

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 306
Responses Received: 58
Response Rate: 19%

FY14 Overall High Satisfaction: 67%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 63%
Favorable/Unfavorable FY13 to FY14: 4%

FY14 High Satisfaction is composed of: 22% **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.

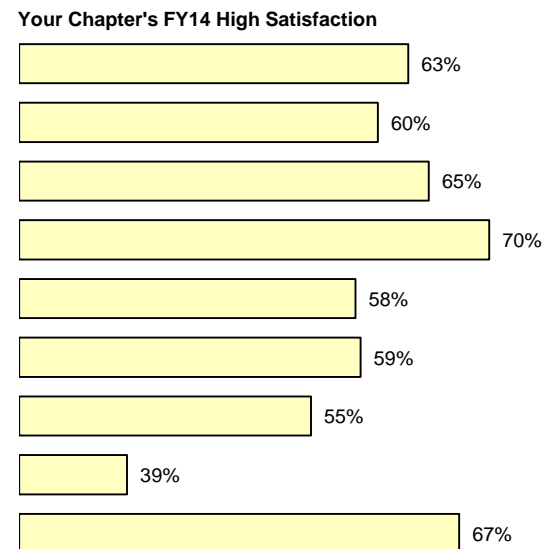
Final request to complete survey sent to non-respondents on November 12, 2013.

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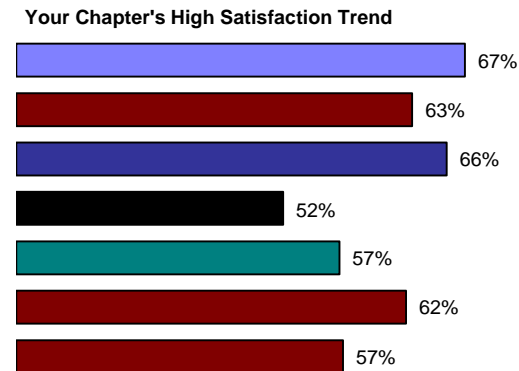
Your Members' Satisfaction Ratings

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?	Oklahoma Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	13%	24%	63%	62%	66%
The educational topics addressed at chapter programs	15%	25%	60%	61%	66%
The speakers at chapter programs	16%	20%	65%	61%	69%
The location of chapter programs	8%	23%	70%	66%	60%
The chapter's coverage of state and regional issues	15%	26%	58%	61%	67%
Chapter newsletter	16%	25%	59%	55%	66%
Chapter networking opportunities	19%	26%	55%	56%	62%
Chapter website	24%	37%	39%	48%	60%
HFMA chapter overall	9%	24%	67%	63%	69%



Oklahoma Chapter - Overall High Satisfaction Trend	FY14	67%
	FY13	63%
	FY12	66%
	FY11	52%
	FY10	57%
	FY08	62%
	FY06	57%



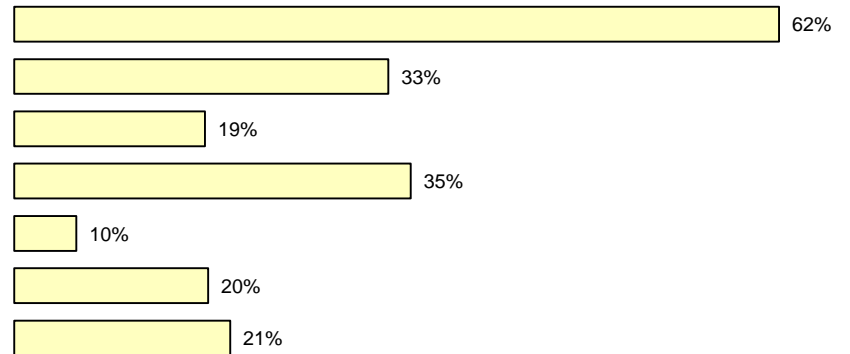
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Oklahoma Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	62%	45%	46%
The speakers at chapter programs	33%	25%	23%
The location of chapter programs	19%	28%	35%
The chapter's coverage of state and regional issues	35%	46%	31%
Chapter newsletter	10%	9%	14%
Chapter networking opportunities	20%	23%	30%
Chapter website	21%	24%	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?		
	Oklahoma Chapter		All Chapters	Oklahoma Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	36%	31%	26%	26%	14%	21%
The speakers at chapter programs	18%	5%	9%	15%	20%	13%
The location of chapter programs	8%	22%	21%	11%	5%	14%
The chapter's coverage of state and regional issues	14%	16%	13%	21%	30%	18%
Chapter newsletter	4%	5%	5%	6%	4%	9%
Chapter networking opportunities	12%	5%	16%	8%	18%	14%
Chapter website	8%	16%	11%	13%	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

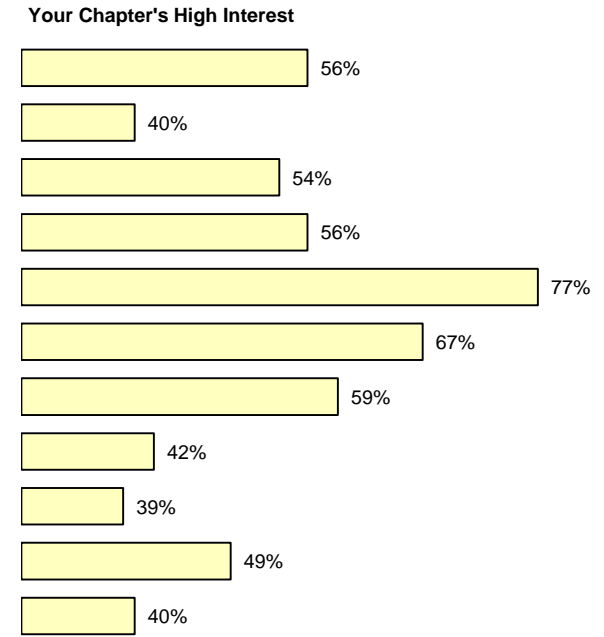
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Oklahoma Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	34%	63%	63%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	4%	37%	60%	60%
Trends in commercial payment	12%	35%	53%	53%
Alignment strategies among healthcare providers	12%	40%	47%	47%
Data analytics and business intelligence	14%	42%	44%	44%
Strategic planning, business plans, and service line planning	20%	52%	29%	29%
State legislative and regulatory update	2%	35%	63%	63%
State Medicaid program	7%	29%	64%	64%
Local payors and employers response to healthcare reform	4%	41%	55%	55%
Payor and provider collaboration	16%	40%	44%	44%
Impact of insurance exchanges	4%	25%	72%	72%

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Topics of Interest to Your Members (continued)

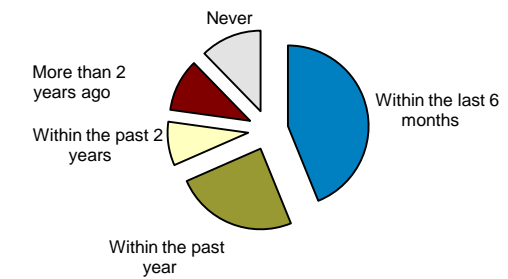
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Oklahoma Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	9%	35%	56%
Accounting and financial reporting	14%	46%	40%
Improving cash collection processes	18%	29%	54%
Denial prevention and management	18%	26%	56%
Changes in Medicare reimbursement policies	2%	21%	77%
Compliance with Medicare regulations	7%	26%	67%
New technologies in finance, revenue cycle, and clinical-financial integration	14%	27%	59%
Managing productivity and costs	11%	47%	42%
Leadership skills	16%	45%	39%
Implementing the conversion to the ICD-10 standard	19%	32%	49%
Strategies for collaborating with clinical areas	21%	39%	40%



Data about Survey Respondents

Table E: Attending an education event	Oklahoma Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	44%
Within the past year	25%
Within the past 2 years	9%
More than 2 years ago	11%
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	731	I would like to see more programs focused on issues specifically impacting our state. i.e., Medicaid expansion
< 6 months	731	I would prefer more central locations (OKC, Norman) and fewer meetings in Tulsa.
< 6 months	731	More reimbursement topics
< 6 months	734	It is always a challenge to get good speakers. Overall I believe our chapter has done an outstanding job, but we need to continue to strive for the best.
< 6 months	740	Chapter programs have been very good this past year. In 2014 I would like to see programs covering more state and regional impact of current healthcare industry challenges: 1. The real impact of the ACA and what it means in Oklahoma 2) Medicaid Expansion 3) Operational ideas for the ICD-10 transition 4) Introduction to Referenced Based Pricing. Return to Accounting and PAFS breakout sessions to entice greater member participation and ROI for attendance
< 6 months	740	Don't like the Hard Rock location....prefer the location in south Tulsa....closer to shopping, eating, etc.
< 6 months	740	Some help with preparation for the CHFP exam would be helpful.
< 6 months	741	Offer more topics with current struggles. Love when Day is the speaker. The Summer session was spectacular! I like the breakout sessions, a few meetings did not have the breakouts and I think they are very important. Offer more topics on educating on state/Medicare requirements. Some of us think we know the rules, then find out things the hard way.
< 6 months	741	Seems like topics are more geared towards sales presentations lately or the same topic over and over.
< 6 months	741	Try to have at least one State or regional topic at each event / Would like to see the chapter up their game on the website by reviewing other websites and incorporating some of the cool ideas in our website and make sure everything is up to date/current / Try to engage speakers from other CPA/professional services firms besides BKD; a careful balance is necessary
< 1 year	730	I would like to see more Accounting and Finance related sessions i.e. new accounting rules or changes in accounting principles
< 1 year	731	Because my focus is patient access, patient experience, etc., the agenda doesn't seem to be very full of items with this focus.
< 1 year	731	Chapter seems to be more about promoting the vendors than helping the hospitals. More national speakers and less vendor selling of products. Better understanding of State related issues.
< 1 year	731	Having the quarterly meetings on the last Friday of the month conflicts with my organizations Board Meeting so I am only able to attend the Thursday session.
< 1 year	731	Make certification opportunities more public
< 1 year	735	Occasionally some of the speakers & topics are not helpful to me. I don't think we need to have any non-financial management topics offered as those can easily be obtained elsewhere.
< 1 year	741	I really only use the national website. I would like to see meetings at a variety of locations.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	741	It seems that topics covered during our meetings are specialized to certain types of hospitals or providers. I would find more discussion topics that address the entire Financial process that would apply to all hospitals and providers across the state. It would be nice to have a session at every meeting to discuss legislative and regulatory issues coming especially with ObamaCare and the healthcare exchanges.
< 1 year	741	The chapter is doing well.
< 2 years	740	Participation is typically low therefore networking is limited to vendors....Although they are important to our business I have a general feel that the chapter meetings are for sales calls and not education opportunities and certainly not optimum for brainstorming with other providers
< 2 years	741	More vendors attend the conferences than providers.
> 2 years	731	I used to work for a hospital and the topics were great for my area of practice. Now, I work for a large physicians group and the HFMA topics are very much focused on hospitals or from a hospital viewpoint.
Never	729	Not sure. I obtained the CRCR certification through HFMA. My job focus is government audits as in the RAC and MAC process. I do not deal with the financial aspect except in reports supplied to leadership and the finance department.
Never	730	Provide more nuts and bolts information. I'd like to involve more of my staff in HFMA
Never	735	I am new to OK HFMA so I am probably not the best person to ask, but I really like what I have seen so far. I think you all do a nice job and I look forward to meeting you the upcoming meetings. Thanks, Nancy Allen
Never	741	Sorry, I've just never attended any Oklahoma chapter events.
Never	743	I do not attend meetings so I really don't know how to rate it.
#N/A	731	New to the area and have not attended any of the meetings.

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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	731	I got a lot out of the presentation on diversity and inclusion at the summer meeting in Tulsa this year. Also the update on the legislative outlook in Washington and the presentation on ICD-10 were very useful to my business.
< 6 months	731	I would like to see some hands on programs designed to enhance computer skills such excel and access.
< 6 months	740	would prefer not to have Debra Hale (or her staff) present programs...hear from her enough at OHA...
< 6 months	741	Countdown to ICD-10 - we should have someone talking about ICD-10 at every meeting between now and 10/1/14. They should be talking about: computer assisted technology and how it is working, bi-directional cross mapping strategies, payor/provider claims testing, clearinghouse testing strategies, State of OK Medicaid ICD-10 readiness and what they are doing to get ready. / Governor Fallin would be a good speaker to address the exchanges and the opposition to expanding Medicaid / Someone from HFMA National should be on the agenda for a meeting
< 2 years	741	Providers role and responsibility under ACA. Providers use of multi-channel communication technologies - print, Dialer, IVR, Speech recognition, text, email, web portal, etc.
Never	730	More "how to's", this would allow me to send more of my staff.

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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	731	Interesting, up to date topics with engaging speakers.
< 6 months	731	The leadership of this chapter is outstanding. The events are very well organized and provide a wealth of timely information. Keep up the good work.
< 6 months	734	Time of month the meetings are scheduled conflict with my quarterly and monthly board meetings
< 6 months	741	revenue cycle topics and takeaways / ICD-10 topics - where providers are and what they are doing to prepare
< 6 months	741	the content of the topics
< 1 year	731	Make my boss give me less to do?
< 1 year	731	Speakers that have a WOW factor to them. Facilities would pay more for the meeting if we could hire in national quality speakers.
< 1 year	735	My decision on going to a chapter event is 99% based on the topics presented. If the sessions do not offer any benefit to my organization I cannot justify attending.
< 1 year	741	Business schedule has kept me from attending and the topics were not geared to my interest for the most part.
< 1 year	741	Real time pertinent information that would affect all providers and health systems.
< 2 years	730	one day only events. All day on a Thursday. More webinars?
> 2 years	731	If the topics were applicable to physician practices I would gladly attend.
Never	729	I am a 'remote' worker from my home in Oklahoma and often travel to my home in Arkansas to work from there. I am not very enthusiastic about attending events.
Never	741	I just need the time. Keep cost low and venues local.