

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 944
Responses Received: 106
Response Rate: 11%

FY14 Overall High Satisfaction: 58%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 68%
Favorable/Unfavorable FY13 to FY14: -10%

FY14 High Satisfaction is composed of:
25% Extremely Satisfied
33% 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.

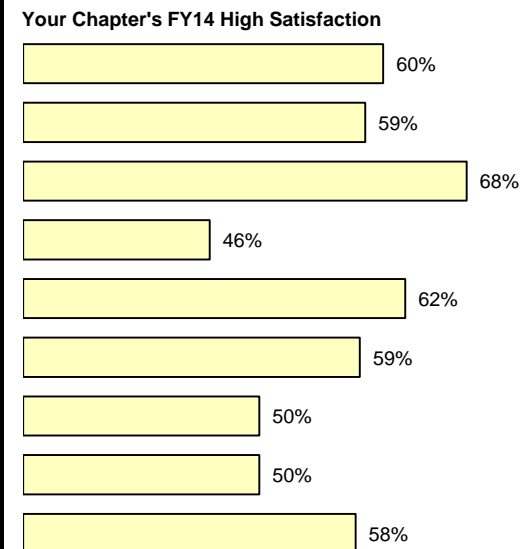
Final request to complete survey sent to non-respondents on November 12, 2013.

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 Lone Star Chapter**

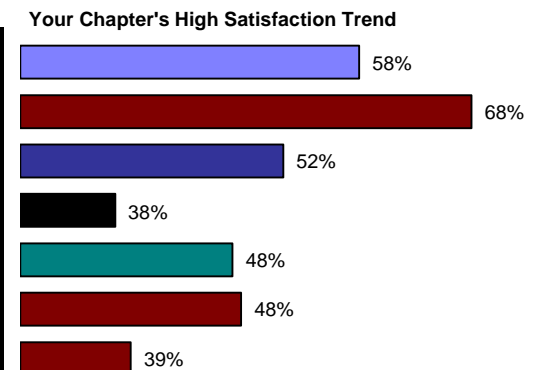
Your Members' Satisfaction Ratings

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?	Lone Star Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	30%	60%	66%	66%
The educational topics addressed at chapter programs	9%	32%	59%	69%	66%
The speakers at chapter programs	9%	23%	68%	67%	69%
The location of chapter programs	25%	29%	46%	61%	60%
The chapter's coverage of state and regional issues	9%	28%	62%	68%	67%
Chapter newsletter	9%	33%	59%	64%	66%
Chapter networking opportunities	19%	31%	50%	58%	62%
Chapter website	12%	38%	50%	61%	60%
HFMA chapter overall	12%	30%	58%	68%	69%



Lone Star Chapter - Overall High Satisfaction Trend	FY14	58%
	FY13	68%
	FY12	52%
	FY11	38%
	FY10	48%
	FY08	48%
	FY06	39%



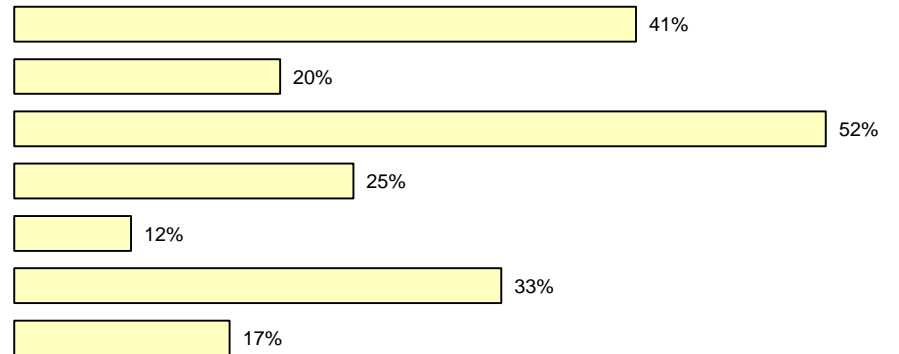
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Lone Star Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	41%	41%	46%
The speakers at chapter programs	20%	24%	23%
The location of chapter programs	52%	39%	35%
The chapter's coverage of state and regional issues	25%	29%	31%
Chapter newsletter	12%	15%	14%
Chapter networking opportunities	33%	34%	30%
Chapter website	17%	19%	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?		
	Lone Star Chapter		All Chapters	Lone Star Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	21%	25%	26%	20%	16%	21%
The speakers at chapter programs	9%	10%	9%	11%	14%	13%
The location of chapter programs	30%	30%	21%	22%	9%	14%
The chapter's coverage of state and regional issues	10%	8%	13%	15%	21%	18%
Chapter newsletter	4%	3%	5%	7%	12%	9%
Chapter networking opportunities	13%	14%	16%	20%	20%	14%
Chapter website	12%	11%	11%	5%	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.	Lone Star Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	2%	13%	85%	85%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	18%	22%	60%	60%
Trends in commercial payment	13%	28%	59%	59%
Alignment strategies among healthcare providers	7%	27%	66%	66%
Data analytics and business intelligence	6%	30%	64%	64%
Strategic planning, business plans, and service line planning	10%	37%	53%	53%
State legislative and regulatory update	5%	21%	74%	74%
State Medicaid program	15%	25%	60%	60%
Local payors and employers response to healthcare reform	6%	19%	75%	75%
Payor and provider collaboration	7%	34%	59%	59%
Impact of insurance exchanges	5%	14%	81%	81%

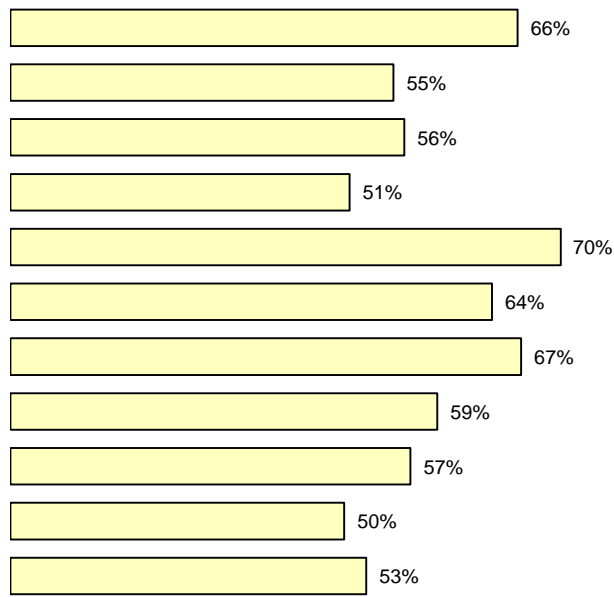
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Topics of Interest to Your Members (continued)

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

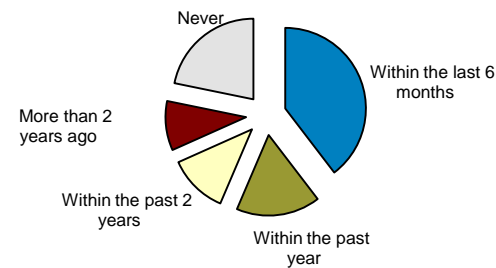
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Lone Star Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	24%	66%
Accounting and financial reporting	12%	33%	55%
Improving cash collection processes	16%	28%	56%
Denial prevention and management	18%	31%	51%
Changes in Medicare reimbursement policies	16%	14%	70%
Compliance with Medicare regulations	13%	23%	64%
New technologies in finance, revenue cycle, and clinical-financial integration	7%	26%	67%
Managing productivity and costs	12%	29%	59%
Leadership skills	13%	30%	57%
Implementing the conversion to the ICD-10 standard	19%	31%	50%
Strategies for collaborating with clinical areas	15%	32%	53%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Lone Star Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	40%
Within the past year	17%
Within the past 2 years	12%
More than 2 years ago	10%
Never	22%



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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	750	"Extremely" suggests "perfection"....a goal for which to strive, but not a reality. In my opinion, chapter leadership is extraordinary, and doing an outstanding job in all respects. There simply aren't any specific areas in which I would have the temerity to suggest potential for improvement.
< 6 months	750	For CPE requirements I am required to obtain "accounting" hours..... If some of the programs could be treated in this category this would be a great help!
< 6 months	750	Need more time to stay involved.
< 6 months	750	We need to be invite speakers from other industries. Healthcare is a big part of their spend and conversely they have developed in many cases better models for rev cycle/marketing/ operations, etc. that we should be exposing our members to. We have become way to myopic and focused on educational hours
< 6 months	752	I would like to see more evening educational programs that would not require missing work - like the event that was held at Forest Park Medical Center.
< 6 months	752	I've simply not had opportunity to attend educational or social events.
< 6 months	752	More diversity of educational topics. Most topics center around rev cycle issues, which are important, but it seems as if they dominate everything.
< 6 months	756	if recently attended the fall institute in Tyler. that was a success for me. if liked the program, agenda, topics, and location. keep that up and if will be back and with a team from my system. if do wish that the vendors would not try to peddle their products/services at these meetings. if am there to learn and network. if am not "shopping". if they want to set up a booth or display, if am okay with that. This recent trip was not as bad, but if have attended in the past in Tyler and Dallas, where if did not get to network much due to vendors.
< 6 months	756	I wish there were networking opportunities in cities other than Dallas, specifically East Texas
< 6 months	756	I'm actually very pleased with everything so all I can say is to keep of the great job.
< 6 months	760	I would like to see some 30 minute presentations in the agenda.
< 6 months	760	not sure, but, it sure would be great if we could push the networking events more -- to get greater participation
< 6 months	760	There is always a fine line for vendors being a part of HFMA chapters. While they can't make the group or meetings a commercial, they are a part of it due to the hope of being able to generate business. With a large percentage of members being vendors, finding a way to allow the vendors present their product or service in an acceptable format would be ideal. Not all companies have the budget to do chapter sponsorships, but still need to be able to generate revenue from the relationship to even justify the annual cost of membership.
< 6 months	761	If this survey is just about the CPE training that is offered, then it is fine. HFMA offers cheap CPE which is relevant to the Health Care Industry. I recently had a bad experience with one of the HFMA certification programs, so I am not really sure if this survey covers that as it is educational as well. Otherwise the CPE is good.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	761	The chapter is so spread out it is difficult to satisfy everyone on neutral sites for networking or programs. Spreading the wealth works but perhaps it would be easier if we picked a few spots and stuck with them?
< 6 months	761	Would prefer more educational programs in Fort Worth rather than all in Dallas area (Las Colinas is in Dallas area)
< 1 year	750	Locations in the Plano, TX area would work much better for me.
< 1 year	752	I have not attended many events. Overall I have been very pleased with the online webinar opportunities regarding the Section 1115 waiver and other pertinent revenue cycle topics. In addition, I have found the national magazine to be an insightful product that I enjoy each month.
< 1 year	753	I simply haven't acquainted myself with all the resources yet so I can't comment. Looking forward to St Anne's tonight and the Baylor PCMH dinner in a few weeks.
< 1 year	754	I have not been attending a lot of the meetings because it seems that so many of the meetings are either physician focused or executive focused. The topics have been wonderful but I just can't justify taking time off work to attend.
< 1 year	757	More opportunities in the East Texas area of Longview/Tyler.
< 1 year	760	Would like to see better speakers, also an healthcare accounting update, healthcare legal update as a regular at meetings. Speakers need to not be vendor related, but more education materials presented. The topics are really common to healthcare as we all need much of the same information. Better speakers presenting would be an improvement.
< 1 year	794	One meeting a year in west Texas and it was canceled.
< 1 year	794	The programs in Lubbock always seem to have the same speakers.
< 2 years	750	I have not participate in very many educational offers since last year due to my many travel requirements out of state.
< 2 years	750	The dates selected for chapter CPE programs usually conflict with my travel schedule. To compensate for this I usually participate in web based programs I can do from anywhere. When the locations are in the Dallas area I can usually participate.
< 2 years	791	No ability to rate experience beyond web access due to current total disability.
< 2 years	793	Great chapters from other states seems to have solid coaching, learning sessions, mentoring available.
< 2 years	797	It would be awesome if you had activities in the Midland/Odessa area as well. But otherwise, the educational opportunities you offer are wonderful. The topics are extremely relevant and very timely. Great job!
> 2 years	754	Although we have quite a few HFMA members, our hospital is in a rural community several hours east of Dallas on I-30. We participate in webinars presented by HFMA, HFMA Texas Chapters, and local chapters such as Texas Gulf Cost. We can't spend the money or time it takes to attend chapter meetings in the Dallas/Ft. Worth area. We can always use more webinars related to accounting, reimbursement, cost report, Texas or regionally specific topics, etc. Perhaps your chapter educational programs could also be presented as webinars. The new online newsletter is great and provides chapter news.
> 2 years	760	Topics need to be more timely and focused. Too much is centered around someone selling a service versus actually providing a non-biased point of view.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	763	I am sure the services are better than Satisfied but have not had the opportunity to participate very often .
> 2 years	791	As an Amarillo resident, I find that most of the chapter meeting activities take place in the Metroplex area. I would prefer to have more activities take place in the Panhandle Area.
> 2 years	799	All the way in West Texas. Too difficult and expensive to travel to Dallas all the time
Never	750	I have not been able to apply my time to the chapter at any level, yet.
Never	750	I have not had the opportunity to participate in chapter meetings due to my Monday/Thursday travel schedule.
Never	752	I recently signed up to be a member of the Lone Star Chapter. I moved from San Antonio where I was a member of the South Texas Chapter. I have not received a lot of communication from the Lone Star Chapter to know what is going on in the chapter. That is why I selected Don't Know down the line but I would like more communication.
Never	757	New member transfer from another state & chapter.
Never	760	I do not receive any information regarding local events or training.
Never	760	I haven't been to any of the networking activities, or seminars, because they are not convenient to the mid-cities/Arlington Area. Would like to see more things in Fort worth and/or the Mid Cities. Didn't know there was a Chapter Website...
Never	764	I just moved to Texas and have not been to an HFMA function in the state yet.
Never	797	I wish there was a West Texas Chapter.
Never	797	It is difficult to become involved when you are west of I-35 (especially 5 hours by car). Don't know what you can do to improve beyond rotating regional meetings.
#N/A	764	I had to rate most as 'don't know' because I can't attend most events due to the distance I would have to drive.
#N/A	773	My issue with the items mark dissatisfied is that they are overwhelming held in the Dallas Market, with very few opportunities in Houston.

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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	750	Chargemaster
< 6 months	752	Nonprofit issues / Texas margin tax.
< 6 months	760	Asset Management strategies. How to balance utilizing cash and other acquisition methods to have a solid asset management plan.
< 1 year	753	All things clinical integration and patient centered - Medical Homes, Accountable Care.
< 1 year	754	I realize that to get an all around bundled service the physician need to be a part . At the same time from the hospital point of view how do we account for bundling and is there some good software being developed that will help with bundled payment. We currently use manual processes to accommodate any global billing that we do. In the future what will the billing look like to accommodate those needs and how should we negotiate those contracts so all are protected and get value. We all may need a good crystal balls.
< 1 year	761	Continue focus on how organizations are changing their operations and leadership requirements to support the shift from fee for service to population health.
< 2 years	791	Interest in web based education due to inability to travel.
< 2 years	797	Topics related to the changing healthcare environment are of utmost interest.
Never	757	Cost Report matters: DSH, S-10, Wage Index, Bad Debt, IME and Texas Medicaid, Reporting and Audit.
Never	760	Anything related to the Affordable Care Act would be helpful
Never	760	Notice of admission through EDI
Never	760	With the proposed and implemented changes in healthcare - I would like to see the impact and reaction of local community and hospitals, and what, strategically people are doing about it.

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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	750	Dates that do not conflict with other chapters.
< 6 months	750	More advance notice on meeting dates, meeting dates posted far in advance on the website
< 6 months	750	My attendance is driven by my work travel schedule and work load. Regarding the social events, it would be great to see them move to various days, they all seem to be on Thursday's which are difficult to make.
< 6 months	750	timing is a key, during the first 10 days of the month typically does not work because of month end close.
< 6 months	750	yes , for those that really want move into more Senior Leadership roles
< 6 months	756	location. provider attendance, and not vendors, increased. presentations on how to improve operations
< 6 months	757	Lone Star chapter covers a lot of territory so it is difficult to attend all events. Webcasts might be beneficial.
< 6 months	760	Information regarding legislative and regulatory updates
< 6 months	760	largest attendance of other healthcare providers
< 6 months	761	CPE is a given. Training for relevant additional certifications would make me want to go more.
< 6 months	767	For me it's about the location. Every hour I'm away from work for a meeting I spend that time at home making up for it. Therefore I choose to participate based on the proximity to Waco and time spent out of the office. I will add I really enjoy and benefit from the events.
< 1 year	750	Events are very good. The barrier for me is location and the fact that I have been working out of state for the last 16 months
< 1 year	752	Currently, my biggest barrier is price of attendance. Often only a handful of topics are of interest yet I am paying a full fee. I understand this, but also find it to be a barrier.
< 1 year	753	The issue is on my work/family balance of time and priorities. If every event counted for CPA license CE it would up the compelling factor.
< 1 year	760	Better speakers and Irving location would be nice.
< 1 year	761	All the events that I have attended have been very enjoyable. I just have a very tight scheduled and can only get to a few meetings per year.
< 1 year	794	More opportunities in Lubbock.
< 2 years	797	One day seminars where I could travel in and out the same day would certainly be preferred. Dallas is the best location to accomplish this based on my location due to flight options.
> 2 years	754	Probably nothing except offering programs as webinars.
> 2 years	760	Topics and speakers.
> 2 years	791	Having more chapter events closer to the Panhandle.
> 2 years	795	location and time
> 2 years	799	Dallas that everyone can reasonably attend but that would make it compelling with the subjects checked off above

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	750	I need to try and attend the networking meetings because I am unable to attend the educational sessions during the week because of my travel schedule.
Never	752	I am new to the area and currently do not know of any events which have been held by the Lone Star Chapter.
Never	754	If some attention were given to post acute care industry.
Never	757	Medicare/Medicaid Cost Report Settlement Topics.
Never	760	I don't have any feedback to provide. I'm sure the events are superb; I just need to get out and attend one!
Never	760	I live south of Fort Worth and difficult to be able to attend any events in Dallas. I work on the technical side of Revenue Cycle so I would be very interested in attending events that cover HIPAA EDI , changes in regulations to EDI content, revenue cycle best practices and improvements.
Never	760	Location
Never	794	Speakers that have more expertise related to Medicare and Medicaid reimbursement
Never	797	Location.
Never	797	The chapter is too far away.