

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 1040
Responses Received: 112
Response Rate: 11%

FY14 Overall High Satisfaction: 77%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 68%
Favorable/Unfavorable FY13 to FY14: 9%

FY14 High Satisfaction is composed of: 48% **Extremely Satisfied**
29% **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.

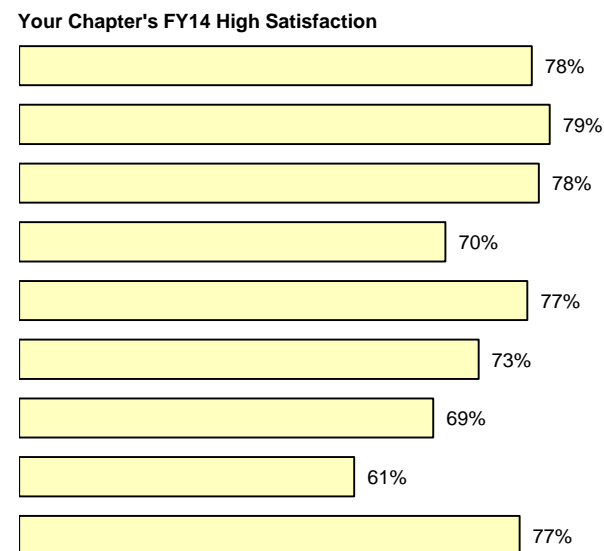
Final request to complete survey sent to non-respondents on November 12, 2013.

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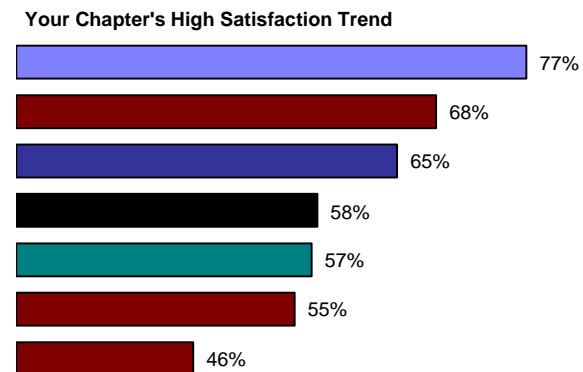
Your Members' Satisfaction Ratings

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?	Metropolitan New York Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	3%	19%	78%	69%	66%
The educational topics addressed at chapter programs	3%	18%	79%	67%	66%
The speakers at chapter programs	2%	20%	78%	65%	69%
The location of chapter programs	9%	21%	70%	56%	60%
The chapter's coverage of state and regional issues	6%	17%	77%	66%	67%
Chapter newsletter	7%	20%	73%	62%	66%
Chapter networking opportunities	10%	22%	69%	61%	62%
Chapter website	6%	33%	61%	59%	60%
HFMA chapter overall	3%	21%	77%	68%	69%



Metropolitan New York Chapter - Overall High Satisfaction Trend	FY14	77%
	FY13	68%
	FY12	65%
	FY11	58%
	FY10	57%
	FY08	55%
	FY06	46%



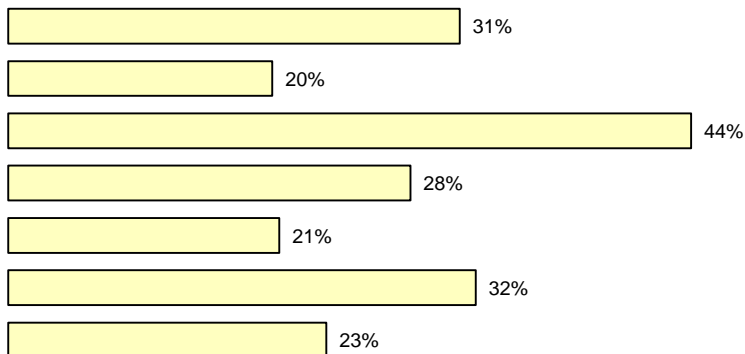
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Metropolitan New York Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	31%	40%	46%
The speakers at chapter programs	20%	24%	23%
The location of chapter programs	44%	44%	35%
The chapter's coverage of state and regional issues	28%	27%	31%
Chapter newsletter	21%	14%	14%
Chapter networking opportunities	32%	30%	30%
Chapter website	23%	21%	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?		
	Metropolitan New York Chapter		All Chapters	Metropolitan New York Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	15%	18%	26%	16%	22%	21%
The speakers at chapter programs	11%	12%	9%	9%	12%	13%
The location of chapter programs	31%	30%	21%	13%	13%	14%
The chapter's coverage of state and regional issues	6%	8%	13%	22%	19%	18%
Chapter newsletter	4%	7%	5%	16%	7%	9%
Chapter networking opportunities	18%	16%	16%	14%	14%	14%
Chapter website	15%	8%	11%	9%	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.	Metropolitan New York Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	18%	78%	78%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	8%	27%	65%	65%
Trends in commercial payment	11%	33%	56%	56%
Alignment strategies among healthcare providers	8%	31%	61%	61%
Data analytics and business intelligence	9%	37%	54%	54%
Strategic planning, business plans, and service line planning	14%	32%	54%	54%
State legislative and regulatory update	5%	19%	76%	76%
State Medicaid program	4%	23%	74%	74%
Local payors and employers response to healthcare reform	9%	25%	66%	66%
Payor and provider collaboration	4%	34%	63%	63%
Impact of insurance exchanges	6%	22%	73%	73%

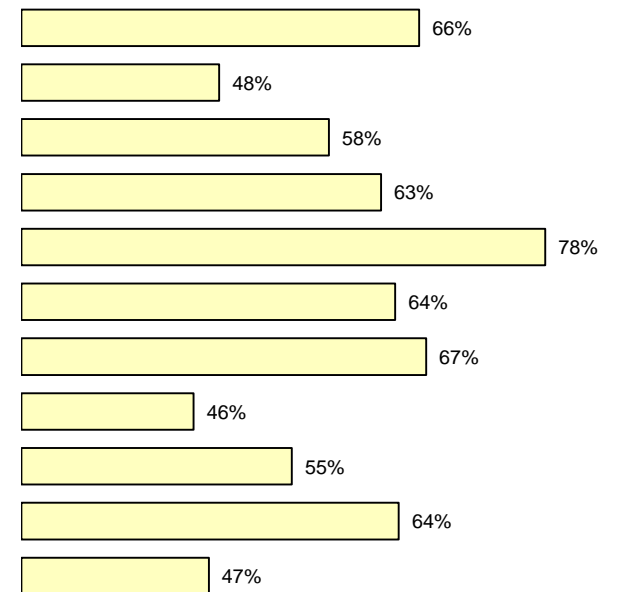
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Topics of Interest to Your Members (continued)

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

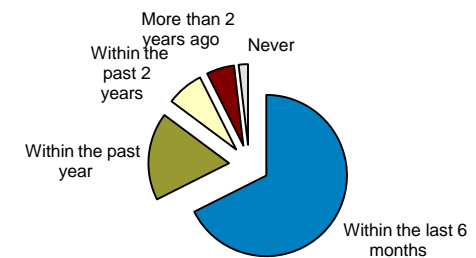
Table D: Local perspective on topics of national interest	Metropolitan New York Chapter		
	FY14		
	Low	Middle	High
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.			
Bundled payment reimbursement methodologies	9%	24%	66%
Accounting and financial reporting	22%	30%	48%
Improving cash collection processes	12%	30%	58%
Denial prevention and management	10%	27%	63%
Changes in Medicare reimbursement policies	5%	17%	78%
Compliance with Medicare regulations	7%	29%	64%
New technologies in finance, revenue cycle, and clinical-financial integration	6%	27%	67%
Managing productivity and costs	7%	48%	46%
Leadership skills	19%	26%	55%
Implementing the conversion to the ICD-10 standard	7%	29%	64%
Strategies for collaborating with clinical areas	14%	38%	47%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Metropolitan New York Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	68%
Within the past year	18%
Within the past 2 years	7%
More than 2 years ago	6%
Never	2%



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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	100	I feel I get more out of GNYHA than HFMA. In fact the best presentation at a recent HFMA meeting was from GNYHA, (about the insurance exchange). The local chapter of HFMA feels like some sort of club. The speakers, all men of a certain background, all know each other and have great affection for each other and stories about how they handled superstorm Sandy, but that isn't why I go to a meeting. The recent newsletter had all of these photos. Some of which looked like they came from a nice family wedding. How does that help us? I am interested in how members are handling revenue cycle challenges including technology, people etc. National HFMA gives good info, benchmarking etc.
< 6 months	100	I would prefer to have programs in Manhattan.
< 6 months	104	Location of events is a major issue - This organization is very Long Island Centric. Time to move out of all events at LaGuardia and I don't mean just to Uniondale. There are venues in Westchester, Manhattan, Bronx and even Brooklyn, which are better for commuting to. And if cost is an issue, then you should raise the fees slightly to cover the difference, but again Uniondale and LaGuardia centric are not the way to go. Second issue - What I call chapter leadership hogs. People who are committee chairs or vice chairs of one committee and then the opposite on their friends' committees. It seems many of the chapter officers or ex-officers rack up those Committee points being on each others committees. There should be a limit of 2 leadership positions, so the committee leadership positions are spread around.
< 6 months	105	Overall it is clear that the chapter leadership is trying very hard to put on quality programs and social events on timely topics. I think more webinars, lunch and learns, 101/basics that don't require a full day out of the office are the better way to go and make them able to respond to topics more quickly, like GNYHA does. I also think the balance of vendor/consultant vs provider is an important competent to be aware of.
< 6 months	107	Need less speakers, so we have more time for questions.
< 6 months	110	I don't think I ever access the chapter website. Most of the time I am getting information via email from the chapter.
< 6 months	115	I believe there is not enough focus on the information covered at events, that newsletters seem to be 90% pictures of the same people at each event for instance, and not enough information on what is going on in the healthcare finance industry.
< 6 months	115	I think that sometimes, language is used that not all are familiar with or anagrams or such. Perhaps we should ask during a presentation to at least once define some of the terms or anagrams. Also I do not know if you know this, but we have received in Pdf form print outs that were very small and could not enlarge the print,, Is there a way to make the print a bit larger as some of my folks had difficulty reading some of it. Overall, you are doing a wonderful job and I enjoy coming to all sessions and participating in the webinars. I am also very happy that there are Nassau locations. Hofstra is a wonderful site.
< 6 months	115	It would be great if more chapter programs were offered on the Island.

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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	117	Locations have to vary because we have members all over the metro area. So I'll just have to live with it. I also sometimes sit through some presentations that do not greatly interest me, because other presentations on the same program are of greater interest. Again, a satisfactory rating, but there isn't anything the Chapter can do to improve this because everyone is interested in something different some of the time.
< 6 months	117	More diversity to include payer perspectives and programs of interest to those involved in managed care.
< 6 months	117	None at this time, will provide input later on.
< 6 months	117	Occasionally the speakers are consultants that are not really addressing the right crowd for what they do.
< 1 year	074	More webinars to supplement (not replace) site programs.
< 1 year	100	Respect retired members. Stop spending \$\$\$ on yourselves lavishly
< 1 year	112	More events in NYC
< 2 years	113	You need to move away from being so hospital-centric and move to include Long-term care
< 2 years	117	Central Long Island, or Nassau County
> 2 years	109	Move the location of the meetings closer to the city and not to Long Island
> 2 years	117	There should be some chapter meetings in Nassau or Suffolk vs always in Queens. Difficult commute at times.
> 2 years	334	I live in South Florida for over 20 years but as a 45 year member and Past Chairman of the Metro NY Chapter I still follow all the material, newsletters etc.

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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	100	We all struggle with choosing the right technology and integrating with the clinical end. Very interested in stories of how people have managed these issues.
< 6 months	104	Management Career Pathways - Moving Up the Ladder. - Speakers who moved from Manager to Director to CFO to VP and what they suggest to transition. Skill Sets Needed to Move up the Career Pathways
< 6 months	105	Keep up the great work, especially the wonderful social networking events!
< 6 months	107	Changes in Medicaid reimbursement.
< 6 months	115	Additional opportunities to break into other areas within healthcare such as the possibility of a reimbursement 101 seminar as suggested in prior meetings.
< 6 months	115	Patient experience in the Healthcare Exchange and in interaction with hospital personnel regarding accounts.
< 6 months	115	The landscape of healthcare is changing so rapidly that I would like to see perhaps a daily update of legislative issues both state and federal.... I know that is tough to do, but if it were done as simply a statement of the activity we then could research it on our own, but we would know that something is happening, or happened.
< 6 months	117	Access to webinars is limited to those with Adobe Connect. My employer does not permit me to have this software. It would be helpful if there were telephone dial in access as well.
< 6 months	117	Mergers and acquisitions
< 6 months	117	Preparation of Medicare and Medicaid Cost Reports.
< 6 months	117	Since may insurance carriers are exempt from New York State prompt pay (Labor Unions, Self Funded Insurance Plans, etc...) I would like to learn what other resources/opportunities healthcare providers have to pursue payments from these carriers. If there is nothing that can be done, I would like to know if HFMA has been lobbying congress to ensure that healthcare providers are not left unreimbursed.
< 1 year	100	Respect for retired members
> 2 years	117	Health Information Management topics that also related to Finance.

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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	100	Change of location and covering the topics I highlighted in my responses above. Some coordination with GNYHA would probably make sense.
< 6 months	100	Location within the 5 boroughs is helpful, and 1/2 to 3/4 of a day is good too. Hearing from other hospitals about how they have handled different common business issues, as well as experts from GNYHA is good. If all presenters are white men...in New York City?...then just think about it and make an effort. I know everyone means well. We don't need to always hear from people with fancy titles.
< 6 months	104	Location Location Location or Video Conferencing and Webinars
< 6 months	105	More provider speakers. / End with a social networking hour so people can get to mingle and connect.
< 6 months	105	The ability to see a list of registrants prior to attending
< 6 months	107	More question and answer time.
< 6 months	110	I attend very frequently
< 6 months	113	Relevant topics and tools to bring back to the office. Networking opportunities
< 6 months	115	Encourage greater participation of all members' involvement in events and highlight the benefits of upcoming educational and certification opportunities with each event.
< 6 months	115	I do attend frequently - great programs!
< 6 months	115	ICD 10
< 6 months	115	If the registration fees is less, then the hospital would have its staff to attend the events. Hospital is cutting its expense.
< 6 months	115	It would be appreciated if it were a bit easier to access the print outs earlier than 24 hours so that we can review and familiarize ourselves with some of the language and formulate questions.
< 6 months	117	Approval by my supervisors of more time out of the office, and allocation of funds to pay for me to attend more seminars. I suspect that most responders would say that they would attend more chapter functions if their bosses gave them more time to do so and ponied up the money to pay for them.
< 6 months	117	Location - too far to travel from central Suffolk County for meetings that begin at 7:30 or 8:00 in the morning. Access to webinars is limited to those with Adobe Connect. My employer does not permit me to have this software. It would be helpful if there were telephone dial in access as well.
< 6 months	117	More after hour events and seminars. I cannot always take off to attend a seminar.
< 6 months	117	None at this time, will provide my suggestions later on.
< 6 months	117	The events are terrific. I attend as many as are humanely possible!
< 6 months	117	would like to see some sessions on costing, business intelligence, creating more valuable business plans, working more effectively with physicians, etc.
< 6 months	118	Offering seminars that are more timely with what is going on in the industry.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	641	Include more speaker panels from organizations in the area on major topics: ICD-10 prep, exchanges, Denials prevention, CFO strategic planning, etc.
< 1 year	074	Midtown Manhattan location(s) for event
< 1 year	100	How to respect retired members
< 1 year	100	Shorter presentations in convenient locations that require less than 3 hours, including travel time.
< 1 year	112	Location, topic and focused time (i.e. less entire day affairs and more a few focused hours)
< 1 year	115	more focus on home health issues and collaboration across state associations for health care i.e. HANYYS, HCA, Greater NY
< 1 year	117	location closer to home
< 2 years	113	more topics that apply to long-term care
< 2 years	114	Reimbursement Issues
> 2 years	117	Location in Nassau or Suffolk and more topics related to Health Information Management and Finance.