

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 436
Responses Received: 78
Response Rate: 18%

FY14 Overall High Satisfaction: 63%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 66%
Favorable/Unfavorable FY13 to FY14: -3%

FY14 High Satisfaction is composed of: 33% **Extremely Satisfied**
30% **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.

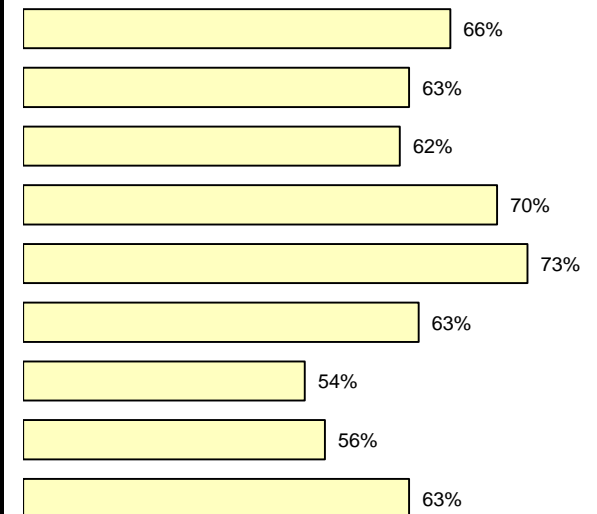
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Your Members' Satisfaction Ratings

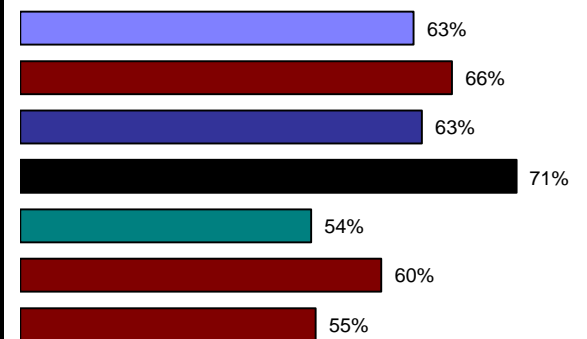
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Arizona Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	4%	29%	66%	63%	66%
The educational topics addressed at chapter programs	12%	25%	63%	62%	66%
The speakers at chapter programs	14%	24%	62%	69%	69%
The location of chapter programs	6%	24%	70%	54%	60%
The chapter's coverage of state and regional issues	6%	21%	73%	61%	67%
Chapter newsletter	14%	22%	63%	63%	66%
Chapter networking opportunities	18%	28%	54%	55%	62%
Chapter website	16%	29%	56%	56%	60%
HFMA chapter overall	7%	30%	63%	66%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Arizona Chapter - Overall High Satisfaction Trend	FY14	63%
	FY13	66%
	FY12	63%
	FY11	71%
	FY10	54%
	FY08	60%
	FY06	55%

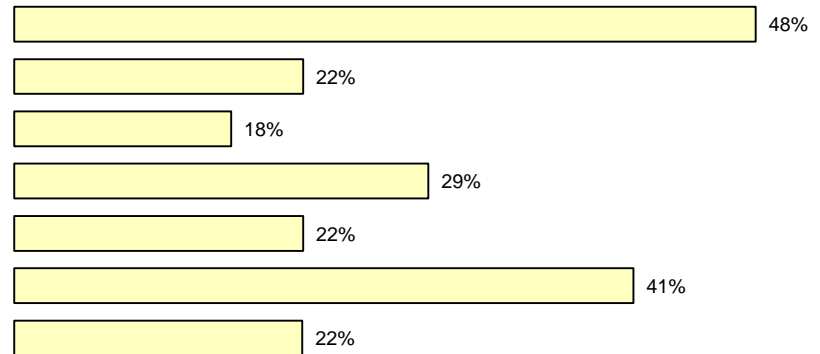
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Arizona Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	48%	50%	46%
The speakers at chapter programs	22%	17%	23%
The location of chapter programs	18%	34%	35%
The chapter's coverage of state and regional issues	29%	28%	31%
Chapter newsletter	22%	13%	14%
Chapter networking opportunities	41%	40%	30%
Chapter website	22%	18%	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?		
	Arizona Chapter		All Chapters	Arizona Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	24%	34%	26%	24%	17%	21%
The speakers at chapter programs	9%	4%	9%	13%	13%	13%
The location of chapter programs	13%	17%	21%	4%	17%	14%
The chapter's coverage of state and regional issues	12%	16%	13%	17%	13%	18%
Chapter newsletter	9%	1%	5%	13%	12%	9%
Chapter networking opportunities	26%	22%	16%	14%	18%	14%
Chapter website	7%	6%	11%	14%	12%	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.	Arizona Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	1%	16%	83%	83%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	20%	32%	49%	49%
Trends in commercial payment	9%	34%	57%	57%
Alignment strategies among healthcare providers	3%	39%	59%	59%
Data analytics and business intelligence	13%	33%	54%	54%
Strategic planning, business plans, and service line planning	17%	28%	55%	55%
State legislative and regulatory update	12%	20%	68%	68%
State Medicaid program	8%	25%	67%	67%
Local payors and employers response to healthcare reform	8%	25%	67%	67%
Payor and provider collaboration	7%	39%	55%	55%
Impact of insurance exchanges	4%	20%	76%	76%

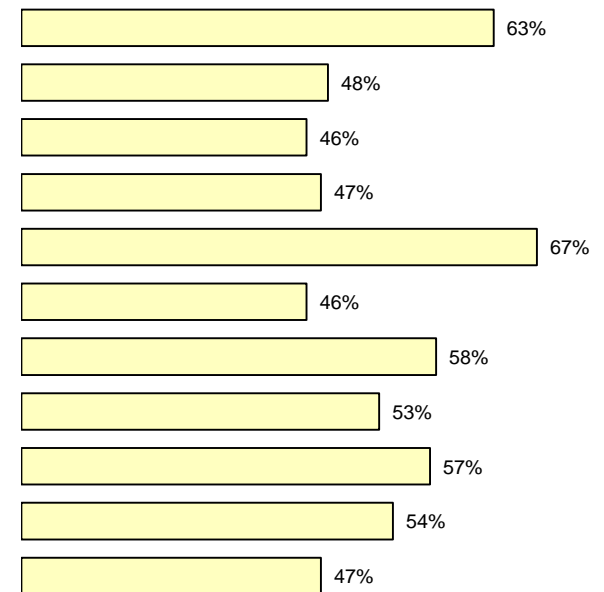
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Topics of Interest to Your Members (continued)

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

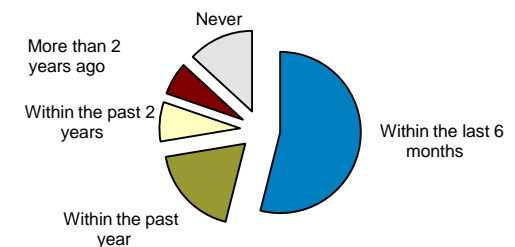
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Arizona Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	24%	63%
Accounting and financial reporting	20%	32%	48%
Improving cash collection processes	26%	28%	46%
Denial prevention and management	22%	30%	47%
Changes in Medicare reimbursement policies	11%	22%	67%
Compliance with Medicare regulations	13%	41%	46%
New technologies in finance, revenue cycle, and clinical-financial integration	17%	25%	58%
Managing productivity and costs	12%	35%	53%
Leadership skills	15%	28%	57%
Implementing the conversion to the ICD-10 standard	12%	34%	54%
Strategies for collaborating with clinical areas	20%	33%	47%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Arizona Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	54%
Within the past year	18%
Within the past 2 years	8%
More than 2 years ago	7%
Never	13%



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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	850	Not sure how to make the newsletter more meaningful. It is a fine newsletter, but published with long intervals between each addition. Content is more chatty/newsy than meaningful. Maybe it's time to redefine the Objective of the newsletter, what is the intent of the newsletter? with the digital age most members are receiving daily updates, headlines, news bites, which keep us current. The Chapter newsletter is never going to meet that need. So, what need does it meet?
< 6 months	850	Too much emphasis on revenue cycle operations and associated vendors. Too much time out of the office for Fall & Spring conferences--condense to 2 days.
< 6 months	851	I do not attend the networking events due to my location is so far away to make during the week.
< 6 months	852	I felt the last program in Tucson did not have enough discussion by the Healthcare industry leaders (hospital CFOs, payor CFOs, etc.). I want to hear their strategic plans as they shape the landscape of AZ healthcare. The 2012 fall session had very good discussions in this area.
< 6 months	852	I have never seen the chapter newsletter, and I have only been to a couple of small events in the state. They have only had one meeting on the ins exchange and AHCCCS changes this was well received and should have been an ongoing monthly meeting. I really like the simulcast events it makes it more convenient for everyone.
< 6 months	852	I'm not sure what the solution is, but it seems vendors far outnumber provider participants, particularly provider executives. My experience has been that most provider attendees are manager, supervisor or director level. I'm not sure if this is your target audience or not...
< 6 months	852	Location is not an issue, I like the ability to network with other members in their locale. A suggestion might be: Alternate between Prescott and Flagstaff for the Spring Conference.
< 6 months	852	Realizing that - as a vendor myself - I am part of the problem, I will say that the involvement by hospital CFO's and executives is very limited. I have gotten feedback from several CFO's that there are too many vendors and they get "attacked". CFO's are migrating to events like HMA because of the quality of speakers/education and the absence of vendors. I'd be happy to work on some ideas that would provide some separation from the vendors, but still allow us access to the hospital execs, so just let me know what I can do to help. Samantha Brodt (GE Capital)
< 6 months	853	Sometimes website is confusing
< 6 months	859	I have not seen a chapter news letter, I am new to the chapter and I don't know what to expect here. I will check my spam folder for the newsletter.
< 6 months	864	I believe there needs to be more energetic speakers that can draw you into conversation. These kind of speakers are more memorable and people are therefore more willing to come back.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 1 year	857	Other than the (expensive) conference in Sept, there is very little for Tucson members in terms of chapter member benefits. Requires a 4+ hr. drive to Phoenix and back to attend events. Only worthwhile for longer events. HFMA overall geared very heavily toward hospitals rather than outpatient services, and that is reflected in the educational topics. That will only change if more staff from outpatient networks and specialty providers join; as a result I have stayed in the HFMA and retained membership in my local chapter.
< 1 year	863	Selection of motivational speakers can sometimes be a challenge. Some are better than others, but overall, I think the chapter does a pretty good job of selecting good presenters. I prefer speakers with strong character and a good story to tell. I'm less enthusiastic about comedians, especially when crude humor is employed. Chapter newsletter and website appear good, but I honestly don't spend enough time with them to give a good response.
< 2 years	852	Most of the educational offerings are hospital focused. There is not much substance beyond that.
< 2 years	853	chapter activities. As a result, I do not have a rating on much of the above. However, I value my membership in HFMA and hope to be a part of the local chapter in the future. Over the years, I have most valued HFMA for networking opportunities.
< 2 years	853	Would like to see more topics related to analytics, benchmarking, and data analysis
> 2 years	852	I am semiretired and rarely find chapter events of interest.
Never	850	I have tried to move my HFMA info from Nashville, TN to AZ. I continue to receive all my HFMA info from Nashville. This is the first email I've received from Phx. Please advise as to what if need to do to receive AZ information. Thank you. Angie Brnovich, Abrnovich@abrazohealth.com
Never	852	I haven't used the services offered so cannot judge one way or another. I do however intend to start a more active participation in the local chapter's activities.
Never	852	The webinars seem to be geared towards hospitals and since I work in a physician practice, much of it is not relevant. I'm not able to tell from descriptions when it will be more hospital related.
Never	859	I am new, so I haven't had much opportunity. I find the newsletter hard to open on occasion. Terry Brennan has been very helpful to me.

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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	853	Impact of reform on collections, ability to discount patient portion for services that all hit deductible.
Never	852	APR/DRGs
Never	855	Gender parity & gender bias awareness in the multi-generational workplace. A woman with 2 masters degrees and 15 years of experience should NOT be called "kiddo" in the workplace; but to the Boomer Generation that's "normal" and the Boomer Generation has no qualms about stating that 15 years of experience & 2 masters degrees and CHFP credentials constitute "not enough experience" ... yet a man the same age with only 1 masters, no CHFP and less experience gets hired for the job? And people wonder why women burn-out in today's workplace?

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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	850	I always attend unless there is a huge conflict.
< 6 months	850	I think the chapter is doing a great job. I am not able to travel much so that able to attend.
< 6 months	850	I'm pretty compelled as it is.
< 6 months	850	More attendance of the chief financial officers and other high ranking finance staff. Also more provider attendance
< 6 months	850	The chapter does a great job with the volunteer force that it has available. It would be nice if National could offer them more support for education/programming. Perhaps if National could take some discussion forums "on the road" and hold town hall like meetings to discuss pertinent issues and get local chapter member feedback?
< 6 months	852	More provider leaders/executives attending
< 6 months	853	Minor thought--for those attending events that are "in transition"--perhaps just show name in attendee list and on name badge, instead of listing as a "consultant".
< 6 months	853	More local leaders (CEO's CFO's) coming to meeting, both as participants and as speakers
< 6 months	864	The organization and friendliness of the board members is exceptional. I don't have any suggestions at this time regarding what would make the events more compelling to attend. Attending two a year is quite a bit considering how difficult it is to leave the office due to work responsibilities.
< 6 months	864	the type of speakers
< 1 year	857	I look to HFMA - particularly the AZ chapter - for most of my CPA continuing education credits - AND MORE IMPORTANTLY - for insight and direction relative to healthcare trends, issues and potential solutions. I attempt to attend each of the spring and fall conferences - and have done so since 1980
< 1 year	863	Already attend pretty frequently - budgetary constraints would be the only issue preventing more frequent attendance.
< 2 years	852	Information beyond hospital focus. AHCCCS Health Plans, behavioral health carve-out/medical integration
< 2 years	853	free food :)
< 2 years	853	I most value the networking opportunities that HFMA provides.
< 2 years	863	Tried to attend the Spring and Fall Conferences. I was registered, but had to cancel two times because of issues that came up at the very last minute at work.
> 2 years	852	Attractive discount for retired members. More welcoming to new comers.
Never	852	Dynamic speakers and networking opportunities
Never	852	I attend more HFMA national events because of the topics and my former boss is Joe Fifer, CEO of HFMA. Perhaps better alignment with ANI and MAP would entice me to attend more often?