

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 166
Responses Received: 47
Response Rate: 28%

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

FY13 Overall High Satisfaction: 79%
Favorable/Unfavorable FY13 to FY14: -1%

FY14 High Satisfaction is composed of: 51% **Extremely Satisfied**
27% **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.

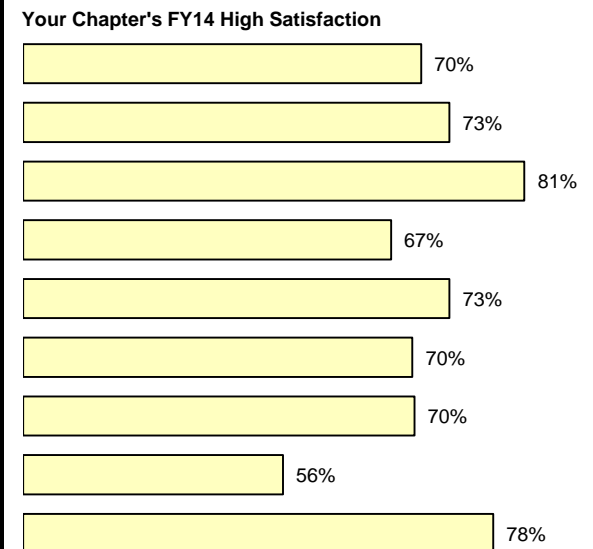
Final request to complete survey sent to non-respondents on November 12, 2013.

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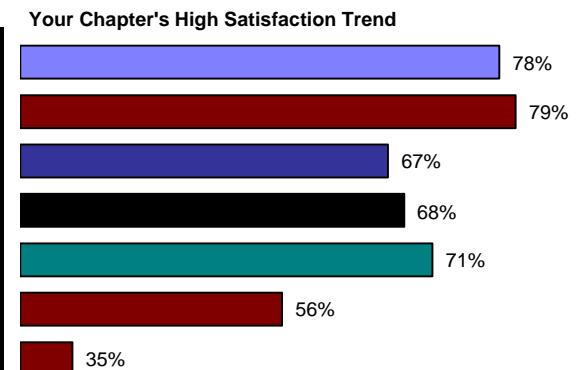
Your Members' Satisfaction Ratings

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?	Central New York Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	7%	23%	70%	70%	66%
The educational topics addressed at chapter programs	11%	16%	73%	63%	66%
The speakers at chapter programs	5%	14%	81%	80%	69%
The location of chapter programs	9%	24%	67%	65%	60%
The chapter's coverage of state and regional issues	7%	20%	73%	81%	67%
Chapter newsletter	11%	20%	70%	62%	66%
Chapter networking opportunities	7%	23%	70%	66%	62%
Chapter website	15%	28%	56%	73%	60%
HFMA chapter overall	7%	16%	78%	79%	69%



Central New York Chapter - Overall High Satisfaction Trend	FY14	78%
	FY13	79%
	FY12	67%
	FY11	68%
	FY10	71%
	FY08	56%
	FY06	35%



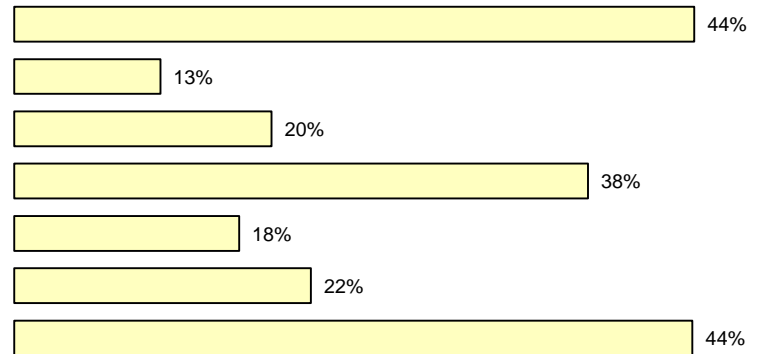
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Central New York Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	44%	50%	46%
The speakers at chapter programs	13%	11%	23%
The location of chapter programs	20%	26%	35%
The chapter's coverage of state and regional issues	38%	38%	31%
Chapter newsletter	18%	21%	14%
Chapter networking opportunities	22%	24%	30%
Chapter website	44%	30%	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?		
	Central New York Chapter		All Chapters	Central New York Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	26%	35%	26%	18%	14%	21%
The speakers at chapter programs	4%	0%	9%	9%	11%	13%
The location of chapter programs	13%	19%	21%	7%	7%	14%
The chapter's coverage of state and regional issues	11%	10%	13%	27%	29%	18%
Chapter newsletter	4%	6%	5%	14%	14%	9%
Chapter networking opportunities	13%	6%	16%	9%	18%	14%
Chapter website	28%	23%	11%	16%	7%	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.	Central New York Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	9%	87%	87%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	7%	23%	70%	70%
Trends in commercial payment	9%	31%	60%	60%
Alignment strategies among healthcare providers	2%	32%	66%	66%
Data analytics and business intelligence	9%	25%	66%	66%
Strategic planning, business plans, and service line planning	7%	32%	61%	61%
State legislative and regulatory update	4%	16%	80%	80%
State Medicaid program	7%	29%	64%	64%
Local payors and employers response to healthcare reform	9%	20%	70%	70%
Payor and provider collaboration	4%	29%	67%	67%
Impact of insurance exchanges	2%	20%	78%	78%

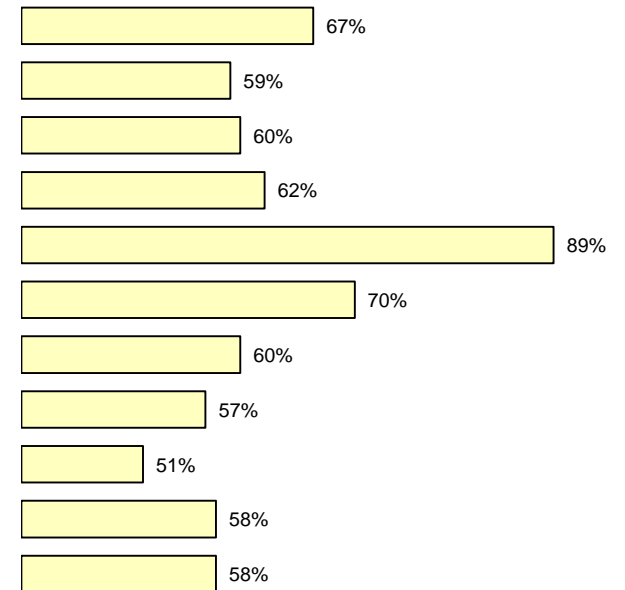
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Topics of Interest to Your Members (continued)

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

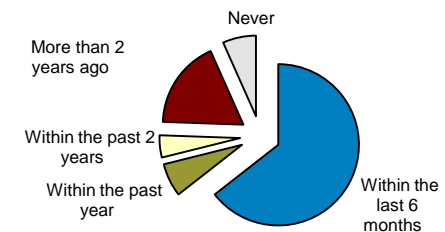
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Central New York Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	4%	29%	67%
Accounting and financial reporting	9%	32%	59%
Improving cash collection processes	16%	24%	60%
Denial prevention and management	22%	16%	62%
Changes in Medicare reimbursement policies	5%	7%	89%
Compliance with Medicare regulations	9%	20%	70%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	27%	60%
Managing productivity and costs	5%	39%	57%
Leadership skills	18%	31%	51%
Implementing the conversion to the ICD-10 standard	16%	27%	58%
Strategies for collaborating with clinical areas	22%	20%	58%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Central New York Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	64%
Within the past year	7%
Within the past 2 years	4%
More than 2 years ago	18%
Never	7%



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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	130	Broader topics at education programs , like strategic planning , operational assessment, cost containment , business plan development, project management , for profit vs not for profit advantages and disadvantages.
< 6 months	130	I think you all do and excellent job.
< 6 months	132	HFMA website overall seems outdated and chapter level sites are very minimal. Think there is opportunity to expand these sites and gain traction insofar as outreach to current and future members.
< 6 months	132	No complaints. I haven't had time to attend many of the recent functions. Looking forward to the future engagements.
< 6 months	137	more long-term care and home care specific topics
< 2 years	188	The chapter is pretty spread out, so I understand that the Turning Stone/Syracuse locations are central to most and it makes the most sense for the programs to be held there. Unfortunately, this creates a long travel time. Perhaps starting the meetings later to allow more AM travel time would make it easier to attend some of the live programs. Overall, you do a great job with this, and the programs are always well put together. It's just difficult for me to get to them because of the distance...
> 2 years	130	I need things specific to Long Term Care industry. I find many of your programs are geared more towards hospitals and physicians. While some topics may apply in general they do not pertain to my industry.
> 2 years	132	More topics related to long term care
Never	117	As a new member, I have not had an opportunity to participate in any chapter activities.

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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	130	I like to send my staff for these educational opportunities
< 6 months	132	Networking & Employment opportunities

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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	130	Topics for education programs,
< 6 months	132	The topic being presented and the quality of the presentation are always the key factors.
Never	117	Location is very important