

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 218
Responses Received: 67
Response Rate: 31%

FY14 Overall High Satisfaction: 89%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 83%
Favorable/Unfavorable FY13 to FY14: 6%

FY14 High Satisfaction is composed of: 61% **Extremely Satisfied**
28% **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.

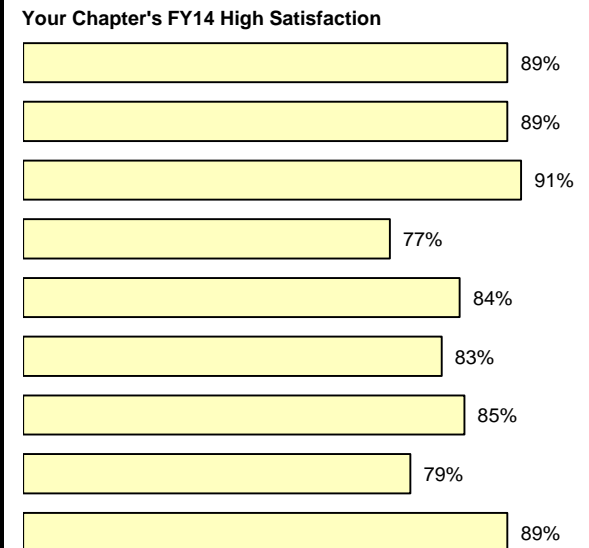
Final request to complete survey sent to non-respondents on November 12, 2013.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY Chapter**

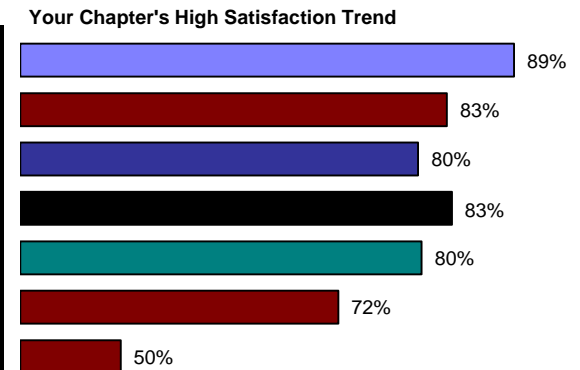
Your Members' Satisfaction Ratings

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?	Hudson Valley NY Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	3%	8%	89%	82%	66%
The educational topics addressed at chapter programs	2%	9%	89%	79%	66%
The speakers at chapter programs	0%	9%	91%	85%	69%
The location of chapter programs	3%	20%	77%	67%	60%
The chapter's coverage of state and regional issues	2%	14%	84%	80%	67%
Chapter newsletter	0%	17%	83%	87%	66%
Chapter networking opportunities	6%	9%	85%	73%	62%
Chapter website	2%	19%	79%	63%	60%
HFMA chapter overall	0%	11%	89%	83%	69%



Hudson Valley NY Chapter - Overall High Satisfaction Trend	FY14	89%
	FY13	83%
	FY12	80%
	FY11	83%
	FY10	80%
	FY08	72%
	FY06	50%



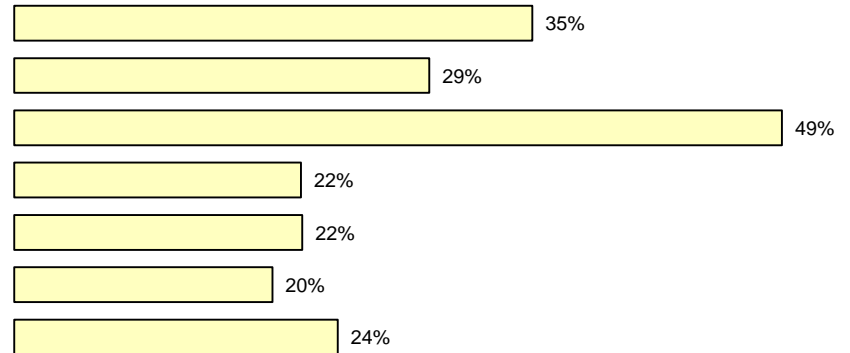
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Hudson Valley NY Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	35%	37%	46%
The speakers at chapter programs	29%	14%	23%
The location of chapter programs	49%	42%	35%
The chapter's coverage of state and regional issues	22%	25%	31%
Chapter newsletter	22%	5%	14%
Chapter networking opportunities	20%	30%	30%
Chapter website	24%	46%	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?		
	Hudson Valley NY Chapter		All Chapters	Hudson Valley NY Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	28%	19%	26%	7%	18%	21%
The speakers at chapter programs	11%	11%	9%	18%	4%	13%
The location of chapter programs	31%	30%	21%	18%	13%	14%
The chapter's coverage of state and regional issues	4%	7%	13%	18%	18%	18%
Chapter newsletter	6%	0%	5%	16%	5%	9%
Chapter networking opportunities	7%	16%	16%	13%	14%	14%
Chapter website	13%	18%	11%	11%	29%	11%

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY 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

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Hudson Valley NY Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	2%	16%	82%	82%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	8%	24%	68%	68%
Trends in commercial payment	5%	30%	66%	66%
Alignment strategies among healthcare providers	3%	25%	72%	72%
Data analytics and business intelligence	8%	26%	66%	66%
Strategic planning, business plans, and service line planning	5%	44%	52%	52%
State legislative and regulatory update	5%	5%	90%	90%
State Medicaid program	7%	21%	72%	72%
Local payors and employers response to healthcare reform	2%	26%	73%	73%
Payor and provider collaboration	2%	26%	72%	72%
Impact of insurance exchanges	0%	19%	81%	81%

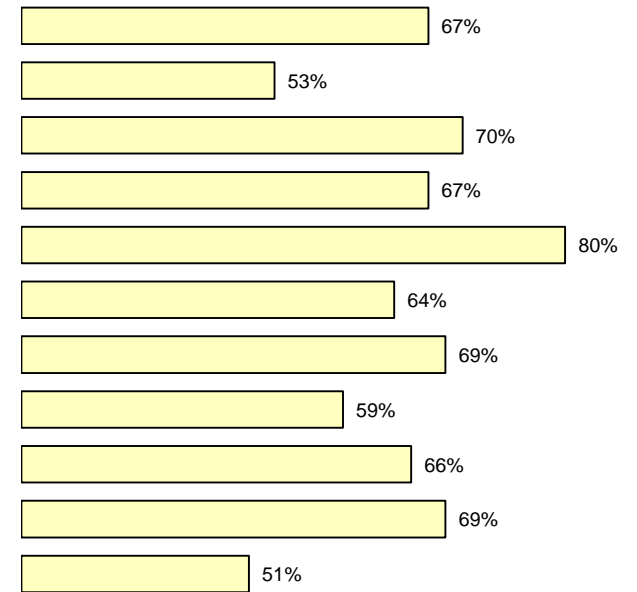
**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Hudson Valley NY Chapter**

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

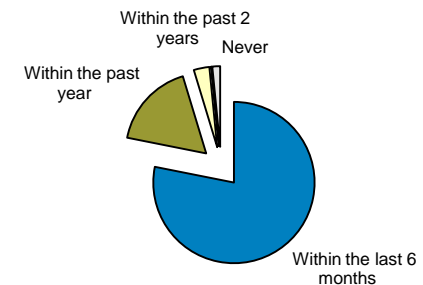
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Hudson Valley NY Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	3%	30%	67%
Accounting and financial reporting	11%	36%	53%
Improving cash collection processes	8%	22%	70%
Denial prevention and management	8%	25%	67%
Changes in Medicare reimbursement policies	6%	14%	80%
Compliance with Medicare regulations	6%	30%	64%
New technologies in finance, revenue cycle, and clinical-financial integration	5%	27%	69%
Managing productivity and costs	11%	30%	59%
Leadership skills	5%	30%	66%
Implementing the conversion to the ICD-10 standard	8%	23%	69%
Strategies for collaborating with clinical areas	6%	43%	51%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Hudson Valley NY Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	78%
Within the past year	17%
Within the past 2 years	3%
More than 2 years ago	0%
Never	2%



**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY 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	100	I haven't been to that many in person seminars so it's hard for me to comment.
< 6 months	105	The Hudson Valley Chapter does a fantastic job. The group is very committed, and provides tremendous education to finance professionals throughout the region. My only recommendation would be to provide more revenue cycle related education, particularly related to Patient Access, AR Management, and Denial Prevention.
< 6 months	105	There have been times where the sessions were a long distance for those who live in lower Putnam County. I've been to an ICR session at Westchester Medical Center which seemed to be convenient for many of those who attended.
< 6 months	125	I'm new to the healthcare field and possibly some more beginner programs for people in my shoes. We may not have the basics down as others may who are more advance in the field. Closer locations would also be helpful.
< 6 months	125	no problems, just wish I had more time to attend!
< 6 months	125	some of the topics are covered at a very high level. Drilling down into the details would be preferred.
< 6 months	126	The programs are good but too general most of the time. Would benefit from more specific content to learn
< 6 months	127	Recognizing that it was recently revised I have been unable to link to Newsletter Editions as had been a capability in the past. I also have to spend some additional time exploring such...
< 6 months	127	Some of the speakers have been very dry - maybe just due to nerves.
< 1 year	106	I would like to see more topics related to compliance.
< 2 years	107	Every year I comment that the location is inconvenient for members located in the lower Westchester county and nothing is ever done except for maybe one educational session at Phelps. Fishkill is not convenient therefore I don't attend many meetings and my networking opportunities are negligible. A better location would be near Westchester Medical or near Purchase where they used to have the meetings. Obviously by the wording of the question location is an issue for others as well.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY 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	105	Physician billing, documentation, and compliance. Organization performance, benchmark, and best practices (HFMA MAP) / Care Management, Observation, RAC, Medical Necessity. Managed Care negotiation tactics and strategies. IRS and Charity Care requirements
< 6 months	109	Improving financial performance through implementation of a logistical control system for hospital operations. Reducing waste and variation in the acute care space can result in huge savings, improved patient and physician experience and better clinical outcomes. Financial leaders need to play a role in encouraging fundamental operational improvements that result in reducing waste and lowering the cost per unit of service in the in-patient arena.
< 6 months	109	Medicaid 90 day Reason code that are causing denials.
< 6 months	118	Regional/local certificate of need collaboration initiatives. Merger/acquisition/collaborative agreement strategies among providers. Introduction/potential of for-profit hospital organizations in NYS
< 6 months	125	Continuing HIPAA privacy and security issues. Hands on changes that organizations are making and succeeding with
< 1 year	100	Home Care

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Hudson Valley NY 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	068	I attend regularly as very involved with the chapter and employed covered costs. If costs not covered, attendance would have to be re-considered.
< 6 months	105	All of the events are extremely well planned. The speakers are excellent. It's always a lot of fun, and I consistently come away with great information.
< 6 months	105	More sessions in Westchester
< 6 months	105	The quality and value of education and speakers always drives my organization's attendance. While our budget has been limited, we do recognize the Chapter for providing valuable education at reasonable prices. There are sometimes too many education offerings that overlap with our associations. Perhaps there could be better coordination or collaboration.
< 6 months	109	hours.
< 6 months	109	I regret that I cannot attend more often, but my travel schedule frequently conflicts with the Chapter programs. The ones I have attended have been excellent!
< 6 months	118	mixture of topics covering strategic, tactical and hands on with specific take-away information
< 6 months	125	more coverage of managed care related issues since that is my responsibility.
< 6 months	127	Hold some in the evening. My current employer (a physician group practice) does not support HFMA activity and therefore its difficult to get out during the day. ACHE holds most of their events at 6 and sometimes as late as 7pm. As more of us move into practice management the demand for evening events may increase.
< 1 year	109	The Hudson Valley Chapter is by far one of the most welcoming and well organized chapters that I've attended during my 30 years in Healthcare. I plan on attending more chapter events in 2014.
< 1 year	125	Location and topics of interest to me. Free to members.
< 2 years	107	I'm not sure - I haven't attended an event in so long since none of my peers from lower Westchester attend. I attend more of the Metro NY meetings since they are more convenient.
Never	105	More on accounting and finance and less on reimbursement