

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 281
Responses Received: 59
Response Rate: 21%

FY14 Overall High Satisfaction: 64%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 59%
Favorable/Unfavorable FY13 to FY14: 5%

FY14 High Satisfaction is composed of: 34% **Extremely Satisfied**
30% **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.

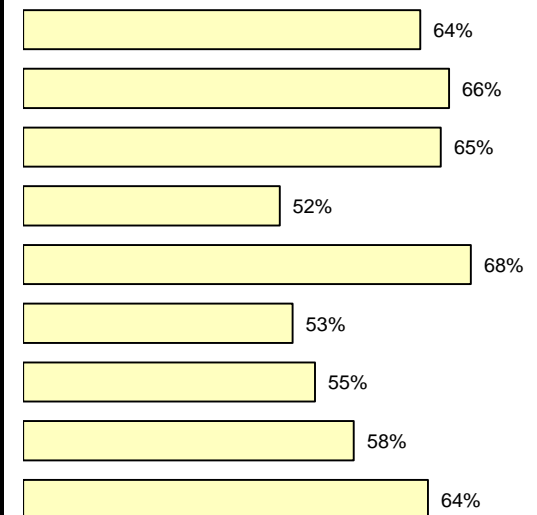
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 Central Pennsylvania Chapter**

Your Members' Satisfaction Ratings

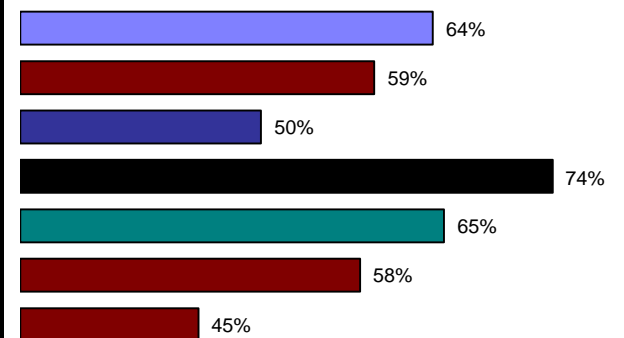
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Central Pennsylvania Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	5%	31%	64%	57%	66%
The educational topics addressed at chapter programs	5%	29%	66%	56%	66%
The speakers at chapter programs	6%	29%	65%	57%	69%
The location of chapter programs	16%	33%	52%	61%	60%
The chapter's coverage of state and regional issues	4%	28%	68%	63%	67%
Chapter newsletter	8%	40%	53%	54%	66%
Chapter networking opportunities	15%	30%	55%	52%	62%
Chapter website	8%	34%	58%	46%	60%
HFMA chapter overall	5%	30%	64%	59%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Central Pennsylvania Chapter - Overall High Satisfaction Trend	FY14	64%
	FY13	59%
	FY12	50%
	FY11	74%
	FY10	65%
	FY08	58%
	FY06	45%

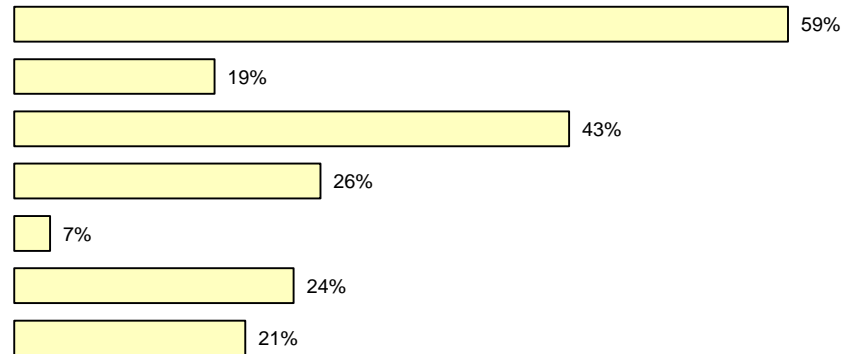
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Central Pennsylvania Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	59%	60%	46%
The speakers at chapter programs	19%	28%	23%
The location of chapter programs	43%	30%	35%
The chapter's coverage of state and regional issues	26%	21%	31%
Chapter newsletter	7%	11%	14%
Chapter networking opportunities	24%	28%	30%
Chapter website	21%	23%	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 Pennsylvania Chapter		All Chapters	Central Pennsylvania Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	33%	36%	26%	26%	24%	21%
The speakers at chapter programs	10%	11%	9%	9%	17%	13%
The location of chapter programs	23%	18%	21%	20%	12%	14%
The chapter's coverage of state and regional issues	8%	4%	13%	19%	17%	18%
Chapter newsletter	2%	7%	5%	6%	3%	9%
Chapter networking opportunities	8%	14%	16%	17%	14%	14%
Chapter website	17%	11%	11%	4%	12%	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 Pennsylvania 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	6%	44%	50%	50%
Trends in commercial payment	12%	21%	67%	67%
Alignment strategies among healthcare providers	9%	25%	65%	65%
Data analytics and business intelligence	13%	32%	55%	55%
Strategic planning, business plans, and service line planning	8%	37%	55%	55%
State legislative and regulatory update	4%	27%	69%	69%
State Medicaid program	12%	29%	59%	59%
Local payors and employers response to healthcare reform	8%	25%	68%	68%
Payor and provider collaboration	7%	22%	70%	70%
Impact of insurance exchanges	4%	23%	74%	74%

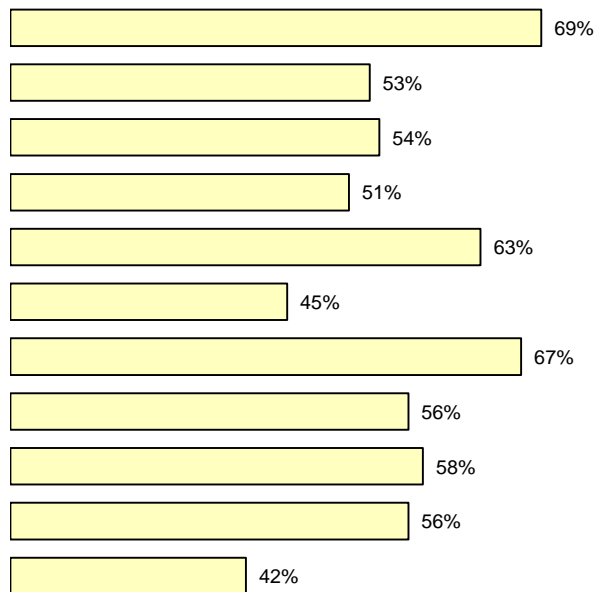
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Topics of Interest to Your Members (continued)

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

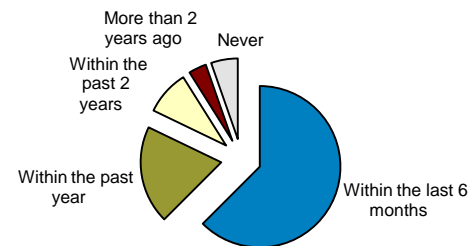
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Central Pennsylvania Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	19%	69%
Accounting and financial reporting	15%	32%	53%
Improving cash collection processes	22%	24%	54%
Denial prevention and management	25%	25%	51%
Changes in Medicare reimbursement policies	4%	33%	63%
Compliance with Medicare regulations	19%	36%	45%
New technologies in finance, revenue cycle, and clinical-financial integration	17%	17%	67%
Managing productivity and costs	11%	33%	56%
Leadership skills	15%	27%	58%
Implementing the conversion to the ICD-10 standard	11%	33%	56%
Strategies for collaborating with clinical areas	21%	38%	42%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Central Pennsylvania Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	63%
Within the past year	20%
Within the past 2 years	9%
More than 2 years ago	4%
Never	5%



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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	170	Would like to see more topics related to mdh sch cahs and smaller hospitals
< 6 months	173	My issues relate almost entirely to the fact that I work primarily with physician practices owned by the hospital and HFMA is really oriented toward hospital leadership, not physician practice leadership.
< 6 months	176	Change the name again the new name of the chapter sucks
< 6 months	177	The website is sufficient, but is an area that could be improved.
< 6 months	178	I do not believe you could improve to extremely satisfied because my major focus is on the Physician issues. I am very happy that you have included their topics as well and I realize that most members are hospital focused. I enjoy those topics to help broaden my overall healthcare knowledge.
< 6 months	178	Understand the need to change locations and test out different sites, but some consistency in a good location or two would be great.
< 1 year	177	I work for a Medical Group of a Health System and the education is not always related to my employment. Speakers are normally pretty good for the session I have been able to attend but sometimes they are not able to keep ones attention either because of their subject or their method of delivery. I haven't been able to attend many of the educational sessions due to a monthly meeting commitment on the 4th Thursday of the month. This situation will change in the near future and I will be able to attend more very soon.
< 2 years	171	I have not attended any meetings during the past year as my role although finance related has a different function than the topics that have been represented. I am in charge of Patient Access. Thanks
< 2 years	171	The meetings could take a look at how the changes in healthcare impact the provision of ancillary services at facilities other than hospitals. May also want to consider breakout sessions at the meetings that focus of various subject areas i.e., business office, reimbursement, accounting, etc.
< 2 years	177	I do not attend enough programs to fairly comment
< 2 years	177	I know Harrisburg is the most central location, but occasionally moving to different locations might work, even if it is for "subchapter" events.
Never	177	I would like to see more financial information and discussion regarding Home Care, Hospice, Infusion and DME.

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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	168	I really enjoyed the women's session that was organized a couple of years ago.
< 6 months	176	More A&A, tax, and ethic CPE less other CPE
< 2 years	177	Hospitalist programs. Perhaps breakout sessions targeting issues to specific hospitals. For example, issues relating to Critical Access Hospitals vs PPS or for-profits vs not for profits.

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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	168	I have difficulty with the timing of the programs. Due to the type of work I do, it is always difficult to work the sessions into my schedule.
< 6 months	171	Topics are generally very good. My main reason for not attending is work commitments
< 6 months	172	It really has nothing to do with your events it has to do with my workload and the fact that I need to drive one hour each way to get to the events.
< 6 months	172	Revenue cycle topics interest me most. Panel discussions are interesting. A presentation on the new VHA revenue cycle dashboard and strategies for collecting the data easily would be helpful. A presentation on Price Estimator software would be interesting.
< 6 months	176	more A&A, tax, and ethic CPEs with CPA license requirements I can't continue to come and get other CPE when all I still need is A&A, tax, and ethics CPE.
< 6 months	177	My ability to attend chapter events is mainly due to my work load and the ability to take a day out of the office.
< 6 months	180	I like the CPE that is available for CPAs
< 1 year	170	A full day of great speakers/topics that make it worth giving up the day of work. Not just one or two good hours. Thank you for all you do! It is appreciated.
< 1 year	195	More current topics.
< 2 years	171	It has been difficult to attend meetings due to pressing workload issues.
< 2 years	177	Schedule conflicts have prevented me from attending more often. Perhaps mixing up the location or more importantly mixing up the day/timing of educational programs. / / Also, targeting specific CPR credits all in one day. For example, 8 hours of tax all in one CPE.
> 2 years	172	I would like to see web based options or phone in options that would allow me to view or listen to the events with out having to travel. Sometimes, I am only interested in one part of the program and it would be nice to be able to dial in to that portion. It would also be nice to be able to have access to a recording of portions the seminar off hours to be able to listen to the presentation when I have the time at home.
Never	176	I am new to the area so I have been unable to attend as of yet, but plan to in the future.