

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 154
Responses Received: 27
Response Rate: 18%

FY14 Overall High Satisfaction: 69%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 62%
Favorable/Unfavorable FY13 to FY14: 7%

FY14 High Satisfaction is composed of: 31% **Extremely Satisfied**
38% **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.

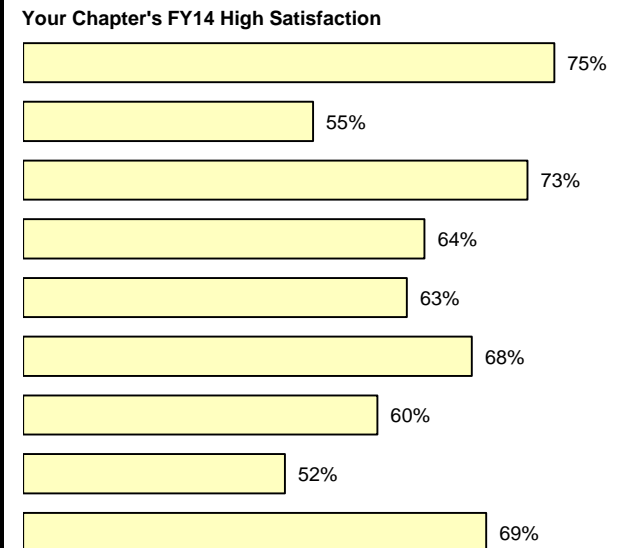
Final request to complete survey sent to non-respondents on November 12, 2013.

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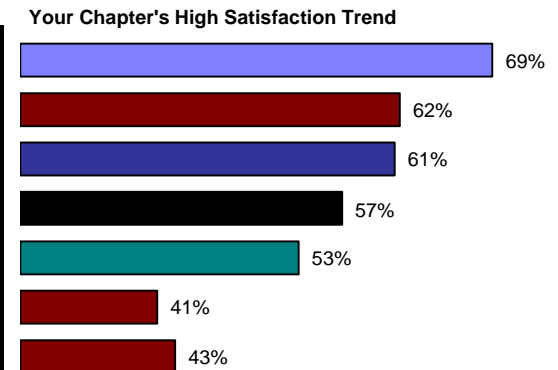
Your Members' Satisfaction Ratings

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?	Northeastern New York Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	8%	17%	75%	71%	66%
The educational topics addressed at chapter programs	14%	32%	55%	67%	66%
The speakers at chapter programs	14%	14%	73%	74%	69%
The location of chapter programs	24%	12%	64%	57%	60%
The chapter's coverage of state and regional issues	13%	25%	63%	62%	67%
Chapter newsletter	12%	20%	68%	68%	66%
Chapter networking opportunities	28%	12%	60%	49%	62%
Chapter website	22%	26%	52%	52%	60%
HFMA chapter overall	12%	19%	69%	62%	69%



Northeastern New York Chapter - Overall High Satisfaction Trend	FY14	69%
	FY13	62%
	FY12	61%
	FY11	57%
	FY10	53%
	FY08	41%
	FY06	43%



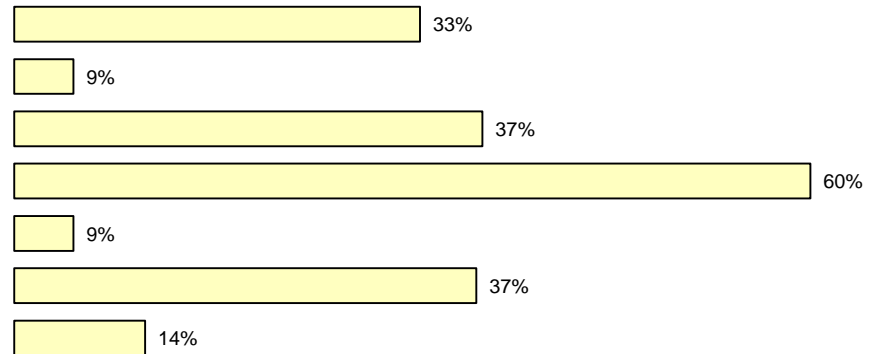
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Northeastern New York Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	33%	35%	46%
The speakers at chapter programs	9%	15%	23%
The location of chapter programs	37%	38%	35%
The chapter's coverage of state and regional issues	60%	46%	31%
Chapter newsletter	9%	6%	14%
Chapter networking opportunities	37%	46%	30%
Chapter website	14%	15%	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?		
	Northeastern New York Chapter		All Chapters	Northeastern New York Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	29%	20%	26%	5%	15%	21%
The speakers at chapter programs	0%	6%	9%	9%	9%	13%
The location of chapter programs	24%	23%	21%	14%	15%	14%
The chapter's coverage of state and regional issues	24%	26%	13%	36%	21%	18%
Chapter newsletter	0%	0%	5%	9%	6%	9%
Chapter networking opportunities	14%	26%	16%	23%	21%	14%
Chapter website	10%	0%	11%	5%	15%	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.	Northeastern New York Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	8%	27%	65%	65%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	20%	28%	52%	52%
Trends in commercial payment	12%	38%	50%	50%
Alignment strategies among healthcare providers	8%	40%	52%	52%
Data analytics and business intelligence	4%	32%	64%	64%
Strategic planning, business plans, and service line planning	8%	40%	52%	52%
State legislative and regulatory update	15%	19%	65%	65%
State Medicaid program	15%	31%	54%	54%
Local payors and employers response to healthcare reform	20%	36%	44%	44%
Payor and provider collaboration	16%	52%	32%	32%
Impact of insurance exchanges	8%	32%	60%	60%

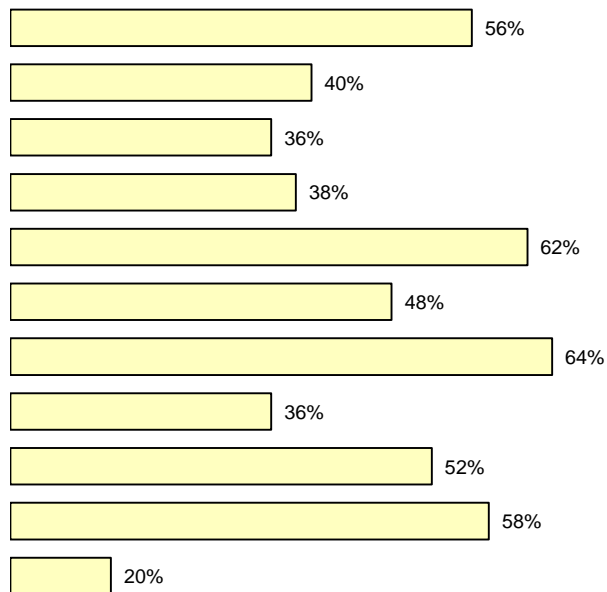
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Topics of Interest to Your Members (continued)

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

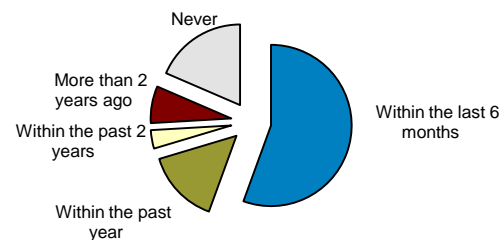
Table D: Local perspective on topics of national interest	Northeastern New York Chapter		
	FY14		
	Low	Middle	High
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.			
Bundled payment reimbursement methodologies	20%	24%	56%
Accounting and financial reporting	16%	44%	40%
Improving cash collection processes	20%	44%	36%
Denial prevention and management	35%	27%	38%
Changes in Medicare reimbursement policies	19%	19%	62%
Compliance with Medicare regulations	16%	36%	48%
New technologies in finance, revenue cycle, and clinical-financial integration	16%	20%	64%
Managing productivity and costs	20%	44%	36%
Leadership skills	28%	20%	52%
Implementing the conversion to the ICD-10 standard	27%	15%	58%
Strategies for collaborating with clinical areas	12%	68%	20%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Northeastern New York Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	56%
Within the past year	15%
Within the past 2 years	4%
More than 2 years ago	7%
Never	19%



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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	120	There are not very many programs on managed care negotiations or ways to improve those skills. It would also be helpful if the chapter provided programs on new ways to analyze current contracts and alternatives to cost accounting systems to analyze product lines.
< 6 months	123	I would like to see a session, at least once a year that was specific to Behavioral Health.
< 6 months	125	The location (Edison Club) is very far from my location. Would it be possible to move around a little so sometimes I don't have to drive as far? I understand that shortening my drive is lengthening someone else's, but I was hoping we could all share the pain a little?
< 6 months	129	Locations could be farther north.
< 1 year	122	I always find the educational programs very valuable. Unfortunately I usually cannot attend as by the time dates and times are announced my calendar is already booked. It would be wonderful to have an education calendar established early in the year so we could block out the time.
< 1 year	123	Location is great. Topics are generally towards hospital operations, which is fine, but there is a balance of members that are on the insurance side. Topics related to both our needs would be useful, especially in this time of significant healthcare change.
Never	074	Chapter programs are too far away from where I work and live; need more programs in the city rather than northern NY.
Never	122	I have been a member of HFMA for over a year but I have not received any chapter information.
Never	122	I'm a new member this year but not the traditional hospital type member so while if am trying to learn as if go some of the materials aren't a perfect fit for me. it was through this survey that if became familiar with the website and newsletter. I am the CFO for Catholic Charities of the Diocese of Albany and many of our Medicaid services will be converting to managed care and I'm looking for opportunities to get up to speed on training in this area as well as connect with local resources. I would like the opportunity to be able to seek information on local managed care consultants 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	120	As previously stated, I would like to see topics that address managed care contracting, tools for analyzing current contracts and payment structures, etc.
< 1 year	123	Keep up the good work.

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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	129	Farther north
< 1 year	123	More topics that impact the payer/provider collaboration.
> 2 years	129	We are going to start attending more educational sessions. Have been tied up with new system install.
Never	074	More on Strategic planning and in the city.
Never	122	It's difficult for me to provide too much guidance as I'm not the typical member but would share that there are many not for profit financial leaders that are seeing their traditional Medicaid and related services start to move towards managed care so sessions similar to the ones being offered in Chicago next month would be of value. While skilled in my service arena the managed care contracting world and costing of services will be new and I'm looking for ways to ramp up.
Never	122	Since I never received a newsletter etc. The chapter needs to welcome new or returning members. You can't attend programs if you don't know about them.