

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 249  
**Responses Received:** 61  
**Response Rate:** 24%

**FY14 Overall High Satisfaction:** 70%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 68%  
**Favorable/Unfavorable FY13 to FY14:** 2%

**FY14 High Satisfaction is composed of:** 33% **Extremely Satisfied**  
37% **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.

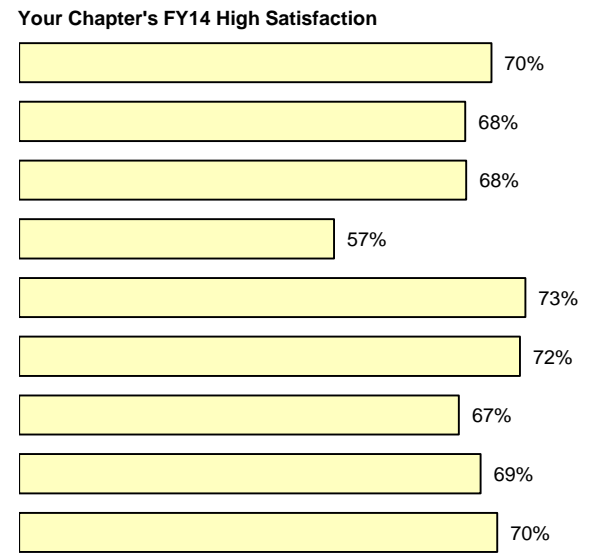
Final request to complete survey sent to non-respondents on November 12, 2013.

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 Sunflower (Kansas) Chapter**

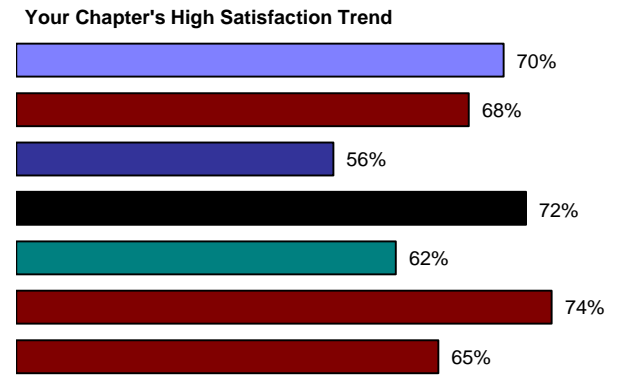
**Your Members' Satisfaction Ratings**

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?	Sunflower (Kansas) Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	8%	22%	<b>70%</b>	71%	<b>66%</b>
The educational topics addressed at chapter programs	7%	25%	<b>68%</b>	68%	<b>66%</b>
The speakers at chapter programs	11%	21%	<b>68%</b>	68%	<b>69%</b>
The location of chapter programs	15%	28%	<b>57%</b>	59%	<b>60%</b>
The chapter's coverage of state and regional issues	12%	15%	<b>73%</b>	60%	<b>67%</b>
Chapter newsletter	5%	22%	<b>72%</b>	61%	<b>66%</b>
Chapter networking opportunities	9%	24%	<b>67%</b>	64%	<b>62%</b>
Chapter website	16%	15%	<b>69%</b>	49%	<b>60%</b>
HFMA chapter overall	7%	23%	<b>70%</b>	68%	<b>69%</b>



Sunflower (Kansas) Chapter - Overall High Satisfaction Trend	FY14	70%
	FY13	68%
	FY12	56%
	FY11	72%
	FY10	62%
	FY08	74%
	FY06	65%



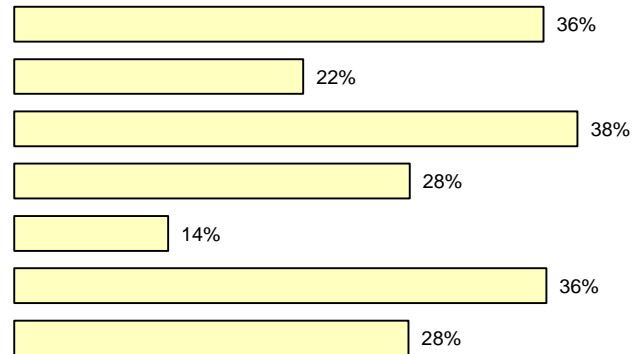
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Sunflower (Kansas) Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	36%	53%	46%
The speakers at chapter programs	22%	33%	23%
The location of chapter programs	38%	35%	35%
The chapter's coverage of state and regional issues	28%	28%	31%
Chapter newsletter	14%	20%	14%
Chapter networking opportunities	36%	17%	30%
Chapter website	28%	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.

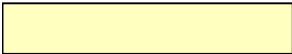
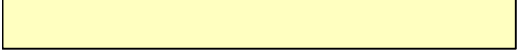
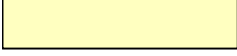
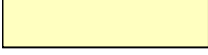
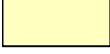

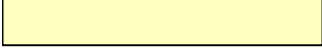
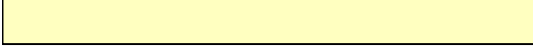
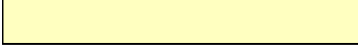
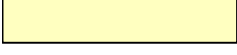
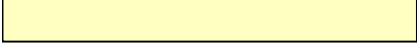
**Table B2: Improving your chapter**

	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?		
	Sunflower (Kansas) Chapter		All Chapters	Sunflower (Kansas) Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	22%	33%	26%	14%	20%	21%
The speakers at chapter programs	16%	13%	9%	6%	20%	13%
The location of chapter programs	24%	25%	21%	14%	10%	14%
The chapter's coverage of state and regional issues	8%	10%	13%	20%	18%	18%
Chapter newsletter	6%	3%	5%	8%	16%	9%
Chapter networking opportunities	14%	7%	16%	22%	10%	14%
Chapter website	12%	8%	11%	16%	7%	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

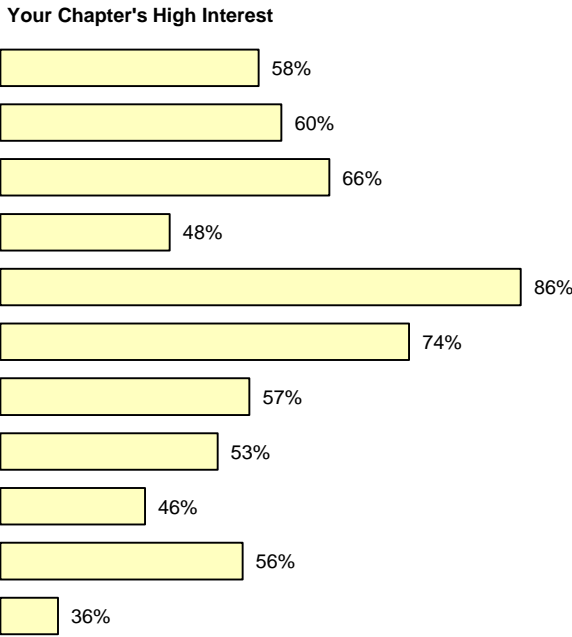
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Sunflower (Kansas) Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	7%	36%	<b>57%</b>	 57%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	12%	10%	<b>78%</b>	 78%
Trends in commercial payment	11%	38%	<b>52%</b>	 52%
Alignment strategies among healthcare providers	12%	39%	<b>49%</b>	 49%
Data analytics and business intelligence	18%	42%	<b>40%</b>	 40%
Strategic planning, business plans, and service line planning	14%	34%	<b>52%</b>	 52%
State legislative and regulatory update	12%	28%	<b>60%</b>	 60%
State Medicaid program	5%	16%	<b>79%</b>	 79%
Local payors and employers response to healthcare reform	12%	25%	<b>63%</b>	 63%
Payor and provider collaboration	14%	34%	<b>52%</b>	 52%
Impact of insurance exchanges	9%	23%	<b>68%</b>	 68%

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

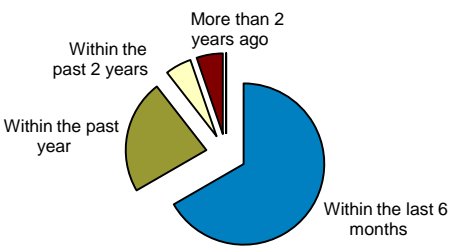
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Sunflower (Kansas) Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	14%	28%	<b>58%</b>
Accounting and financial reporting	10%	29%	<b>60%</b>
Improving cash collection processes	10%	24%	<b>66%</b>
Denial prevention and management	16%	36%	<b>48%</b>
Changes in Medicare reimbursement policies	5%	9%	<b>86%</b>
Compliance with Medicare regulations	5%	21%	<b>74%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	9%	34%	<b>57%</b>
Managing productivity and costs	16%	31%	<b>53%</b>
Leadership skills	16%	39%	<b>46%</b>
Implementing the conversion to the ICD-10 standard	18%	26%	<b>56%</b>
Strategies for collaborating with clinical areas	17%	47%	<b>36%</b>



**Data about Survey Respondents**

When was the last time that you attended a chapter event?	Sunflower (Kansas) Chapter
	FY14
Within the last 6 months	<b>67%</b>
Within the past year	<b>23%</b>
Within the past 2 years	<b>5%</b>
More than 2 years ago	<b>5%</b>
Never	<b>0%</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	664	Different Hotel in Wichita / Manhattan / Maybe Salina. A great deal of same thing over and over. Still some is important but a little old after awhile.
< 6 months	665	The chagemaster workshop is always great and I love to hear Angie speak. Not sure about having the December meeting before the All Payors. Too much time out of the office the first week of the month. If we have them together it really needs to be moved to the following week.
< 6 months	666	There is always room for improvement.
< 6 months	668	How can one differentiate between "Very" and "Extremely" satisfied. To me it's like saying that "Outstanding" and "Excellent" are different in their meaning. I am very happy with the Sunflower Chapter. It gives me multiple educational opportunities and provides information that has real value in my work.
< 6 months	669	There is no perfect location. Being from the western side of the state always makes it difficult. I feel as if we get in a rut sometimes with our speakers and topics. In the past, we had occasionally had humorous speakers - this would be a nice change. I believe the leadership needs to remember that there are many members west of Salina. If you look at who has been recruited for the board and officer rotation, There is minimal representation from smaller rural hospitals, yet these hospitals are a big piece of the membership. The chapter needs to work on including more people in activities.
< 6 months	670	Ability to accept credit cards for meetings and workshops would be nice.
< 6 months	670	We are going through a lot of changes at the federal and state level and not enough attention is being given to these. We need more education as to what the changes are and how they will affect us.
< 6 months	671	Wichita is the best location for me. The networking through the website and newsletter would be the areas for most needed improvement in my opinion. All other areas are serving the needs. Communications regarding Region 8 events could be more streamlined; as well as changes being made on a chapter, regional and national level.
< 6 months	674	Although, the topics always seem relevant to the times occasionally the content is not. Possibly the content of the topic needs to be screened better to make sure members are getting what is being advertised. For newer members it would be nice to have a liaison appointed to them to help them meet people. It can be harder for the newer members since most longtime members have been there many times and are busy networking with each other.
< 6 months	674	Location - Are Salina or McPherson not "user friendly" ? They might be more centrally located. However, they might not be capable of meeting our needs. I'm not sure how the numbers are spread out demographically. Just a thought. Wichita works. I'm sure western Kansas appreciates less in KC. Website. Our CFO, James Garbarino isn't listed yet as FHFMA in the certified member list. He has been back in Kansas for about a year now. It's quite a job to keep a website current. It seems user friendly to me and very informative. Pictures could be helpful, but getting access (or permission) could be easier said than done. A rating of Very Satisfied still speaks highly in any of the categories. The Sunflower Chapter is a great organization.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	676	Sometimes the speakers can't relate to "rural" America and think "rural" is Kansas City to them many times. We have unique challenges in a true "rural" setting and I don't think they can always relate to that.
< 6 months	677	Don't take offense by my ratings - I very rarely give any survey a perfect as I always think there is something to improve on.
< 6 months	678	The location of education has greatly improved and I am very satisfied with that. I would like to see the All Payers be moved to the Wichita area since it is held in December and at times the roads become hazardous and it would be easier to go 4 hours instead of 7 hours. But they have moved other education events so not complaining just suggesting!
< 1 year	660	I would like to see something about benchmarking, operational issues. In addition, have new people in the patient accounts area, plus a new supervisor. Would like to see a one day best of the best basic collection practices, perhaps an overview of the revenue cycle, key statistics to help train new employees & coding.
< 1 year	664	Sunflower is a good organization. I'm simply not good at taking advantage of my membership. If I was more active, I'd probably feel more strongly about my ratings. The million dollar question is "What's going to make me more active in this organization?". I don't know the answer for certain, but I've learned through my church that small groups helped me be more engaged in the activities of the big organization. I suppose that could work with Sunflower, too. It's quite possible that Sunflower already has small groups set up and I just haven't figured that out. If there are small groups that are already organized, it would help me to see info on them.
< 1 year	665	We seem to have some of the same speakers year after year. Would like to see us refresh this. Would like to see more meetings in the northern part of Kansas rather than Wichita.
< 1 year	666	So much of the focus is Medicare. There are so many issues facing today's healthcare providers that we need to be more diverse in bringing that information to our members.
< 1 year	667	The quarterly meetings have become mundane with the same topics covered year after year. I don't attend many any more, because they appear to be repeats of prior years. Also, I do have some conflict with the dates selected. I believe it is time for fresh ideas. I often receive education brochures from other chapters and they appear to be more robust.
< 1 year	670	We would love to have more programs in Wichita.
< 1 year	672	The chapter doesn't really suit my needs as a large corporate hospital. I gain more information from the national publications and webinars. The chapter is too heavily focused on vendors/sponsors that I don't get anything from.
< 1 year	672	The educational sessions have to involve my duties at my employer. At times we stray away from critical issues for healthcare. We need to make sure we have a balance of representatives on the board and committees so they are not controlled by consultants.
< 2 years	688	I work and reside outside of Kansas; thus, I don't expect local meetings/programs.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	660	I have not been able to attend meetings very often due to location or the time of the month when they have been held. I was very happy the year that the Cost Report meeting was held the first week in August instead of at the end of July when I am not able to attend. I prefer meeting to be in Topeka or KC area as opposed to Wichita, but realize this may pose a hardship to others in the state.
> 2 years	677	I wish some meetings would be held closer to Western Kansas, but I totally understand why they aren't! Because of work overload, I am usually not able to leave work for meetings. I tend to send my staff more than go myself.



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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	669	Budgeting, time planning, recruiting
< 1 year	667	Cost accounting and Lean Hospitals. The real cost of providing High quality. Leadership Development - Human Resource Tools

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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	664	Topics and locations
< 6 months	665	It always depends on the topics and timing of the meetings. First week of the month is never good for me.
< 6 months	666	Lower fee.
< 6 months	666	My focus is entirely Medicare cost reporting and Medicaid. Not fair to rest of membership to focus on my needs to the detriment of the rest of the group....Obviously, if you have nothing but Medicare/Medicaid presentations, I would be there, but I may be the only one in the room....
< 6 months	669	I always try to attend all the HFMA meetings. I know that our hospital along with others are struggling to keep cost down therefore we are limited to the number of meetings that we are allowed to attend. I think the way around this is through the webinars. At the Charge master workshop meeting I was speaking to several CAH hospitals and that meeting was the only one they were able to attend because of budget cuts.
< 6 months	669	I think the annual meeting is the one lacking the draw to attend. The CDM and All Payers are obviously necessary topics. The cost report is the draw for July. Possibilities to have a bigger draw is to focus more on chapter members and their achievements. Enlighten people on what it takes to become involved and what the benefits are. Explain the awards that can be earned. Play up the personal benefits a person can gain and help them to feel that it isn't just an elite few that can get involved.
< 6 months	671	Sunflower Chapter always has great speakers for their events - they are very knowledgeable, generate good discussions, and provide tools and ideas to implement at own facility.
< 6 months	674	I rarely miss an event.
< 6 months	674	Offering PRN staff to fill in while I'm gone during hectic times (which has usually been 3 out of 4 meetings lately) :).
< 6 months	676	Big door prizes! :) No more Mexican food!
< 6 months	678	With being a small facility it is hard to attend too many events due to the cost - event cost, travel, room, meals, etc.
< 1 year	665	One day meetings instead of having 2-day or day-and-a-half meetings to where I have the expense for a sleeping room. Our education budgets are being cut and so would like to save \$100 bucks to attend a one-day seminar.
< 1 year	666	Diversity in topics, as noted above.
< 1 year	667	Fresh new topics with dynamic speakers.
< 1 year	670	Location
< 1 year	672	Less programs by vendors/sponsors and more from hospital providers or a state of Kansas legislator speaking at an event.
< 2 years	670	I would like to see HFMA have more educational opportunities within Kansas. When the Sunflower chapter meets at the CDM workshop in Wichita or the All Payors in Topeka, I would like to see those meeting available live through a WebEx if possible for HFMA members. We are a very small CAH, and it is difficult to send 3-4 employees to the billing, insurance, and/or CDM meetings. I do think overall the Sunflower HFMA chapter is a great organization for CFO's. Thank you.

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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
> 2 years	660	NE Kanas location for meetings and changing the date of the Medicare Cost report program to August would enable me to attend.
> 2 years	677	never held farther east or south of Salina