

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 971
Responses Received: 127
Response Rate: 13%

FY14 Overall High Satisfaction: 73%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 65%
Favorable/Unfavorable FY13 to FY14: 8%

FY14 High Satisfaction is composed of: 37% **Extremely Satisfied**
36% **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.

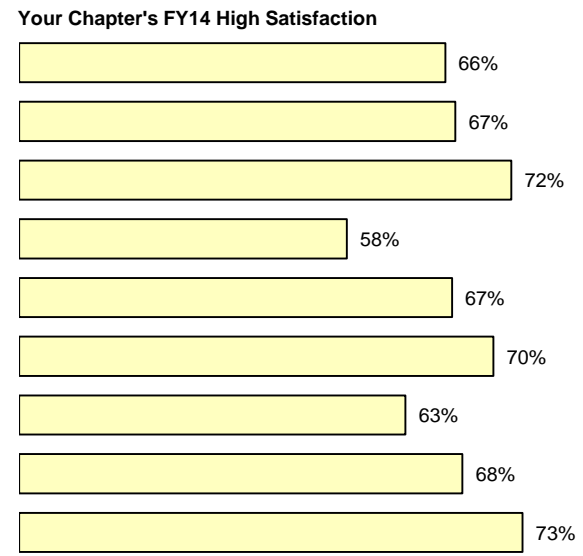
Final request to complete survey sent to non-respondents on November 12, 2013.

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 Georgia Chapter**

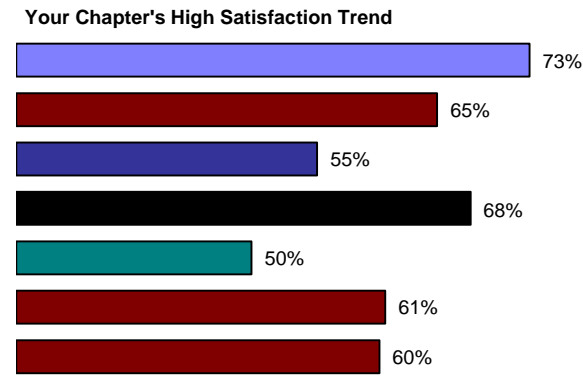
Your Members' Satisfaction Ratings

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?	Georgia Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	8%	25%	66%	62%	66%
The educational topics addressed at chapter programs	11%	22%	67%	61%	66%
The speakers at chapter programs	6%	23%	72%	70%	69%
The location of chapter programs	15%	28%	58%	53%	60%
The chapter's coverage of state and regional issues	7%	26%	67%	64%	67%
Chapter newsletter	6%	24%	70%	69%	66%
Chapter networking opportunities	15%	22%	63%	59%	62%
Chapter website	6%	26%	68%	63%	60%
HFMA chapter overall	6%	21%	73%	65%	69%



Georgia Chapter - Overall High Satisfaction Trend	FY14	73%
	FY13	65%
	FY12	55%
	FY11	68%
	FY10	50%
	FY08	61%
	FY06	60%



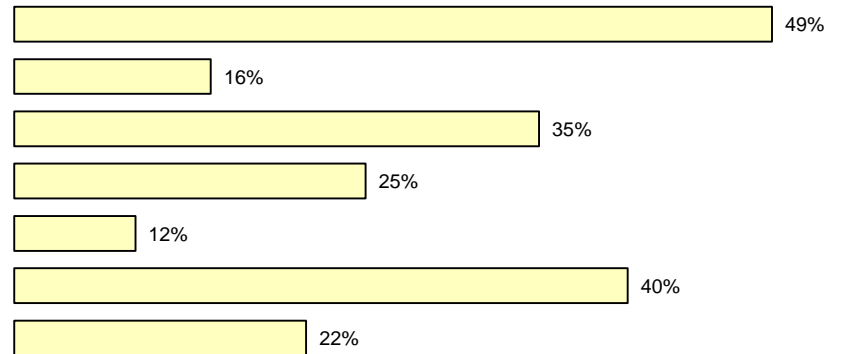
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Georgia Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	49%	53%	46%
The speakers at chapter programs	16%	13%	23%
The location of chapter programs	35%	45%	35%
The chapter's coverage of state and regional issues	25%	29%	31%
Chapter newsletter	12%	9%	14%
Chapter networking opportunities	40%	34%	30%
Chapter website	22%	17%	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.


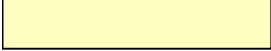
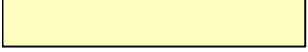
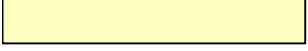
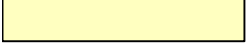
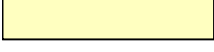
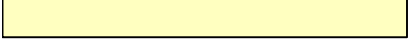
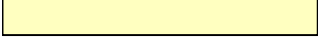
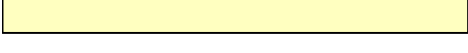
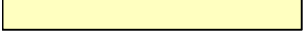
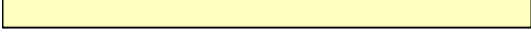
Table B2: Improving your chapter

	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?		
	Georgia Chapter		All Chapters	Georgia Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	30%	27%	26%	18%	26%	21%
The speakers at chapter programs	5%	5%	9%	12%	8%	13%
The location of chapter programs	20%	33%	21%	15%	11%	14%
The chapter's coverage of state and regional issues	11%	5%	13%	14%	24%	18%
Chapter newsletter	3%	2%	5%	9%	8%	9%
Chapter networking opportunities	21%	20%	16%	19%	14%	14%
Chapter website	10%	8%	11%	12%	8%	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.	Georgia Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	25%	71%	 71%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	17%	28%	55%	 55%
Trends in commercial payment	9%	33%	58%	 58%
Alignment strategies among healthcare providers	7%	35%	58%	 58%
Data analytics and business intelligence	13%	35%	52%	 52%
Strategic planning, business plans, and service line planning	12%	38%	50%	 50%
State legislative and regulatory update	11%	21%	67%	 67%
State Medicaid program	12%	29%	59%	 59%
Local payors and employers response to healthcare reform	7%	20%	73%	 73%
Payor and provider collaboration	11%	31%	58%	 58%
Impact of insurance exchanges	2%	19%	79%	 79%

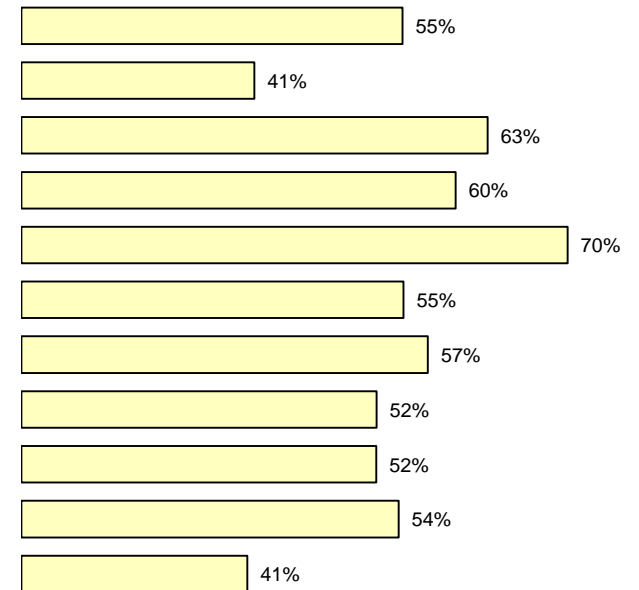
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Topics of Interest to Your Members (continued)

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

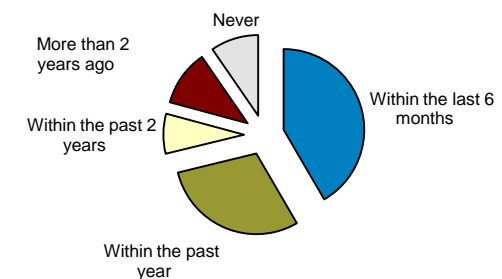
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Georgia Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	32%	55%
Accounting and financial reporting	23%	36%	41%
Improving cash collection processes	11%	26%	63%
Denial prevention and management	15%	26%	60%
Changes in Medicare reimbursement policies	7%	23%	70%
Compliance with Medicare regulations	12%	33%	55%
New technologies in finance, revenue cycle, and clinical-financial integration	12%	31%	57%
Managing productivity and costs	11%	36%	52%
Leadership skills	19%	28%	52%
Implementing the conversion to the ICD-10 standard	18%	28%	54%
Strategies for collaborating with clinical areas	18%	41%	41%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Georgia Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	42%
Within the past year	30%
Within the past 2 years	8%
More than 2 years ago	11%
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	300	More topics on finance outside of revenue cycle.
< 6 months	301	It is always great to have more providers participate. Continue to offer discounted registration options for providers or multiple people from the same organization.
< 6 months	301	Seems like registration for institutes is later than usual the last couple of years. Registration for past president had slight flaw the first attempt for fall institute.
< 6 months	302	Need more financial and managed care educational topics. It appears that the bulk of sessions are geared to PFS and personal development.
< 6 months	302	Not enough to keep the interest of most senior executives, too much focus on PFS.
< 6 months	302	some items on the website are not kept as up to date as other sections. Most is up to date. Location of the Spring Institute (Brasstown) is difficult to get to from most of the state. Would like to see this event back at Callaway Gardens.
< 6 months	303	Have events in Buckhead (Atlanta)
< 6 months	303	I'm encouraged by the increasing number of shorter sessions, in varying locations. This seems to be a new trend over the past year or so. My suggestion is to keep it up. I enjoyed the wider range of topics, such as retirement planning, at the session in Peachtree City. I'd be interested in more leadership topics. I'm reading a lot about the rising generations and the environments they work best in. Maybe HR topics along those lines would help us manage our staff.
< 6 months	315	All the chapter events are in the north Georgia area. I understand our membership is skewed that way, but it would be nice to have something in the southern area, or even Macon. Brunswick and/or the Golden Isles would be a great location. It would be nice to have a networking event at different areas of the state that is just meet and greet. Also, it is extremely hard to volunteer. This is slightly different that most any other organization I have seen that has to beg for volunteers. That is probably a good problem to have.
< 6 months	315	Consider centrally located meetings geographically i.e. Macon or other spots at least once a year. This would equal out the drive time for many participants instead of a Rome to Savannah or Thomasville to Hiawassee. In addition, maybe have some segments focused on just CAH status or for small rural in general. Involving GHA is also an excellent way to get insight to regulation being proposed at the State level.
< 1 year	300	I think Brasstown's location hinders the attendance of that meeting and we might be better served by having an Atlanta area location instead.. Presentations are usually good seeing that except for keynote speakers they are volunteers. However sometimes it seems we hear the same presentation over and over. I find the roundtable or panel discussions are very helpful. I will say that I attend multiple state meetings and GA is still by far the best!
< 1 year	300	north of Atlanta would be a much better location for my co-workers and me

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	301	Glad GA Chapter changed from 4 to 3 membership meetings per year. One of them needs to be located in Atlanta. Less emphasis on vendors and more on education and provider experience with solutions (provider experiences with particular vendor solutions would be fine without vendor present). Think Chapter should make a strategic move to bring in the Physician Financial and Revenue Cycle side for not only additional membership revenues but broader scope goes along with where the industry is going. At least employed physician groups should be pursued heavily.
< 1 year	301	The chapter and its member only seems to address financial issues geared toward revenue cycle and CFO's. Not enough of the education focuses on departments and services that contribute to the financial health of the organizations such as case management, care coordination and utilization management programs. There may be RN's on the committees, but their presence is not evident in the courses that are offered. I would love to see that... bringing more diversity and inclusion. Concerned that what I have experienced lack inclusion with only those with historical relationship involved in speaking opportunities. New members are lost from the first conference I attended, with those who have welcomed you via email, presenting disinterested in person.
< 1 year	303	Newsletter is Fantastic! Going to 3 annual meetings with more 1 days sessions is a great improvement.
< 1 year	305	No real opinion because I'm not as active with the Georgia HFMA chapter as I wish I could be. Right now my job functions are more in line with AAPC directives and although I have a membership to HFMA, I'm spending the majority of the budget toward AAPC, right now.
< 1 year	317	I think it would be nice if some of the meetings moved instead of being in the same place every time. I am pleased with the new concept of shorter sessions or Day Programs. It is much easier to be out of the office that way. HFMA does a great job of entertainment and is very creative at making the conferences fun as well as educational. I prefer speakers who are employed in the field to those who are vendors in the field.
< 1 year	317	I would like to see chapter programs more in the southern region.
< 1 year	317	The topics are so heavily weighed toward the basics of managing AR that I gain no real education. I want to know what is new in the revenue cycle/accounting/finance world and I want ideas to deal with the new stuff. I want more strategy and planning instead of what vendor we can hire. Examples: How do other hospitals handle transition of care at discharge to prevent readmissions? What is the strategy for addressing ACA requirements such as assisting the public with insurance exchange enrollment?
< 1 year	317	There needs to be a renewed emphasis on providing educational and networking opportunities for the CFO.
< 1 year	319	I have only been able to attend the payor forums, the best part is the networking opportunities. Bill does a great job pulling it together, but several of the payors don't send the appropriate person to respond to provider concerns specifically; Cahaba and the VA.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 2 years	300	I haven't been to an HFMA educational program recently. Topics dealing with budgeting, financial reporting, labor productivity, expense reduction, financial analysis, reimbursement and decision support would be most interesting to me- Revenue Cycle - not so much. Also, in this financial climate, travel expenses are expected to be kept to a minimum.
< 2 years	314	I am satisfied - why are there 3 levels above neutral? I still believe that the topics are too generic and are not preparing us for the future of bundled payments, consolidations contracting, and value based purchasing. We are stuck in the past.
> 2 years	300	I believe much of the focus of the local chapter has been on revenue cycle and activities of the business office. Opportunities exist in the other areas of finance including, operating budgeting, monitoring and reporting as well as capital budgeting and decisions on how to determine what to spend on capital, cost control, health care reform, Meaningful Use, Values Based Purchasing, acquisitions, and other current health care topics.
> 2 years	300	Would prefer to see chapter weekend programs instead of mid-week (which are difficult, if not impossible, to attend.)
> 2 years	302	Due to cost containment I have not been able to attend any offsite meeting for quite a while. The meeting that I really wanted to attend are doing my month end close deadline dates. I really wanted to attend the conference in Savannah, but due to close I am unable to attend if it had been at the beginning of the week or the last week in the month say Wed - Friday then I would have made it.
> 2 years	303	Not active in chapter, more active in other states.
> 2 years	307	Don't Knows = Retirement :-) I had highest regards for HFMA when active member!!! Keeping membership as generally interested in healthcare and who know may work again?
Never	303	I just transferred my membership from the SC Chapter to Georgia in late Oct 2013 so I am not able to provide a helpful assessment.
Never	303	Sorry...I haven't had a chance to get involved!
Never	314	I'm in Managed Care - Manager of a PPO Network and would like to see more information related to this area
Never	316	I am new to Georgia and to the Georgia chapter. Been so involved with my new position that I haven't had time to become that involved with this chapter. Hope to do so more next year.
#N/A	302	I have not been a member long enough to fairly rate the above. I look forward to becoming involved. After participating for at least a year, I will more than happy to share my opinions of what is going well and areas for improvement.

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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	This is a great group of new topics. I find the panel/round table discussions the most interesting....Here are a few suggestions for that format: - Managing the 'cost to collect' around the nation's fastest growing payor: the patient - Transitioning from a decentralized business office to a CBO - Strategies to engage patients...financially
< 6 months	301	Final rules update for IRC 501 (r)
< 6 months	303	enjoyed the vendor round table session from last year.
< 6 months	303	It would be beneficial to me to focus on capitated payments (going way above and beyond bundled payments). This is the future of healthcare.
< 1 year	300	Healthcare Reform - as much as possible! What providers look for in an outsourcing partner. Less presentations that feel like sales presentations - The Chapter does a pretty good job but sometimes it happens. Continued support and mention at meeting to remember vendors who support the chapter by at least including us in any RFP's.
< 1 year	301	501r and impacts on Self Pay collections/regs/charity programs
< 1 year	317	Value based purchasing / Registration staffing, retention, data accuracy
> 2 years	300	(minimizing) readmissions

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Georgia 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	300	As a vendor and potential sponsor, I would suggest allowing each vendor to do a very brief (2-3 minute) introduction at the beginning of the conference following the opening speaker or prior to the cocktail reception. Even when there are exhibits, many providers don't want to go by each booth for fear of engaging in a long sales pitch. However, I know the providers are curious about the services/solutions available. I think a few high-level remarks in the group setting would be unobtrusive & educate them just enough to know who to contact during the course of the conference if they'd like to speak in more detail....I saw this at the AL HFMA meeting and thought it was great-
< 6 months	300	Compelling not the issue. To busy at work most of the time.
< 6 months	300	Need more provider attendance
< 6 months	300	The chapter begs for volunteers and being new you are excited about joining a team. However once you join the team they don't use you for whatever reason. They continue to use the old group of people.
< 6 months	301	I am already a pretty regular attendee.
< 6 months	301	Networking and recreational activities. Location of Seminar (close to or in Atlanta)
< 6 months	302	Content and cost
< 6 months	302	More 1 day events
< 6 months	302	More opportunities to network with CFOs in the state. CPEs are important but I can get those from other conferences.
< 6 months	302	Topics covered - sometime a topic or a certain speaker can draw more individuals.
< 6 months	303	Dinner instead of lunch. Young professionals instead of a stuffy older crowd.
< 6 months	303	More affordable webinars on current impactful issues; more local educational programs that are cost effective with practical presentations from those in the trenches....
< 6 months	303	More providers attend and engage with vendors
< 6 months	303	Update on current events, leadership seminars, cost report sessions, topics on payer mix changes with ACA.
< 6 months	315	Selected vendor presentations of certain BI tools. Engaging speakers on topics that are new.
< 6 months	319	more provider participation. we have an excellent group of providers who are involved in this chapter, but we rarely have new provider members participate. if cost was an issue, perhaps vendors could participate in some type of "new provider sponsorship/attendance program". Most would not be able to accept a gift of conference registration / hotel from a vendor, but if we had some way to subsidize the cost of having provider reps attend from smaller hospitals, it might stimulate more provider attendance.
< 1 year	300	Cost was prohibitive for me, due to transitional issues with other dues/certifications/programs. Costs are fair for HFMA events and one day sessions, was just issue for me personally. Wanted to attend Savannah this week, but cost prohibited.
< 1 year	300	If I didn't travel for work, I would certainly attend all the events and networking opportunities.
< 1 year	300	If state and/or Federal government officials could become more engaged with our Chapter meetings - speaking and attending / .Let's invite Obama to attend!

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	300	Location being closer to my office. But a lot of these issues do not pertain to my business (as a vendor to hospital health information management departments), so my input comes from that perspective.
< 1 year	301	location, limit time away from office and expense of travel
< 1 year	301	Maybe to offer half day seminars or something along the lines like HFMA offers the virtual conference. This can be somewhat convenient and you still receive educational and networking opportunities across the region.
< 1 year	303	Location and Price
< 1 year	303	Metro Atlanta one day sessions
< 1 year	303	More of national interest. My scope is U.S. and global.
< 1 year	305	Location and advance notice to plan on the cost in the budget.
< 1 year	308	Timing of meetings in the last two weeks of the month
< 1 year	312	Registration fees
< 1 year	317	Better topics and speakers; less costly events
< 1 year	317	Cheaper venues. As with all other companies we had to cut budget somewhere, travel was one of them. If we could get more local events near Albany, GA or somewhere you could go for a day, would work great for me.
< 1 year	317	I would love to see training courses offered for general staff on specific topics. The chapter has done a great job of trying to add shorter programs to our area so that we can send staff for day trips. This a wonderful. I would love to hear a speaker discuss prioritizing the every changing needs for revenue management/patient access.
< 1 year	317	Networking opportunities with other CFOs
< 2 years	314	I attend to learn not to play. Time and money are precious resources. My employer expects learning and value for the expenditure of those resources. I know folks love the interaction and meeting colleagues but it is too much (for me).
> 2 years	300	mostly the scheduling issue previously mentioned, getting 1-2 days off during the workweek is just not going to happen
> 2 years	300	Work time constraint unfortunately hinder me most of the time
> 2 years	301	I prefer more local events in Atlanta rather than resort meetings to minimize costs. Thank you.
> 2 years	302	The chapter events always fall on my month end close schedule which is second week of following month. Wed-Fri. Third or fourth week works best for me, but I am only one individual.
Never	300	I have not attended due to a new system implementation at our facility. I plan to attend in the future.
Never	303	Low or no-cost events in the Atlanta metro area.... my company (vendor) won't sponsor attendance for marketing folks to attend regional educational events in most cases. * Note: the next two questions in this survey make absolutely no sense. Not sure what you are asking, and how to describe something using a number. Perhaps this is an error in the form?
Never	307	New member