

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 1221
Responses Received: 155
Response Rate: 13%

FY14 Overall High Satisfaction: 78%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 70%
Favorable/Unfavorable FY13 to FY14: 8%

FY14 High Satisfaction is composed of: 43% **Extremely Satisfied**
35% **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.

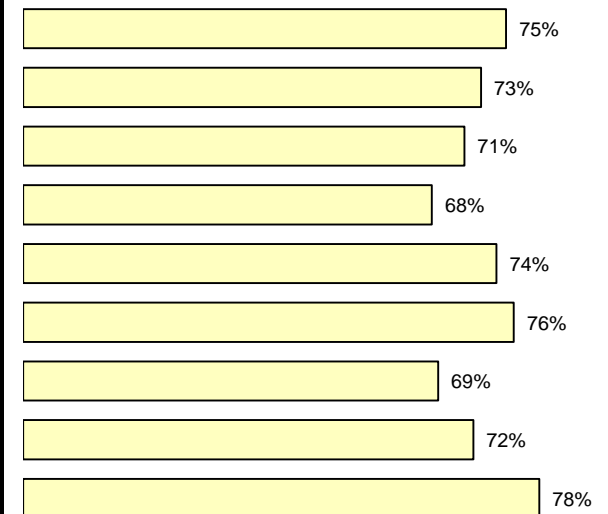
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Your Members' Satisfaction Ratings

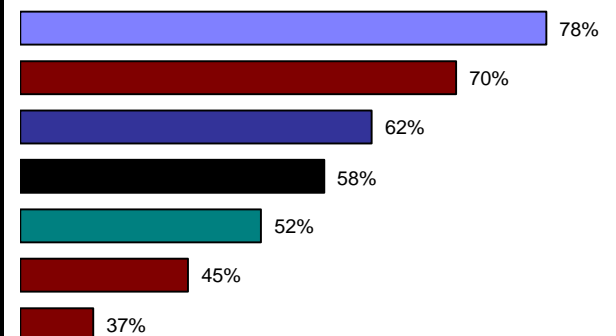
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Florida Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	6%	19%	75%	65%	66%
The educational topics addressed at chapter programs	5%	22%	73%	62%	66%
The speakers at chapter programs	6%	23%	71%	67%	69%
The location of chapter programs	13%	19%	68%	52%	60%
The chapter's coverage of state and regional issues	2%	24%	74%	63%	67%
Chapter newsletter	4%	21%	76%	67%	66%
Chapter networking opportunities	10%	21%	69%	68%	62%
Chapter website	8%	20%	72%	64%	60%
HFMA chapter overall	5%	17%	78%	70%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Florida Chapter - Overall High Satisfaction Trend	FY14	78%
	FY13	70%
	FY12	62%
	FY11	58%
	FY10	52%
	FY08	45%
	FY06	37%

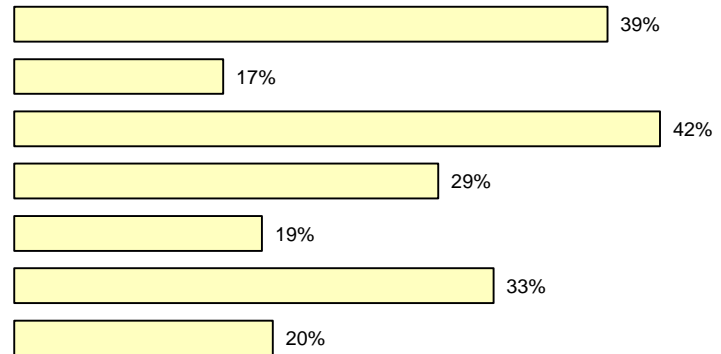
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Florida Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	39%	45%	46%
The speakers at chapter programs	17%	14%	23%
The location of chapter programs	42%	44%	35%
The chapter's coverage of state and regional issues	29%	33%	31%
Chapter newsletter	19%	13%	14%
Chapter networking opportunities	33%	32%	30%
Chapter website	20%	19%	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?		
	Florida Chapter		All Chapters	Florida Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	20%	21%	26%	20%	24%	21%
The speakers at chapter programs	9%	5%	9%	8%	9%	13%
The location of chapter programs	23%	28%	21%	20%	17%	14%
The chapter's coverage of state and regional issues	11%	15%	13%	18%	18%	18%
Chapter newsletter	11%	4%	5%	9%	9%	9%
Chapter networking opportunities	18%	17%	16%	14%	15%	14%
Chapter website	8%	10%	11%	12%	9%	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.	Florida Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	14%	82%	82%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	19%	29%	52%	52%
Trends in commercial payment	11%	37%	53%	53%
Alignment strategies among healthcare providers	8%	21%	72%	72%
Data analytics and business intelligence	13%	30%	58%	58%
Strategic planning, business plans, and service line planning	17%	27%	56%	56%
State legislative and regulatory update	3%	18%	78%	78%
State Medicaid program	8%	21%	71%	71%
Local payors and employers response to healthcare reform	9%	25%	65%	65%
Payor and provider collaboration	10%	25%	65%	65%
Impact of insurance exchanges	3%	14%	83%	83%

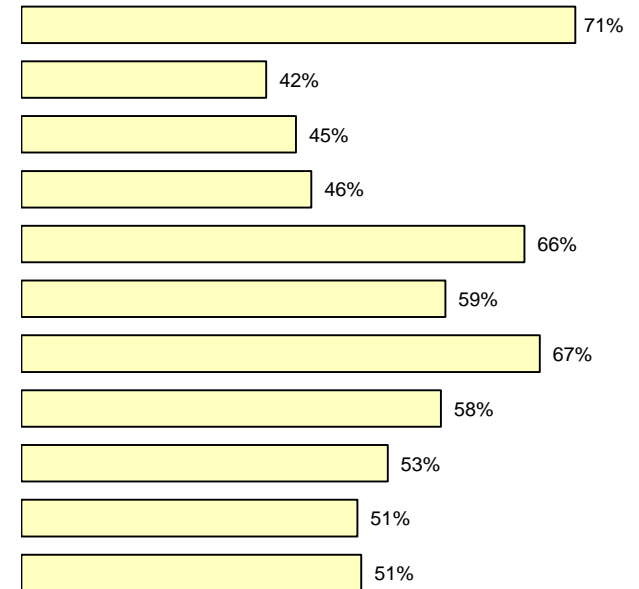
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Topics of Interest to Your Members (continued)

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

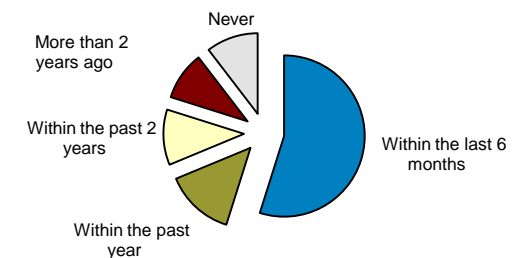
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Florida Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	8%	21%	71%
Accounting and financial reporting	19%	38%	42%
Improving cash collection processes	15%	40%	45%
Denial prevention and management	18%	35%	46%
Changes in Medicare reimbursement policies	9%	26%	66%
Compliance with Medicare regulations	17%	24%	59%
New technologies in finance, revenue cycle, and clinical-financial integration	9%	24%	67%
Managing productivity and costs	15%	26%	58%
Leadership skills	20%	26%	53%
Implementing the conversion to the ICD-10 standard	15%	35%	51%
Strategies for collaborating with clinical areas	15%	34%	51%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Florida Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	55%
Within the past year	14%
Within the past 2 years	11%
More than 2 years ago	10%
Never	10%



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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	325	More educational items held in the west/panhandle area of FL.
< 6 months	328	I would like to see more providers participate as presenters or share their operational processes/industry perspective in a panel discussions.
< 6 months	330	Speakers and topics related to hospital operations; less emphasis on revenue cycle
< 6 months	334	The leadership is extremely engaging. Since becoming a member, they have reached out and ensured I feel a "part" of the chapter. I have received comments from others that the chapter is "clickish", and I think the current leadership is working hard to change that perception. The education provided by the chapter is excellent and does an outstanding job, although new speakers would be great versus repeat speakers.
< 6 months	337	I always come out of HFMA events feeling inspired and better equipped to tackle some tough issues facing our healthcare industry. Only reason I didn't give an extremely satisfied rating was because I am a hard grader and sometimes the presentations I attend are too "general" or too high level in nature. I like attending sessions that are applicable from an operational perspective. For example, I would like to see some technical presentations on strategies to model net revenue and explain variances in net revenue.
< 6 months	337	There could be more networking events in the Tampa area.
< 6 months	338	Doing a great job
< 6 months	342	prefer Tampa, Orlando, Miami / Ft. Lauderdale
< 6 months	352	Everyone knows that HFMA conferences are for obtaining continuing education and "taking a break" from work but it would be good to see more networking events as I am a vendor with a CPA firm and just find it very difficult to get to know people. However, the Chapter does rank extremely high compared to others.
< 1 year	322	I don't really have any suggestions for improvement. I would generally not say I am extremely satisfied with anything. Since I am a Director of Reimbursement, I would always like to see more Reimbursement related educational topics.
< 1 year	341	More locations for regional seminars
< 1 year	347	I would only say very satisfied as my communication around the chapter is more just receiving the newsletter and doesn't provide non-sales type speakers on a consistent basis.
< 1 year	349	I would like to see more diverse topics covered. There seems to be too much of a focus on revenue cycle issues. I would like to see more topics related to cost determination and cost reduction initiatives.
< 2 years	321	More webinars would be great, I am going to try to attend many more programs in the coming year.
< 2 years	324	The time that they had a chapter program this year, I was not able to make it, but it nice when they have meetings in Tallahassee or Panama City. It makes it possible to attend without a lot of travel.
< 2 years	325	We need more statewide programs in the Pensacola area and more networking events. So far there have been zero since I joined.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 2 years	326	I think the chapter does a great job of providing education to its members. Since I have specific financial responsibilities, I strive to focus my educational interests in those specific areas. I tend to attend educational events that also focus on my very specific interests.
< 2 years	327	More meetings in the Orlando area.
< 2 years	333	Honestly I do not have a strong opinion that is why I did not list above satisfied. I recognize that a large part of HFMA's contingency is in the Acute Care area, however I would like to see some programs that address post acute care. Especially since readmissions and payment bundling are such hot topics now.
< 2 years	335	More webinar and webinar option for fall and spring meeting
< 2 years	336	Most educational events are geared more toward PFS rather than financial management of the organization
> 2 years	324	Move the meeting dates to different weeks of the month. It seems to always be the same week and it conflicts with our board meeting
> 2 years	327	The chapter is doing a much better job of providing education on topics beyond revenue cycle, but there is still a great focus on revenue cycle. Revenue cycle topic are very important, of course, but it is not the area upon which I focus.
> 2 years	331	Consider the fact that physician groups have lay leaders that are HFMA members. 100% hospital centric programs leaves us with no reason to attend meetings.
Never	321	I have not yet attended a chapter event. I hope to attend in the future. I do receive the topics/agendas and many times, the content overlaps with other events I am attending, i.e, HFMA ANI, vendor educational webinars/events, FHA.
Never	328	Due to schedule conflicts, I haven't had an opportunity to attend events.
Never	336	Would like to suggest having more programs in the Tampa Bay/St. Petersburg/Clearwater area
Never	342	Honestly have not been involved - need to find time
Never	346	I have not attended any of the services for the FL chapter yet. I cannot provide feedback at this time.
Never	347	I have not set aside the time to get more involved.
#N/A	328	I do not participate in local chapter activities as my position is not solely in the field of finance. I find the monthly HFMA magazine content extremely helpful.

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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	300	Population Health Management
< 6 months	320	Improving cash collection process must be focused on the future structures of the healthcare revenue cycle. To do otherwise is like driving while looking in the rearview mirror. The item just below ("new techniques") is much more relevant, fresh and forward looking. Clinical-financial integration, population health and bundled episodic payments (call 'em what you will - MSSP, ACO, etc.) will more quickly permeate the industry than most CFOs are willing to accept. Even so, the role of the hospital CFO is rapidly changing and Florida HFMA can be on the forefront of the discussion by focusing on that changing role, what is driving that change and what the practice approaches are to identifying, developing and incorporating new operational and information technology.
< 6 months	325	ICD-10 referral issues.
< 6 months	330	Cost reduction strategies
< 6 months	342	community outreach to assist the public with obtaining health insurance through the exchanges or by other means
< 6 months	346	I would like to see more regional low cost meetings, at least 4 a year.
< 2 years	325	Under payments identification and resolution.
> 2 years	331	I am retired and not active in the educational programs.
> 2 years	335	Disaster Recovery Planning for Hurricanes or other disasters (emergency preparedness)

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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	320	Here are two: I. Elevate the level of the attendees. I know a great deal of CFOs in the state and the vast majority of them simply don't consider that HFMA at the state level has much relevance. There are two roles (challenges) that I see for the organization: (1) keeping the exceedingly bright, highly experienced healthcare financial executives meaningfully involved so that tribal knowledge is kept in tact, but provides a platform for and insight into the future; (2) providing detailed, competent, rigorous training for the next generation of healthcare financial executives coming up (current PFS, managed care, regulatory managers/directors, controllers, directors of accounting, etc.). That kind of training as opposed to the drivel that most of the consultants and vendors provide would be enticing. II. Change the mix of attendees. The last 4 programs I have attended (including ANI) were so overpopulated with vendors (in attendance and on the podium) that the meetings were virtually useless. I note that the Chapter charges non-hospital participants more (wrong in my view - a member is a member), but this is no deterrent to the vendors (companies pay) nor is the minor discount for hospital personnel much of an incentive. I think that a clearer focus on high-level, detailed, rigorous would be more attractive to Florida's healthcare financial executives, would attract them to the meetings, and functional change the mix. Some ideas: / (a) Eliminate the vendor fee differential - all members pay the same (b) Place a limit on the percentage of presentations that can be vendor focused and presented (that is, I really don't want to hear the 45 minute pitch. Tell me what the key issues are, what the implications are, are what I can practically, proactively do about it - if I think you got good ideas, I'll invite you to my office to see how you can help) (c) Require that all presentations have at least one hospital person on the podium (d) Make more extensive use of panel discussions as opposed to didactic presentations. If you want to attract a certain group of individuals, involve them, their peers and others that they respect and want to interact with. Panel discussions are a terrific way to do this (e) Mandate that all presentation content must be approved in advance by the Education Committee. The EC would have to develop and publish approval criteria, but this wouldn't be difficult to do. Why not raise the bar? (f) Rethink program frequency. There has been a proliferation of programs across the state. I assume that the strategy here is the more programs provided in more venues, the more opportunities members will have to attend a program. The question then is whether gross attendance or relevance and quality are the true measures of the chapter's success. The former won't sustain without the latter.
< 6 months	322	Content being offered in education sessions along with the speakers providing the education.
< 6 months	325	closer ... a LOT of events are 6-8 hours from us.
< 6 months	325	With all the cost controls, better prices for hotel and transpiration would greatly help.
< 6 months	328	allow attendees to SKYPE in. limited
< 6 months	330	Location, topics of interest
< 6 months	331	I would like to see new topics as the ones suggested in this survey be added to the conferences...
< 6 months	331	Need CPE.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	331	Sometimes it is difficult to get away from the workplace during normal business hours. Offering some educational opportunities after hours might be helpful.
< 6 months	333	The chapter offers excellent educational events at the state and local levels. Thank you!
< 6 months	336	As a vendor, the aspects that are most compelling to me are networking and direct interaction with providers. I like being involved in chapter activities and committees. An event like "Speed Networking" would definitely compel me to attend a conference!
< 6 months	336	I would attend as many as I could if I could free up the time.
< 6 months	337	I attend as much as possible. Sometimes it is difficult to get time off from work.
< 6 months	338	I have stepped away from HFMA for a little bit for career reasons. However, that is changing and I want to become more involved. I am inclined to start attending events first based upon the educational content and second for the networking opportunities.
< 6 months	338	It is all about timing, which varies by organization. For some beginning of month is more easy to get away, others mid or end month.
< 6 months	342	I do attend conferences frequently; regional events are more difficult to carve out the time for
< 6 months	342	I only attend twice a year due to my schedule and responsibilities in my current position do not allow me to attend more than two conferences a year as I do not have a backup for my responsibilities.
< 6 months	346	More local meetings
< 6 months	352	More networking events
< 1 year	322	Programs applicable to my area of responsibility.
< 1 year	327	I have had a lot of conflicts this year with implementing a new software system, so my inability to attend is due to this.
< 1 year	338	Less expensive
< 1 year	347	Early morning are best
< 1 year	349	Cost accounting and decision support topics. How to develop patient product lines that can be managed. The importance of cost data in regards to running an ACO. Physician office costing.
< 2 years	321	More webinars would be great, my poor attendance is no fault of HFMA, wanted to go to many of the meetings just could not get away or was already traveling for work
< 2 years	325	Closer to home. It takes so much time & money to travel to south Florida.
< 2 years	335	Cpe and cost
< 2 years	336	improvement in educational offerings
< 2 years	336	Proximity
< 2 years	339	It is all due to budget issues. The chapter is doing a GREAT job on education!
> 2 years	324	Changing the dates

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	327	They would have to be inexpensive (the Chapter has been doing a good job of keeping costs low), on topics of interest, and located in either Orlando or Jacksonville.
> 2 years	335	I have personal scheduling issues
Never	321	Content and location
Never	328	Meetings are infrequent
Never	339	Virtual attendance, such as provided through webinars