

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 343
Responses Received: 65
Response Rate: 19%

FY14 Overall High Satisfaction: 74%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 78%
Favorable/Unfavorable FY13 to FY14: -4%

FY14 High Satisfaction is composed of: 38% **Extremely Satisfied**
36% **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.

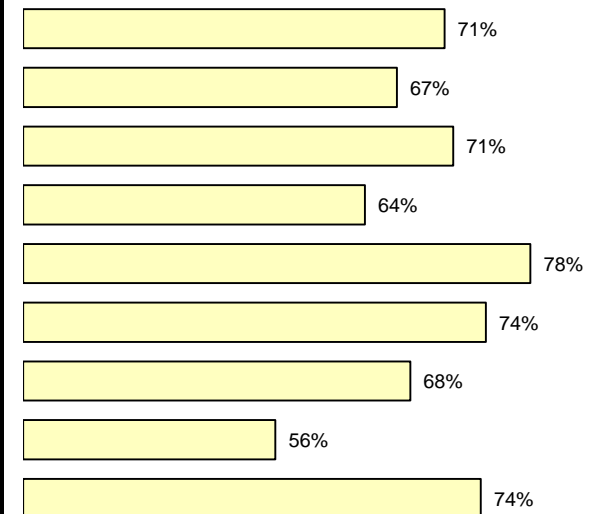
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Your Members' Satisfaction Ratings

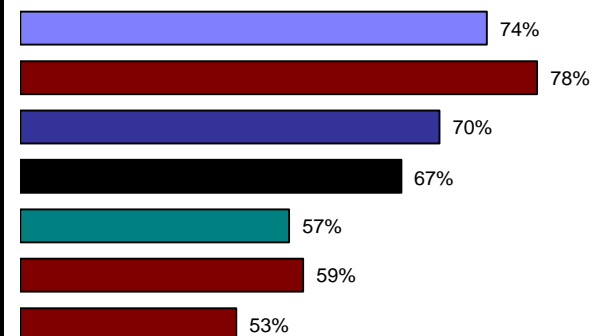
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Louisiana Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	0%	29%	71%	73%	66%
The educational topics addressed at chapter programs	2%	32%	67%	71%	66%
The speakers at chapter programs	2%	27%	71%	75%	69%
The location of chapter programs	15%	21%	64%	72%	60%
The chapter's coverage of state and regional issues	2%	20%	78%	75%	67%
Chapter newsletter	8%	18%	74%	68%	66%
Chapter networking opportunities	5%	27%	68%	74%	62%
Chapter website	16%	27%	56%	62%	60%
HFMA chapter overall	2%	25%	74%	78%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Louisiana Chapter - Overall High Satisfaction Trend	FY14	74%
	FY13	78%
	FY12	70%
	FY11	67%
	FY10	57%
	FY08	59%
	FY06	53%

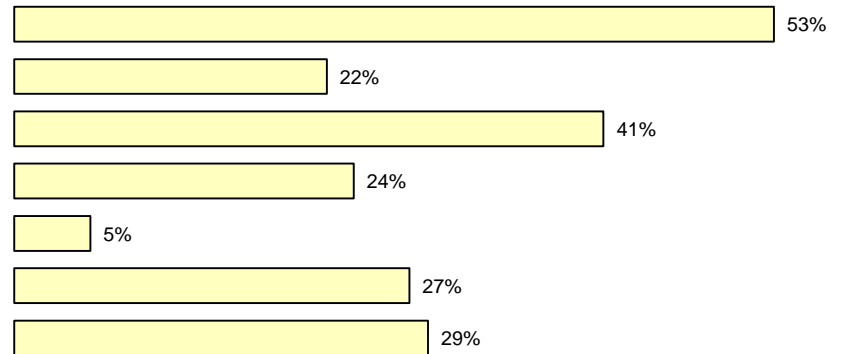
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Louisiana Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	53%	56%	46%
The speakers at chapter programs	22%	39%	23%
The location of chapter programs	41%	24%	35%
The chapter's coverage of state and regional issues	24%	19%	31%
Chapter newsletter	5%	12%	14%
Chapter networking opportunities	27%	24%	30%
Chapter website	29%	27%	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?		
	Louisiana Chapter		All Chapters	Louisiana Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	28%	39%	26%	25%	17%	21%
The speakers at chapter programs	5%	7%	9%	16%	32%	13%
The location of chapter programs	23%	12%	21%	18%	12%	14%
The chapter's coverage of state and regional issues	9%	8%	13%	15%	10%	18%
Chapter newsletter	5%	7%	5%	0%	5%	9%
Chapter networking opportunities	18%	14%	16%	10%	10%	14%
Chapter website	12%	14%	11%	16%	14%	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

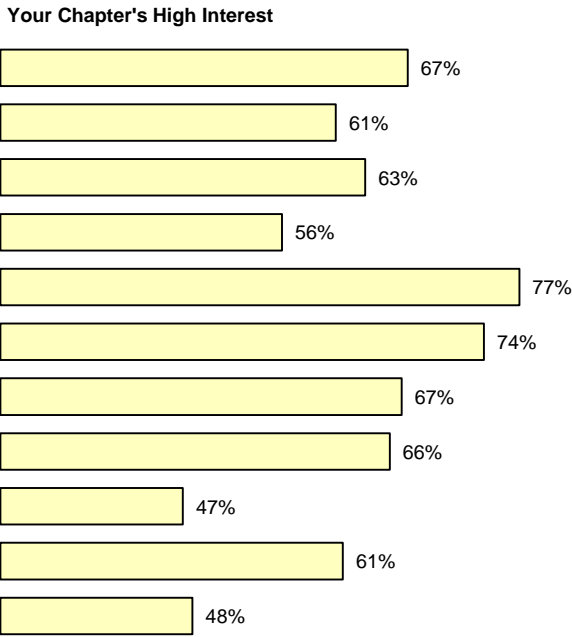
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Louisiana Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	13%	84%	84%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	10%	20%	70%	70%
Trends in commercial payment	8%	19%	73%	73%
Alignment strategies among healthcare providers	10%	33%	57%	57%
Data analytics and business intelligence	12%	33%	55%	55%
Strategic planning, business plans, and service line planning	12%	32%	57%	57%
State legislative and regulatory update	5%	20%	75%	75%
State Medicaid program	8%	20%	72%	72%
Local payors and employers response to healthcare reform	10%	27%	63%	63%
Payor and provider collaboration	12%	27%	61%	61%
Impact of insurance exchanges	8%	23%	68%	68%

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Topics of Interest to Your Members (continued)

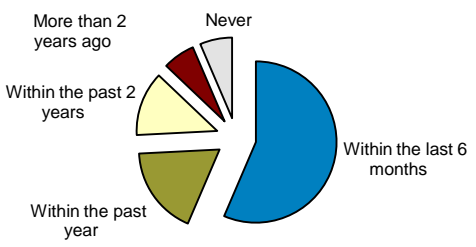
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Louisiana Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	7%	26%	67%
Accounting and financial reporting	8%	31%	61%
Improving cash collection processes	10%	27%	63%
Denial prevention and management	16%	28%	56%
Changes in Medicare reimbursement policies	5%	18%	77%
Compliance with Medicare regulations	10%	16%	74%
New technologies in finance, revenue cycle, and clinical-financial integration	10%	23%	67%
Managing productivity and costs	10%	25%	66%
Leadership skills	12%	42%	47%
Implementing the conversion to the ICD-10 standard	16%	23%	61%
Strategies for collaborating with clinical areas	16%	36%	48%



Data about Survey Respondents

Table E: Attending an education event	Louisiana Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	56%
Within the past year	18%
Within the past 2 years	13%
More than 2 years ago	6%
Never	6%



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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	703	Topics of interest for Executives are lacking.
< 6 months	705	More centralized locations
< 6 months	707	website is not up to date with news, events and contact info. Seems to be a dead space.
< 6 months	708	Need more "nuts and bolts" sessions. Less overview/high level view and more actionable items.
< 6 months	708	We have such a diversity of membership that it is hard to have speakers that are relevant to each of us. I did enjoy the concurrent sessions to allow us an option to choose sessions but that has not been offered recently.
< 6 months	710	I'm in north Louisiana and it is difficult to travel 4 hours to Baton Rouge one day, attend a program and return the next day. It would be nice to have more programs in Shreveport or Monroe.
< 6 months	712	I don't get "extremely" satisfied and "very" seldom "very" satisfied. I would like to learn more about networking opportunities with other Critical Access Hospitals.
< 6 months	713	outside of Baton Rouge/New Orleans/Shreveport - Lake Charles, Lafayette, Alexandria...
< 1 year	700	More diversified speakers and topics
< 1 year	705	Speakers tend to act more like consultants selling their product instead of educating. Also, need more variety in speakers. Often use the same people at multiple programs with same content.
< 1 year	708	More technical sessions on reimbursement, claims compliance, best practices to avoid denials.
< 2 years	700	The chapter always holds their state winter and summer institutes in Northern Louisiana, Live in New Orleans. Officers are also always from those areas of the state where they hold all of their programs. Also, would like to work on a committee, but have never been asked to be a part of any committee (again, the committees are for the most part from certain area of the state).
< 2 years	713	More centralized locations would be beneficial to northern portions of state.
< 2 years	714	Have meeting in the middle of the month when financial closing is not an issue.
> 2 years	372	I work in different states across the country and don't get much opportunity to participate in my local HFMA chapter. I am hoping to change that this year and become more involved.
> 2 years	705	I wish the programs were not scheduled at the beginning of the month. I can not attend them due to timing and month-end closing process.
Never	701	It would be nice to have the meetings in New Orleans.
Never	704	The website has very limited information, limited events, membership screen is still under construction, etc. Except for once I did not even know that our chapter had local events.
#N/A	701	I haven't received anything from the chapter outside of the initial meeting invite for a meeting in Baton Rouge I was unable to attend. I may not be on the correct email list serve but I receive information from HFMA nationally but not the LA chapter

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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	712	Critical Access Hospital issues/updates
< 6 months	712	EHR rollouts. What to expect. Best practices. Outsourcing departments in hospitals (Total outsourcing)
< 1 year	700	Profitability of Hospitals. Why are some more profitable than others?
< 1 year	708	Medicare's Admission Reduction Program

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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	700	More centralized location or closer to where I live. Wishful thinking.
< 6 months	704	Have them at the end of the month.
< 6 months	705	I typically attend all now.
< 6 months	705	The reason that I don't attend is the timing within the month that your events are offered. If early in the month, we are processing month-end close and just cannot afford to be away at that time. It would be better if events were scheduled in the latter part of the month when we are not in such a "crunch" period.
< 6 months	708	Incorporate more technology into presentations - using tablets for presenting, speaking about how to better use mobile technology, and cloud computing options for our small community hospitals
< 6 months	710	Closer location or the offering of webinars
< 6 months	712	This Chapter does an excellent job of pulling together some wonderful meetings. Kudos to them
< 6 months	713	shorter half-day sessions that were closer to me - or available via internet
< 6 months	713	The Louisiana Chapter has and continues to be an excellent resource for it's members.
< 6 months	714	When classes are held 6-8 hours from destination and you are driving we should be offered hfma room rate for the last day as well.
< 1 year	700	Dynamic speakers and topics
< 1 year	700	Topics covered and speakers, having speakers from Medicare and Medicaid
< 1 year	706	Located closer to home.
< 1 year	708	Better coverage of Regulatory issues
< 2 years	700	More variety in location of events and more variety in speaker selection
< 2 years	714	What has kept me from attending is work schedule, not the events. I plan to attend more in upcoming year.
> 2 years	705	If they were scheduled during the last two weeks of the month instead of during month-end close.
Never	701	Change location to New Orleans or Baton Rouge.
Never	704	greater frequency and location of events. (i.e. Covington/Mandeville or Greater New Orleans area)