

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 214  
**Responses Received:** 64  
**Response Rate:** 30%

**FY14 Overall High Satisfaction:** 67%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 81%  
**Favorable/Unfavorable FY13 to FY14:** -14%

**FY14 High Satisfaction is composed of:** 36% **Extremely Satisfied**  
31% **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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 Maine Chapter**

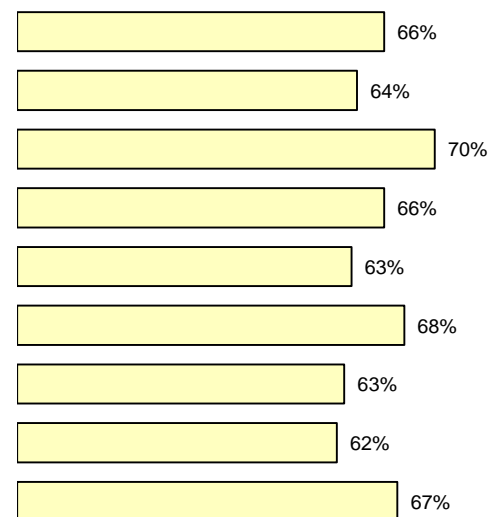
**Your Members' Satisfaction Ratings**

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

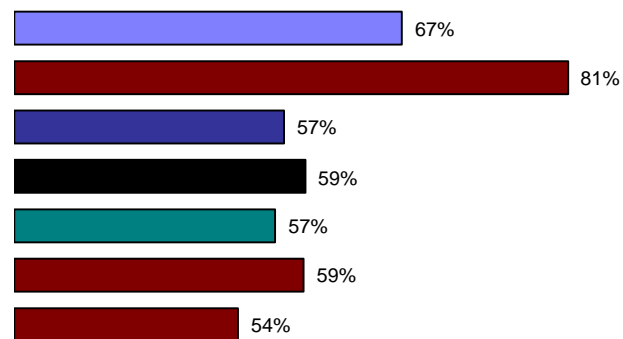
**Table A: Satisfaction with chapter services**

How satisfied are you with the following services offered?	Maine Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	24%	<b>66%</b>	74%	<b>66%</b>
The educational topics addressed at chapter programs	12%	24%	<b>64%</b>	73%	<b>66%</b>
The speakers at chapter programs	9%	20%	<b>70%</b>	75%	<b>69%</b>
The location of chapter programs	8%	25%	<b>66%</b>	77%	<b>60%</b>
The chapter's coverage of state and regional issues	13%	23%	<b>63%</b>	77%	<b>67%</b>
Chapter newsletter	8%	24%	<b>68%</b>	67%	<b>66%</b>
Chapter networking opportunities	12%	25%	<b>63%</b>	67%	<b>62%</b>
Chapter website	10%	28%	<b>62%</b>	69%	<b>60%</b>
HFMA chapter overall	3%	30%	<b>67%</b>	81%	<b>69%</b>

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Maine Chapter - Overall High Satisfaction Trend	FY14	67%
	FY13	81%
	FY12	57%
	FY11	59%
	FY10	57%
	FY08	59%
	FY06	54%

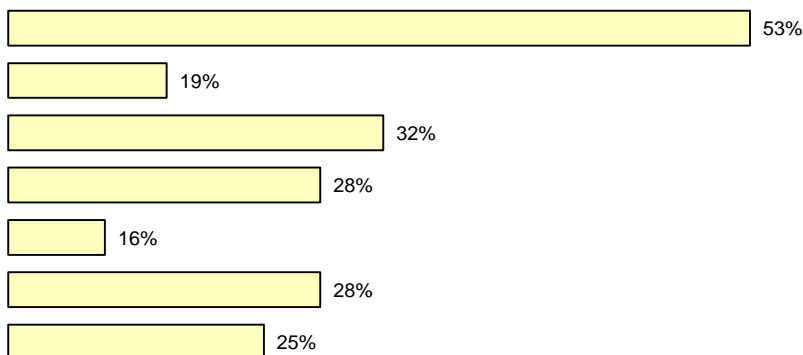
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Maine Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	53%	41%	46%
The speakers at chapter programs	19%	32%	23%
The location of chapter programs	32%	33%	35%
The chapter's coverage of state and regional issues	28%	24%	31%
Chapter newsletter	16%	16%	14%
Chapter networking opportunities	28%	28%	30%
Chapter website	25%	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.


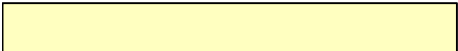
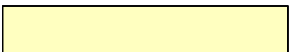
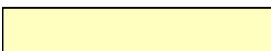
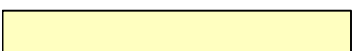
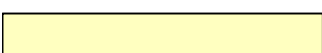
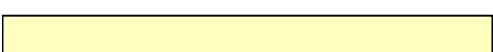
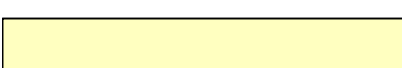
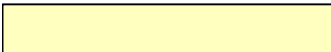
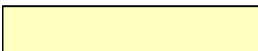
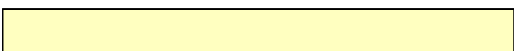
**Table B2: Improving your chapter**

	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?		
	Maine Chapter		All Chapters	Maine Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	21%	26%	21%	20%	21%
The speakers at chapter programs	5%	12%	9%	14%	20%	13%
The location of chapter programs	18%	27%	21%	14%	6%	14%
The chapter's coverage of state and regional issues	13%	10%	13%	16%	14%	18%
Chapter newsletter	2%	4%	5%	14%	12%	9%
Chapter networking opportunities	13%	8%	16%	16%	20%	14%
Chapter website	18%	19%	11%	7%	8%	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.	Maine Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	10%	23%	<b>67%</b>	 67%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	13%	15%	<b>72%</b>	 72%
Trends in commercial payment	10%	34%	<b>56%</b>	 56%
Alignment strategies among healthcare providers	8%	37%	<b>55%</b>	 55%
Data analytics and business intelligence	11%	26%	<b>62%</b>	 62%
Strategic planning, business plans, and service line planning	16%	24%	<b>60%</b>	 60%
State legislative and regulatory update	8%	16%	<b>75%</b>	 75%
State Medicaid program	10%	23%	<b>67%</b>	 67%
Local payors and employers response to healthcare reform	8%	31%	<b>61%</b>	 61%
Payor and provider collaboration	10%	36%	<b>54%</b>	 54%
Impact of insurance exchanges	6%	16%	<b>77%</b>	 77%

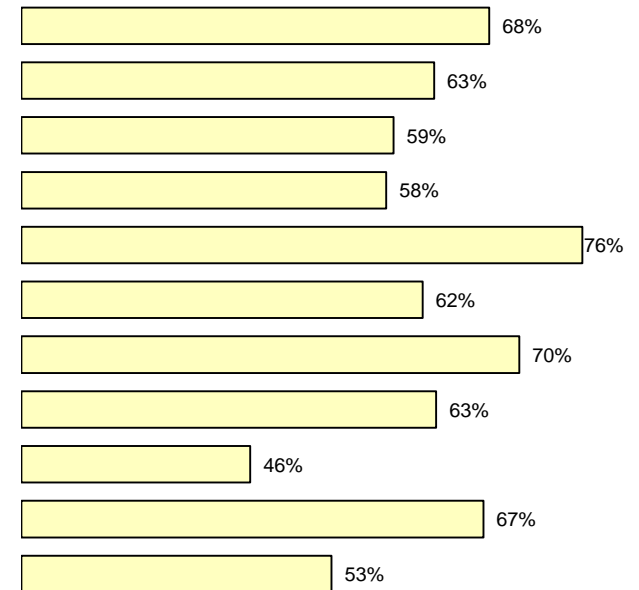
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**Topics of Interest to Your Members (continued)**

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

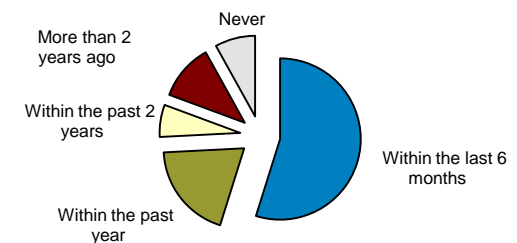
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Maine Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	23%	<b>68%</b>
Accounting and financial reporting	12%	25%	<b>63%</b>
Improving cash collection processes	15%	26%	<b>59%</b>
Denial prevention and management	7%	35%	<b>58%</b>
Changes in Medicare reimbursement policies	10%	14%	<b>76%</b>
Compliance with Medicare regulations	13%	25%	<b>62%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	3%	26%	<b>70%</b>
Managing productivity and costs	6%	31%	<b>63%</b>
Leadership skills	16%	38%	<b>46%</b>
Implementing the conversion to the ICD-10 standard	5%	28%	<b>67%</b>
Strategies for collaborating with clinical areas	20%	27%	<b>53%</b>

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Maine Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>55%</b>
Within the past year	<b>19%</b>
Within the past 2 years	<b>6%</b>
More than 2 years ago	<b>11%</b>
Never	<b>8%</b>



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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	041	I am new to Maine and don't know the consistency of the programming. I am still learning about Mainecare and I cannot say absolutely that educational topics, speaker quality or coverage of state issues was comprehensive. As for the location, for me ideally it would be closer to Portland for me to be extremely satisfied, but the location was acceptable and much more central to all the participants to I was satisfied with it.
< 6 months	044	Sometimes the educational programs seem stale.
< 1 year	040	Portland or Auburn area would be better suited for members in Southern part of the state.
< 1 year	047	Bangor would be my first choice with Waterville/Augusta being a close second. The chapter has done a good job at increasing events in those areas. Many of the sessions seem to be general content overview sessions and/or updates. More Sessions with pertinent "how to" and/or tools to bring back to our organizations would improve my satisfaction.
< 1 year	048	I unfortunately am not able to attend as many events as I would like, however, I often find that topics vary to the extent that only half of them may be relevant to my role. I also find that that attendance is not extensive.
< 2 years	041	The location is not a concern for me. I work in the Social Service field, and most of the topics are related to healthcare revolving around hospitals/physicians, etc. There are not a lot of those educational opportunities. When I do attend, I do like the networking opportunities.
> 2 years	041	The Maine Chapter follows National HFMA lead in topics and concerns. There is a focus on hospitals when there are other providers in the community that need information. It would benefit others if the programming was expanded to include other types of providers.
> 2 years	042	I have not attended any programs, primarily because of travel for work and am out of the state much of the time.
> 2 years	044	Seminars should be more diversified in topic. They should include ICD-10 and its' impact, CDM and charge capture
> 2 years	049	The chapter is so focused on hospital issues, where my business is in homecare, hospice and long term care.
Never	047	I am new to the Maine Chapter. I'm hoping I can get involved and network.
#N/A	041	I would like to see more web based education. Often time the travel for programs that are less than a full day are not worth the time needed.

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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	043	Education as to appropriate accounting of revenue under the population management/ACO model
< 6 months	046	Discussion around the regulation from internal revenue service code 501(r) and how hospital will meet the compliance part of this and how collection vendors are have assisted or assessed their clients.
< 1 year	047	Compliance with various ACA regulations. State of Maine debt collection regulations. Project Management. LEAN in health care
< 2 years	041	One thing that I find difficult and time consuming, is Credentialing clinicians to participate in MaineCare, and commercial insurance programs.
> 2 years	041	Most areas are "some interest" because the topics will address only hospital needs and not other provider needs.

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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	040	It really depends on the topic and my workload.
< 6 months	041	A bigger travel budget and a bigger audience with which to network.
< 6 months	043	I attend when the program directly relates to my job (accounting, tax, health insurance exchanges, etc.), but, since I am not directly involved in revenue cycle or reimbursement, I don't normally attend those sessions.
< 6 months	044	Affordability at the national level. Hotel for MAP was beautiful however spend most of my time in workshops or networking events so didn't enjoy it. seems could have been held at a more affordable location given that we don't use the facilities other than for eating, sleeping, and attending meetings.
< 6 months	045	I attend whenever I don't have a conflict.
< 6 months	049	availability to attend more frequently
< 1 year	040	Location
< 1 year	040	More in Portland area / Leadership events
< 1 year	041	A large group of stakeholders in healthcare finance who openly discuss challenges they face.
< 1 year	047	Relevance to current initiatives in our organization. Location - travel time to and from sessions factors into decision to attend. Timing - consecutive to one other meeting in same location (i.e. day before or after another industry meeting like tax and match check swap and/or MHA meetings).
< 1 year	049	topics that concern my career field.
< 2 years	041	It is difficult for me, as my industry is not in the "sweet spot" of the association. That said, I do enjoy my membership and will continue..
> 2 years	044	More central Maine conference locations
Never	040	I am thrilled to be attending my first event tomorrow.
Never	047	I would like to being receiving the newsletter.