months	972	location in Portland.....
< 6 months	972	Location. Can only attend those within a commuting distance from Portland, otherwise, have to pay my own accommodations.
< 6 months	972	My budget!!!
< 6 months	972	Not holding them during such busy times of year (e.g. during mid-February in the middle of year-end audit)
< 6 months	972	Remote attendance options. I still would like to attend in person as much as possible, but there are more limits than ever to travel possibilities. I'd especially like to attend the problem-solving session and some of the education sessions remotely.
< 6 months	972	There is a limit to how much time I can spend out of the office, so attending events twice a year is about all I can devote to HFMA.
< 6 months	973	At least one speaker with national credentials.
< 6 months	973	Diverse educational opportunities
< 6 months	973	I truly look at the educational opportunities for relevance to me, for my hospital, for my position. That is the most compelling.
< 6 months	973	Much of my attendance depends on my work load at the hospital. Depending on when the meetings fall, I am unable to miss work without having to work significant overtime to make up the lost time.
< 6 months	974	location and educational opportunities

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	977	Peers sharing success stories much like MAP. Lots of good take-a-ways with this shared info
< 6 months	977	Relevance of educational sessions.
< 1 year	972	If my employer would actually pay for the cost of attending, I would be attending more quarterly meetings.
< 1 year	972	Location in town.
< 1 year	974	More robust content. It's difficult to make a 3-4 day commitment of time if the program content isn't relevant.
< 2 years	970	Income tax issues
< 2 years	971	location (Portland area) and cost (lower)
< 2 years	972	Contracting related content. Also more physician specific information - often times programs are hospital-centric.
< 2 years	972	It's not how compelling, but the twin issues of knowing about the event and having the time (and occasionally resources) to attend.
< 2 years	975	Better location
> 2 years	974	Content related to general accounting, budgeting, auditing.
> 2 years	975	Stopped working a couple months ago, so probably nothing at this point.
> 2 years	978	All those interest items you suggested addressed in one meeting - I would probably attend.
Never	971	Covering the area that most pertains to me - General Accounting & Finance
Never	973	Updates on Medicare and reimbursement....hands on type information
Never	974	Cost
Never	974	Sorry new to OR and too busy
Never	975	I am partially retired so am not the best person to ask.
Never	976	I plan to attend at least one event per year, mainly as it is hard to be away from the hospital any more than that. I am new to Oregon and that is the only reason I have not attended any Oregon chapter events
#N/A	976	Presentation of information which I could use to improve my facility like the benchmarking info I mentioned previously.