

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 116  
**Responses Received:** 38  
**Response Rate:** 33%

**FY14 Overall High Satisfaction:** 79%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 76%  
**Favorable/Unfavorable FY13 to FY14:** 3%

**FY14 High Satisfaction is composed of:** 34% **Extremely Satisfied**  
45% **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.

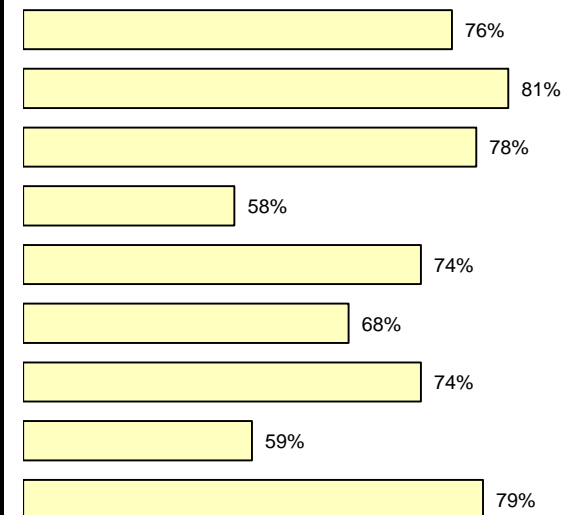
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**Your Members' Satisfaction Ratings**

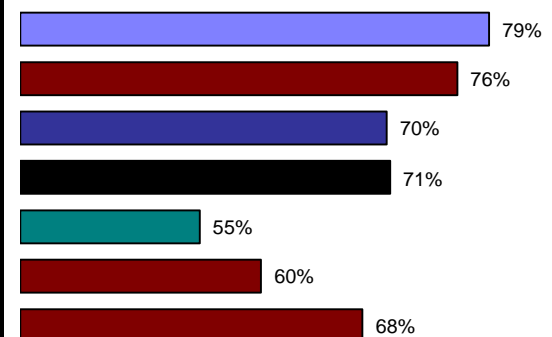
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	North Dakota Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	0%	24%	<b>76%</b>	71%	<b>66%</b>
The educational topics addressed at chapter programs	0%	19%	<b>81%</b>	74%	<b>66%</b>
The speakers at chapter programs	0%	22%	<b>78%</b>	78%	<b>69%</b>
The location of chapter programs	0%	42%	<b>58%</b>	67%	<b>60%</b>
The chapter's coverage of state and regional issues	3%	24%	<b>74%</b>	68%	<b>67%</b>
Chapter newsletter	3%	30%	<b>68%</b>	61%	<b>66%</b>
Chapter networking opportunities	0%	26%	<b>74%</b>	68%	<b>62%</b>
Chapter website	6%	34%	<b>59%</b>	53%	<b>60%</b>
HFMA chapter overall	0%	21%	<b>79%</b>	76%	<b>69%</b>

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



North Dakota Chapter - Overall High Satisfaction Trend	FY14	79%
	FY13	76%
	FY12	70%
	FY11	71%
	FY10	55%
	FY08	60%
	FY06	68%

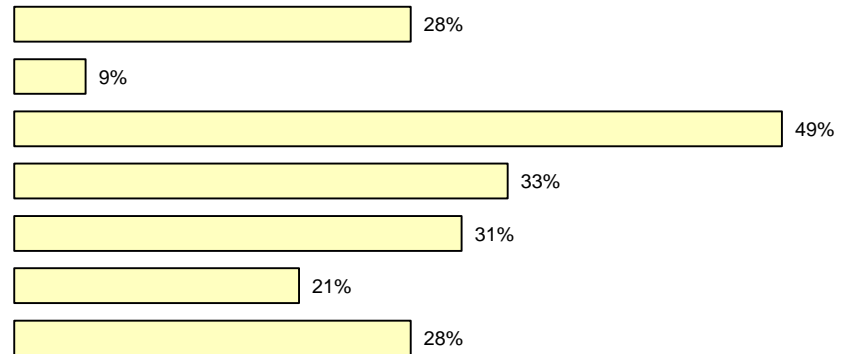
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	North Dakota Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	28%	39%	46%
The speakers at chapter programs	9%	22%	23%
The location of chapter programs	49%	34%	35%
The chapter's coverage of state and regional issues	33%	44%	31%
Chapter newsletter	31%	22%	14%
Chapter networking opportunities	21%	16%	30%
Chapter website	28%	22%	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.

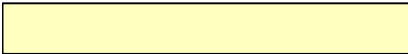
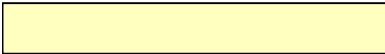
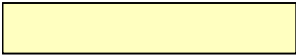

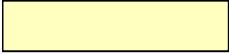

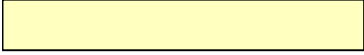
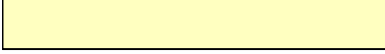
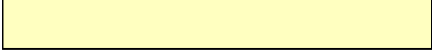
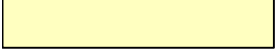
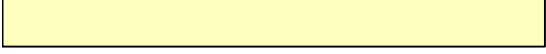
**Table B2: Improving your chapter**

	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?		
	North Dakota Chapter		All Chapters	North Dakota Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	16%	16%	26%	12%	23%	21%
The speakers at chapter programs	3%	8%	9%	6%	14%	13%
The location of chapter programs	26%	14%	21%	24%	20%	14%
The chapter's coverage of state and regional issues	13%	22%	13%	21%	23%	18%
Chapter newsletter	16%	11%	5%	15%	11%	9%
Chapter networking opportunities	10%	16%	16%	12%	0%	14%
Chapter website	16%	14%	11%	12%	9%	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.	North Dakota Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	9%	20%	<b>71%</b>	 71%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	6%	26%	<b>69%</b>	 69%
Trends in commercial payment	3%	40%	<b>57%</b>	 57%
Alignment strategies among healthcare providers	12%	50%	<b>38%</b>	 38%
Data analytics and business intelligence	20%	31%	<b>49%</b>	 49%
Strategic planning, business plans, and service line planning	17%	51%	<b>31%</b>	 31%
State legislative and regulatory update	6%	29%	<b>66%</b>	 66%
State Medicaid program	11%	20%	<b>69%</b>	 69%
Local payors and employers response to healthcare reform	9%	17%	<b>74%</b>	 74%
Payor and provider collaboration	9%	37%	<b>54%</b>	 54%
Impact of insurance exchanges	6%	6%	<b>89%</b>	 89%

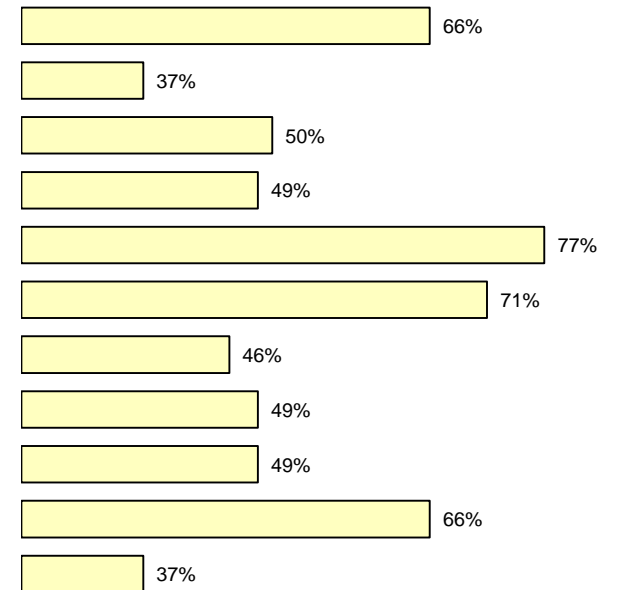
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**Topics of Interest to Your Members (continued)**

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

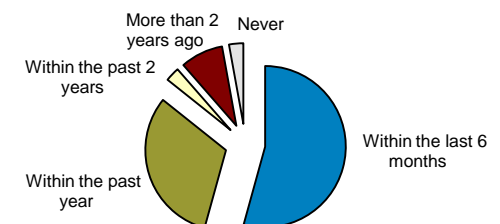
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	North Dakota Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	3%	31%	66%
Accounting and financial reporting	20%	43%	37%
Improving cash collection processes	15%	35%	50%
Denial prevention and management	14%	37%	49%
Changes in Medicare reimbursement policies	3%	20%	77%
Compliance with Medicare regulations	3%	26%	71%
New technologies in finance, revenue cycle, and clinical-financial integration	11%	43%	46%
Managing productivity and costs	17%	34%	49%
Leadership skills	9%	43%	49%
Implementing the conversion to the ICD-10 standard	20%	14%	66%
Strategies for collaborating with clinical areas	20%	43%	37%

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	North Dakota Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	54%
Within the past year	31%
Within the past 2 years	3%
More than 2 years ago	9%
Never	3%



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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	581	I believe we need to determine what can be done to improve attendance by the members at meetings. Seems like the meetings are beginning to look my like vendor conventions than member meetings. What has changed in the past several years that has resulted in a lack of attendance from the majority of hospitals in the state?
< 6 months	584	Along the I-94 corridor would be better than the I-29, as it is quite a distance to travel.
< 1 year	583	Haven't had much opportunity to get on the website so I don't have any opinion on that one.
< 1 year	583	I would like to see the quarterly newsletters on the website for download/viewing.
< 2 years	582	I have not been able to attend meetings or get involved due to my busy schedule but I believe our chapter is very proactive in addressing relevant topics and trying to locate meetings to accommodate everyone.
> 2 years	585	I am very satisfied...just do not have as much time as I would like to attend meetings. I do attend many of the HFMA webinars, either live or recorded. They are timely, relevant, and easier to fit in to my schedule.
> 2 years	587	We always have to travel, but it is understandable.

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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	587	I don't know if you want to count my information, because I didn't get to any workshops this last year and I should be done working any day now

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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	581	I already attend all sessions that are offered but I would say more information on the impacts of the Affordable Care Act and changes within the state would be interesting.
< 6 months	583	I try to attend every meeting that ND HFMA has during the year. This is the main source of where I get my information and allows me to interact with my peers and gain knowledge from them.
< 6 months	583	I have had a position change to a CEO role, I have our CFO attend more than I.
< 1 year	581	Nothing - basically it is usually a scheduling conflict.
< 1 year	585	Collections, bad debt and regulatory updates.
< 2 years	582	My schedule makes it difficult to attend meetings. Usually, the HFMA meetings coincide with my board meetings or other local responsibilities. I believe the chapter has very competent leadership and does a good job.
> 2 years	587	When I was Chargemaster Coordinator/Reimbursement Specialist, I attended more frequently (but not as frequently as I should) because the education directly pertained to my job. Now as a General Accountant, the educational topics aren't as pertinent.