Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014

Sample Size:	**775**	
Responses Received:	**115**	
Response Rate:	**15%**	
FY14 Overall High Satisfaction:	**77%**	
FY14 Overall Balanced Scorecard Target:	**60%**	**or 5% Improvement over FY13**
FY13 Overall High Satisfaction:	**73%**	
Favorable/Unfavorable FY13 to FY14:	**4%**	
FY14 High Satisfaction is composed of:	**28%**	**Extremely Satisfied**
	49%	**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
HFMA Chapter Survey (FY14)
Metropolitan Philadelphia Chapter

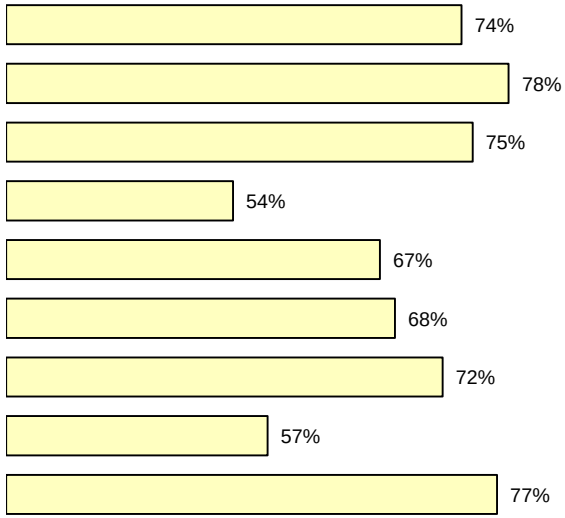
Your Members' Satisfaction Ratings

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

Table A: Satisfaction with chapter services

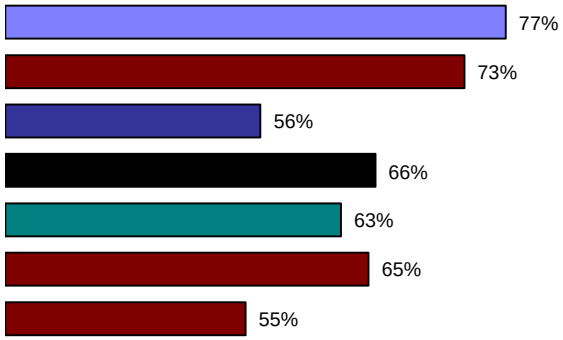
How satisfied are you with the following services offered?	Metropolitan Philadelphia Chapter				All Chapters
	FY14			*FY13*	**FY14**
	Low	Middle	**High**	*High*	**High**
The chapter educational programs overall	7%	20%	**74%**	*63%*	**66%**
The educational topics addressed at chapter programs	7%	16%	**78%**	*59%*	**66%**
The speakers at chapter programs	8%	18%	**75%**	*63%*	**69%**
The location of chapter programs	13%	33%	**54%**	*55%*	**60%**
The chapter's coverage of state and regional issues	8%	25%	**67%**	*62%*	**67%**
Chapter newsletter	4%	28%	**68%**	*60%*	**66%**
Chapter networking opportunities	11%	17%	**72%**	*70%*	**62%**
Chapter website	10%	32%	**57%**	*62%*	**60%**
HFMA chapter overall	5%	19%	**77%**	*73%*	**69%**

Your Chapter's FY14 High Satisfaction



Metropolitan Philadelphia Chapter - Overall High Satisfaction Trend		
	FY14	**77%**
	FY13	**73%**
	FY12	**56%**
	FY11	**66%**
	FY10	**63%**
	FY08	**65%**
	FY06	**55%**

Your Chapter's High Satisfaction Trend

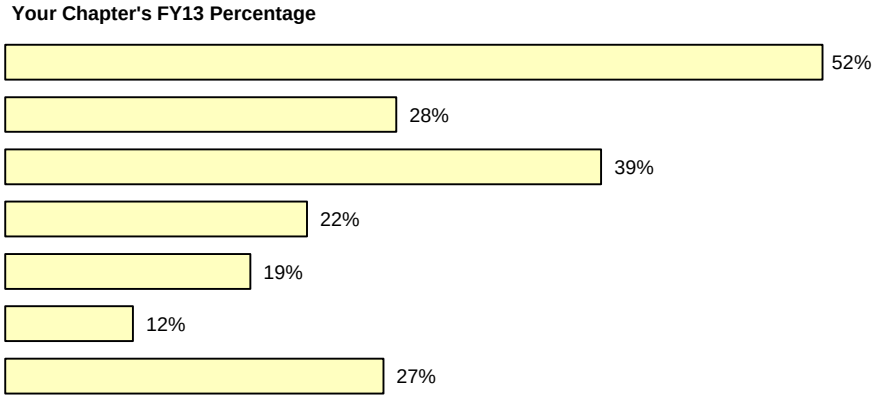


Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Metropolitan Philadelphia Chapter

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 Philadelphia Chapter		All Chapters
	FY14	*FY13*	**FY14**
The educational topics addressed at chapter programs	**52%**	*47%*	**46%**
The speakers at chapter programs	**28%**	*24%*	**23%**
The location of chapter programs	**39%**	*43%*	**35%**
The chapter's coverage of state and regional issues	**22%**	*33%*	**31%**
Chapter newsletter	**19%**	*19%*	**14%**
Chapter networking opportunities	**12%**	*18%*	**30%**
Chapter website	**27%**	*15%*	**22%**



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 Philadelphia Chapter		All Chapters	Metropolitan Philadelphia Chapter		All Chapters
	FY14	*FY13*	**FY14**	**FY14**	*FY13*	**FY14**
The educational topics addressed at chapter programs	**24%**	*29%*	**26%**	**28%**	*18%*	**21%**
The speakers at chapter programs	**12%**	*7%*	**9%**	**16%**	*17%*	**13%**
The location of chapter programs	**28%**	*26%*	**21%**	**11%**	*17%*	**14%**
The chapter's coverage of state and regional issues	**8%**	*15%*	**13%**	**14%**	*17%*	**18%**
Chapter newsletter	**3%**	*3%*	**5%**	**16%**	*16%*	**9%**
Chapter networking opportunities	**7%**	*14%*	**16%**	**5%**	*4%*	**14%**
Chapter website	**17%**	*5%*	**11%**	**10%**	*10%*	**11%**

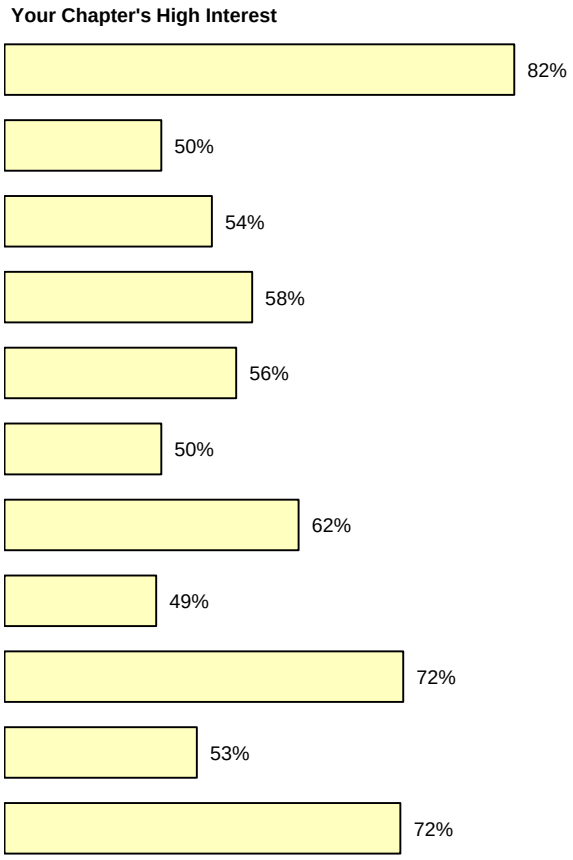
Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Metropolitan Philadelphia Chapter

Topics of Interest to Your Members

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

Table C: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Metropolitan Philadelphia Chapter FY14 Low	Middle	**High**
Trends and outlook for local healthcare industry	3%	15%	**82%**
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	16%	35%	**50%**
Trends in commercial payment	16%	30%	**54%**
Alignment strategies among healthcare providers	7%	36%	**58%**
Data analytics and business intelligence	16%	28%	**56%**
Strategic planning, business plans, and service line planning	17%	34%	**50%**
State legislative and regulatory update	10%	27%	**62%**
State Medicaid program	17%	34%	**49%**
Local payors and employers response to healthcare reform	7%	21%	**72%**
Payor and provider collaboration	7%	41%	**53%**
Impact of insurance exchanges	8%	20%	**72%**



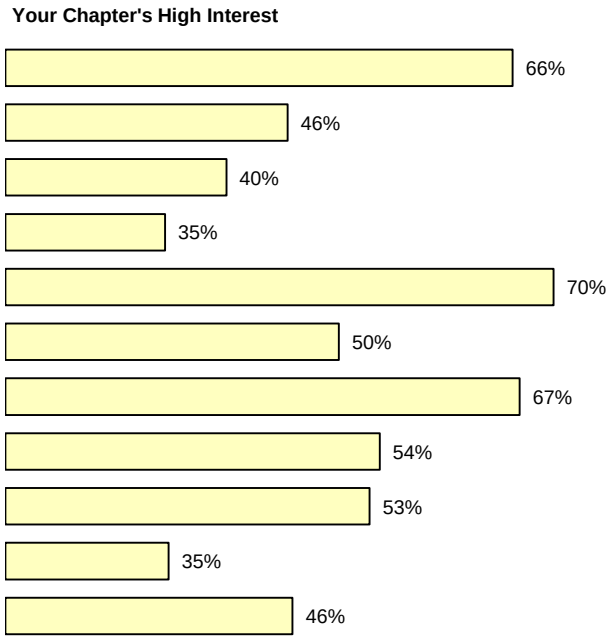
Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Metropolitan Philadelphia Chapter

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

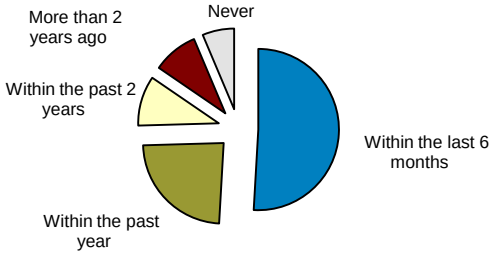
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Metropolitan Philadelphia Chapter FY14 Low	Middle	**High**
Bundled payment reimbursement methodologies	7%	26%	**66%**
Accounting and financial reporting	24%	30%	**46%**
Improving cash collection processes	24%	36%	**40%**
Denial prevention and management	25%	40%	**35%**
Changes in Medicare reimbursement policies	8%	21%	**70%**
Compliance with Medicare regulations	11%	38%	**50%**
New technologies in finance, revenue cycle, and clinical-financial integration	7%	26%	**67%**
Managing productivity and costs	14%	32%	**54%**
Leadership skills	21%	25%	**53%**
Implementing the conversion to the ICD-10 standard	24%	42%	**35%**
Strategies for collaborating with clinical areas	14%	40%	**46%**



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Metropolitan Philadelphia Chapter FY14
Within the last 6 months	**51%**
Within the past year	**24%**
Within the past 2 years	**10%**
More than 2 years ago	**9%**
Never	**6%**



Healthcare Financial Management Association
HFMA Chapter Survey (FY14)

Metropolitan Philadelphia Chapter

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	082	Overall, the chapter is doing fantastic, the only reasons that I have checked off satisfied for state and regional issues is simply because I work in Decision Support at AtlantiCare which is located in South Jersey. The reason several of us are members in the Metropolitan Philadelphia chapter is because the NJ chapter does not cover Decision Support topics and we have enjoyed the annual Decision Support conference each year at Crozer, so I was simply wishing for more Decision Support topics. The neutral selection for the website is only because I have not utilized the website very much so I did not really have the knowledge to rate my satisfaction.
< 6 months	190	I live in the Western suburbs so it will be tough to totally please me with the location of programs.
< 6 months	190	Location of the September event was really challenging. Good content but really hard to get there. If holding an event in the city, it would be much easier if it were near regional rail/mass transit. Otherwise, somewhere in the suburbs that's readily accessible from major highways (Valley Forge, Plymouth Meeting, Fort Washington, etc.)
< 6 months	190	Need better participation from the membership
< 6 months	191	At the Fall Institute, the mandatory sessions for all participants that addressed Capital and other items were not applicable to all participants. Perhaps there should be more breakout session choices.
< 6 months	191	More events in the Northeast or Lower Bucks County
< 6 months	191	Not sure, still new to the chapter.
< 6 months	191	Timely notification of events to allow scheduling within calendars
< 6 months	193	The website is never up-to-date and I don't know if I ever received a newsletter, so I don't know how to properly rate it.
< 6 months	194	Any location were parking is on-site. Considering polling specific CEOs, CFOs VPs of RC to see what issues they struggle with and identify a known speaker that can provide insight and suggestions.
< 6 months	194	It would be beneficial if the website was updated to show upcoming educational and networking events coming up over the next few months. It seems sometimes that only the most recent ones are listed.
< 6 months	198	We need to increase the involvement of our younger members.
< 1 year	080	The amount of emails I get is so extensive it starts to lack value as I cant possibly find the time to read them all and as such I end of deleting them. A reduction in communication would make the times you do reach out to members of utmost importance and urgency and would prompt more consideration. All of these reply requested emails are tedious at best!
< 1 year	082	I am only able to attend one meeting a year - Decision Support and I have been on the committee so I can't address the above questions.
< 1 year	190	More on how the region, PA, NJ and DE expect to manage ACA and the related Medicaid pressure. How are hospitals preparing for more transparency of pricing. Independent hospitals expectations for remaining independent or do they believe that the strategy will be to merge to create a larger system.

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)

Metropolitan Philadelphia Chapter

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
< 1 year	190	Suburban locations are preferred. Also, if seminar details can be shared ahead of time, it would help. For example, I am currently interested in the tax seminar in early December, but there are currently no details on the topics and location to make a determination if I will attend and if I will be able to pull staff to attend as well. Being able to reserve the day and plan ahead of time makes a difference. Thank you!
< 2 years	189	You do a really good job. Not sure I would say I am extremely satisfied. It has been difficult at times to get to events but that is not the Chapters fault. Locations can and usually are problematic.
< 2 years	190	Prefer more topics that are not hospital related and a location in the suburbs for education sessions.
< 2 years	191	I don't pay much attention to the information provided by the chapter recently.
< 2 years	191	I've been to two educational seminars. They were both at the Holiday Inn downtown. Found the place really tired, depressing. My only suggestion would be to find a place with a better atmosphere.
< 2 years	194	Although I would like to attend networking activities, they tend to occur on the third week of the month and I have another commitment that week and ask that the networking occur on other weeks during the month when possible.
> 2 years	191	Topics are not anywhere near my job functions as banking and debt management and bond compliance and 990's
> 2 years	194	Center City locations are very inconvenient: Won't drive into Philly to attend.
> 2 years	199	Unfortunately Philadelphia is the closest chapter for those of us in downstate Delaware. Would love to see the location moved around some and outside the city.
Never	175	I just moved to PA from NC and have not yet attended a Metro Philadelphia HFMA event.
Never	193	I just joined HFMA a year ago as I am new to the healthcare industry. I do want to go to some of the programs, but they seem very "hospital" focused. I am in ancillary care (outpatient physical therapy). can't quite find anything to get my hooks into in the HFMA. Plus there seems to be way too much information - I don't know how any busy finance professional would be able to read even a portion of it.
Never	194	Philadelphia area, more so than Lehigh valley
Never	199	Most of the educational programs are held in one specific area. Need to take into consideration those living in Delaware.
#N/A	177	As a new member, I have not experienced any functions or events.

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)

Metropolitan Philadelphia Chapter

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	191	certification programs
< 6 months	191	Education opportunities for entry level employees and Networking for these same employees who are our future.
< 6 months	194	Panel discussion with CFOS and payer regarding ICD10. Presentation from a hospital that recently converted their HIS system to a fully integrated platform.
< 1 year	082	I did not rate any of the above as I will only be able to attend the Decision Support Meeting yearly.
< 2 years	191	Healthcare reform in general
> 2 years	191	TEB compliance, 990's
Never	175	E&M coding for physician practices

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)

Metropolitan Philadelphia 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	080	Offer them on a Friday or Monday
< 6 months	082	As mentioned earlier, I would like to see more Decision Support topics if possible but I do believe the annual DS event is always administered very well. Look forward to the next one!
< 6 months	190	It's just been a timing issue with my work commitments this past year.
< 6 months	191	Events in downtown Philadelphia.
< 6 months	191	I prefer center city locations for sessions because of transportation
< 6 months	191	More revenue cycle topics
< 6 months	191	Subject matter of the presentations
< 6 months	194	Bring back the lunch and learns
< 6 months	194	High-impact, respected leaders in the health care industry or government agencies as speakers. Continued excellent networking opportunities.
< 1 year	080	The location and the event itself. I travel often so sometimes it's a matter of scheduling as to if I can attend or not.
< 1 year	082	My hospital budgeting for more opportunities to attend.
< 1 year	191	Location - ease of access early in the morning.
< 1 year	191	nationally-known speakers at a location in center city
< 1 year	194	too busy at work to attend meetings. wish I could attend more often
< 2 years	189	It is more my inability to attend that anything (other than some difficult locations to get to in the western burbs) the Chapter is not doing.
< 2 years	190	More non-hospital topics.
< 2 years	191	Location and topic.
< 2 years	194	Bring back a Reimbursement Only Seminar
> 2 years	191	challenging sometimes to get away from the office for an entire day - maybe have some half day options?
> 2 years	191	My lack of attendance is more my issue with a busy calendar. I would be more likely to attend half day programs downtown.
> 2 years	191	Topics geared to physician practices. Perhaps one meeting a year could be entirely devoted to physician practices.
> 2 years	194	Physician input
> 2 years	199	Location
Never	080	#1 is location, prefer center city
Never	175	programs tied to physician practice management and financial issues
Never	199	Closer to my state, DE