

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 330
Responses Received: 57
Response Rate: 17%

FY14 Overall High Satisfaction: 68%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 67%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 45% **Extremely Satisfied**
23% **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.

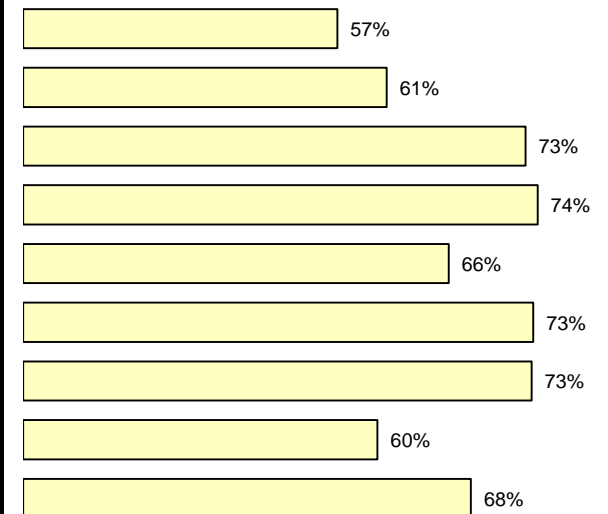
**Healthcare Financial Management Association
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 Southwestern Ohio Chapter**

Your Members' Satisfaction Ratings

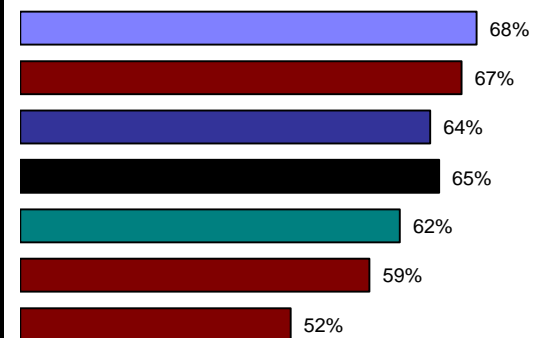
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Southwestern Ohio Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	13%	30%	57%	57%	66%
The educational topics addressed at chapter programs	10%	29%	61%	60%	66%
The speakers at chapter programs	6%	22%	73%	64%	69%
The location of chapter programs	4%	23%	74%	71%	60%
The chapter's coverage of state and regional issues	9%	25%	66%	64%	67%
Chapter newsletter	9%	18%	73%	66%	66%
Chapter networking opportunities	10%	17%	73%	62%	62%
Chapter website	10%	30%	60%	50%	60%
HFMA chapter overall	8%	25%	68%	67%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Southwestern Ohio Chapter - Overall High Satisfaction Trend	FY14	68%
	FY13	67%
	FY12	64%
	FY11	65%
	FY10	62%
	FY08	59%
	FY06	52%

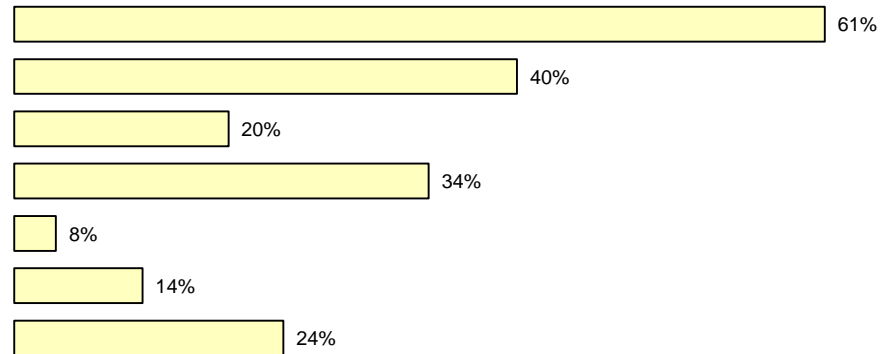
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Southwestern Ohio Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	61%	46%	46%
The speakers at chapter programs	40%	32%	23%
The location of chapter programs	20%	11%	35%
The chapter's coverage of state and regional issues	34%	50%	31%
Chapter newsletter	8%	17%	14%
Chapter networking opportunities	14%	15%	30%
Chapter website	24%	28%	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.

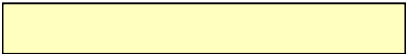
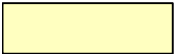
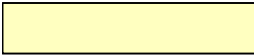

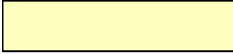
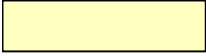
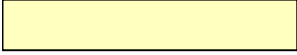
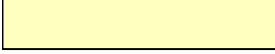
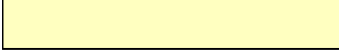
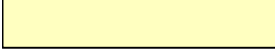
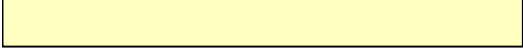
Table B2: Improving your chapter

	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?		
	Southwestern Ohio Chapter		All Chapters	Southwestern Ohio Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	41%	29%	26%	20%	18%	21%
The speakers at chapter programs	8%	13%	9%	32%	20%	13%
The location of chapter programs	8%	5%	21%	12%	6%	14%
The chapter's coverage of state and regional issues	14%	25%	13%	20%	25%	18%
Chapter newsletter	6%	5%	5%	2%	12%	9%
Chapter networking opportunities	6%	9%	16%	8%	6%	14%
Chapter website	18%	14%	11%	6%	14%	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

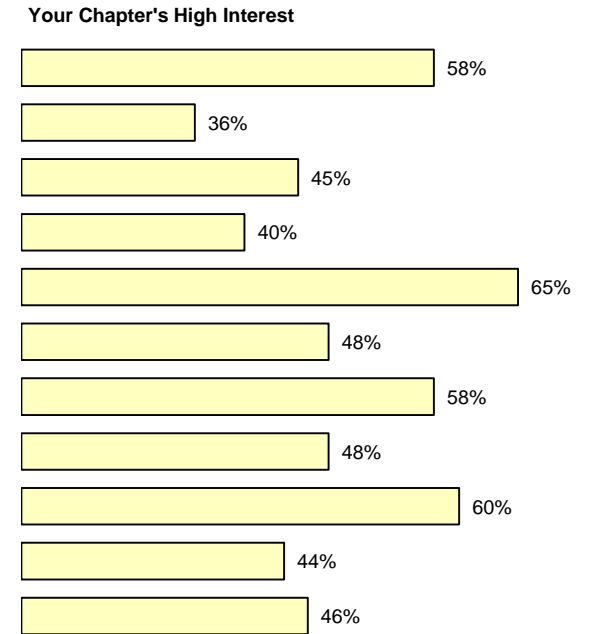
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Southwestern Ohio Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	17%	77%	 77%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	12%	33%	56%	 56%
Trends in commercial payment	15%	21%	63%	 63%
Alignment strategies among healthcare providers	6%	33%	62%	 62%
Data analytics and business intelligence	10%	29%	62%	 62%
Strategic planning, business plans, and service line planning	10%	31%	59%	 59%
State legislative and regulatory update	12%	21%	67%	 67%
State Medicaid program	4%	31%	65%	 65%
Local payors and employers response to healthcare reform	10%	18%	71%	 71%
Payor and provider collaboration	13%	21%	65%	 65%
Impact of insurance exchanges	8%	4%	88%	 88%

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Topics of Interest to Your Members (continued)

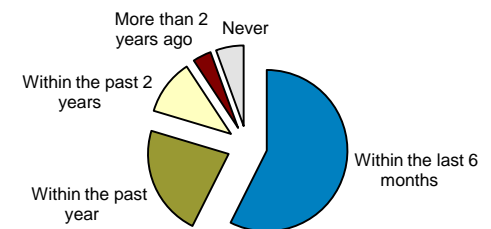
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest	Southwestern Ohio 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	6%	37%	58%
Accounting and financial reporting	26%	38%	36%
Improving cash collection processes	26%	28%	45%
Denial prevention and management	27%	33%	40%
Changes in Medicare reimbursement policies	6%	29%	65%
Compliance with Medicare regulations	12%	40%	48%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	29%	58%
Managing productivity and costs	21%	31%	48%
Leadership skills	18%	22%	60%
Implementing the conversion to the ICD-10 standard	26%	30%	44%
Strategies for collaborating with clinical areas	29%	25%	46%



Data about Survey Respondents

Table E: Attending an education event	Southwestern Ohio Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	57%
Within the past year	22%
Within the past 2 years	11%
More than 2 years ago	4%
Never	6%



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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	410	location is an issue for me, but it is difficult with the area this chapter covers and where I live.. I think the chapter is being mindful of the overall membership and the locations are probably most convenient for the majority
< 6 months	450	A suggestion would be to have someone (Greg Moody?) at the Ohio Governor's Office of Health Transformation speak on the PCMH & bundled payment initiatives at the state level.
< 6 months	450	The focus has been very heavy on revenue cycle lately. While important, I believe a more balanced approach to finance accounting, tax, debt issues would attract a wider range of folks and address real business issues and risks equally important to the industry.
< 6 months	452	Additional managed care issues.
< 6 months	452	Chapter is devoted to hospital based information. While that is the far majority of membership, would like to see topics that go beyond in-patient information. Would also like to see more on the managed care topics....best practices on negotiating contracts, etc. / / Finally, while I understand the goal behind the all day educational programs vs the half day programs, since the topics are more hospital related than not, it's difficult to justify attending the meetings.
< 6 months	452	Chapter website looks much better than it had in the past, but it is never updated timely... nor does it always have links that route you to the next logical page, etc. This should be a top priority for someone.
< 6 months	452	I enjoyed the location of the Oct mtg, room nicer, food better. A little further to drive but not much. I understand the full day seminar concept but it is tough getting away for a whole day
< 6 months	452	if would like to see more operational revenue cycle topics offered.
< 6 months	452	Seems like an excellent chapter.
< 6 months	452	The website is not kept up-to-date with information on the programs, events, committees for the year. Also the old issues of the newsletter are not linked.
< 6 months	454	There is some duplication of topics at meetings. Would like to see more "best practices" from other hospitals.
< 1 year	450	My only thought for improvement would be to add several shorter educational events throughout the year (i.e. in the 2 hour range), perhaps over lunch or breakfast. I find it easier to make it to these type events.
< 1 year	452	Go back to 1/2 day educational programs
< 1 year	452	I have only been to one chapter meeting so I don't think I have enough experience to do the survey. The meeting that I did attend was a two day meeting. I did fine some of the topics very interesting. I also enjoyed meeting some of the attendees. I do read the information I receive via email regarding HFMA.
< 1 year	452	Liked the morning education forums better than the all day sessions.
< 1 year	452	web site for local chapter could be upgraded/updated more often
< 2 years	410	The educational programs seem to focus on large health systems and revenue cycle. Need more diversity - smaller hospitals, other post acute issues, etc.

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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
Never	470	My past role when working in Indiana was Controller of Physician Practices which made HFMA very important. I attended two National Conferences along with Tri-State Regional. Now being in Ohio and my role being Financial Analyst, I have not attended anything. The topics more focus on those CFO, Accounting type positions that control revenue. This is understandable and I expect this as it is what HFMA is for. My role currently probably warrants me to investigate other organizations more related to what I am currently doing. Although I very much enjoy the magazine and keeping up with current financial issues in healthcare, I am not in a position here to make a decision for change. I appreciate everything HFMA does and has provided me over the past 7 years.
#N/A	451	Focus on enterprise risk and other internal audit issues

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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	452	Impact of Mergers & Acquisitions, or Consolidations on the bottom-line. Strategic outsourcing in Revenue Cycle, and shared risk agreements.
< 6 months	452	Managed care contracting
> 2 years	458	I am now working in the mental/behavior health industry so I'd like to see more topics related to this service. The major areas within MH/BH would be billing (State Medicaid, Board Billing), collection, financial reporting, and the real biggie BENCHMARKING AND DASHBOARDS.

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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	452	I already attend all of the meetings. Leadership Group is dynamic and really spends time to understand the needs of the chapter members. They are extremely passionate about what they do.
< 6 months	452	Just too busy - if do like the flexible offerings with the local meetings and webinar offerings
< 6 months	452	Most of the topics concern hospitals. I work in the long term care sector. A little more emphasis on long term care would be great.
< 6 months	452	Nothing. I attend unless I am out of town. I think the Chapter leaders do a great job
< 6 months	452	So far doing a great job. Keep it up!
< 6 months	452	Topics relevant to what is happening today in managed care reimbursement.
< 1 year	450	Ease of scheduling, I find it difficult to attend full day events
< 1 year	452	I work within a hospital system so I concentrate on topics relevant specifically to my role within my organization. My attendance is usually based on relevance of topics to my current role.
< 1 year	452	Regulatory and compliance topics, RAC info.
< 2 years	410	more relevant educational content and better speakers. I also get announcements from KY and Indiana chapter and their programming seems to be more interesting and practical.
> 2 years	458	if some of the chapter presentations could be in the upper Dayton area
Never	452	Location
Never	470	My position can not justify paying to attend seminars where I can not directly integrate what I learned into my area. There are many other employees in our organization that belong to HFMA and can make changes and they are attending these seminars as well.