

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 239
Responses Received: 56
Response Rate: 23%

FY14 Overall High Satisfaction: 51%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 58%
Favorable/Unfavorable FY13 to FY14: -7%

FY14 High Satisfaction is composed of: 26% **Extremely Satisfied**
25% **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.

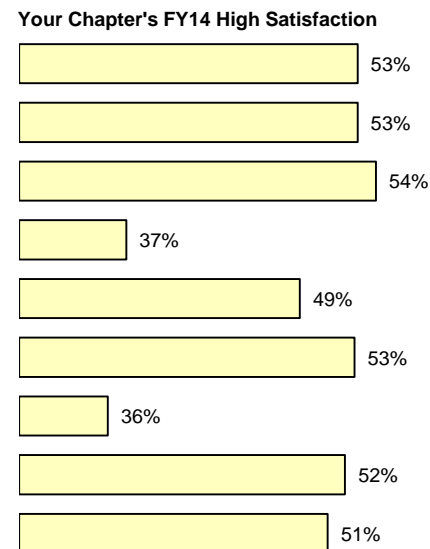
Final request to complete survey sent to non-respondents on November 12, 2013.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Great Lakes Chapter**

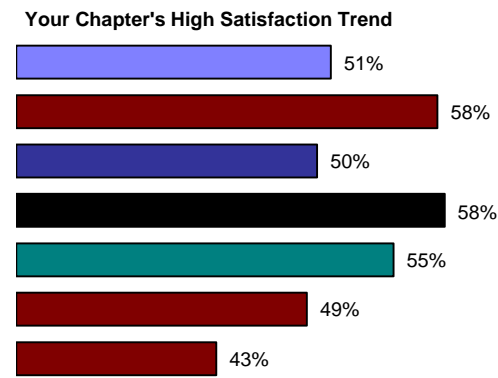
Your Members' Satisfaction Ratings

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?	Great Lakes Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	37%	53%	50%	66%
The educational topics addressed at chapter programs	12%	35%	53%	47%	66%
The speakers at chapter programs	10%	35%	54%	52%	69%
The location of chapter programs	22%	41%	37%	45%	60%
The chapter's coverage of state and regional issues	12%	39%	49%	50%	67%
Chapter newsletter	9%	38%	53%	58%	66%
Chapter networking opportunities	22%	42%	36%	50%	62%
Chapter website	6%	42%	52%	52%	60%
HFMA chapter overall	7%	42%	51%	58%	69%



Great Lakes Chapter - Overall High Satisfaction Trend	FY14	51%
	FY13	58%
	FY12	50%
	FY11	58%
	FY10	55%
	FY08	49%
	FY06	43%



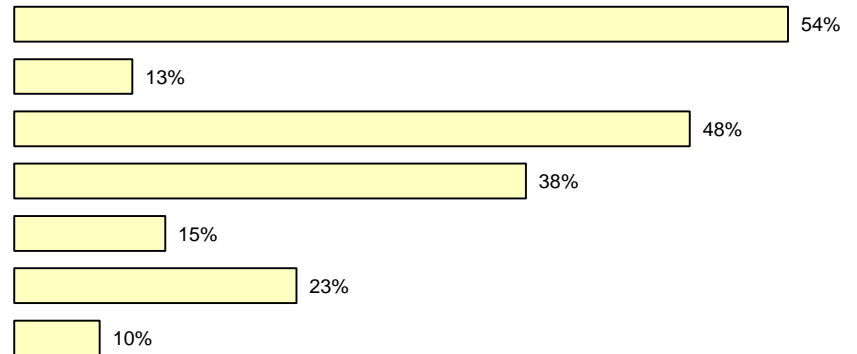
**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Great Lakes Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Great Lakes Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	54%	68%	46%
The speakers at chapter programs	13%	18%	23%
The location of chapter programs	48%	48%	35%
The chapter's coverage of state and regional issues	38%	32%	31%
Chapter newsletter	15%	16%	14%
Chapter networking opportunities	23%	11%	30%
Chapter website	10%	7%	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?		
	Great Lakes Chapter		All Chapters	Great Lakes Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	31%	39%	26%	23%	30%	21%
The speakers at chapter programs	6%	7%	9%	6%	11%	13%
The location of chapter programs	19%	30%	21%	29%	18%	14%
The chapter's coverage of state and regional issues	19%	16%	13%	19%	16%	18%
Chapter newsletter	4%	0%	5%	10%	16%	9%
Chapter networking opportunities	17%	7%	16%	6%	5%	14%
Chapter website	4%	2%	11%	6%	5%	11%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Great Lakes Chapter**

Topics of Interest to Your Members

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

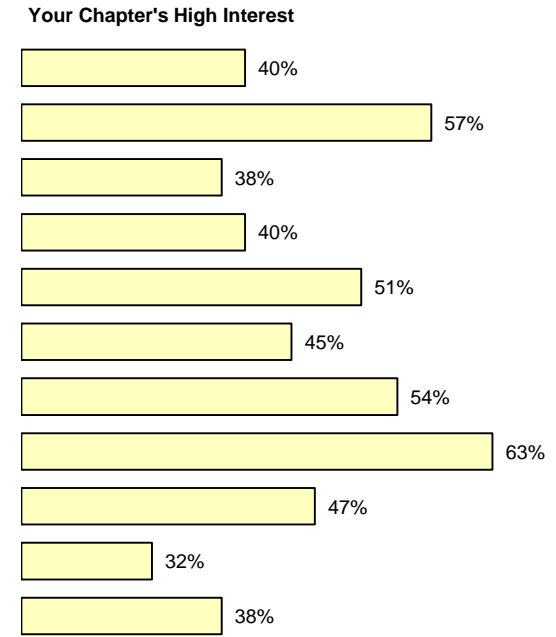
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Great Lakes Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	15%	81%	81%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	21%	23%	55%	55%
Trends in commercial payment	21%	43%	36%	36%
Alignment strategies among healthcare providers	19%	30%	51%	51%
Data analytics and business intelligence	17%	30%	52%	52%
Strategic planning, business plans, and service line planning	11%	32%	57%	57%
State legislative and regulatory update	13%	30%	57%	57%
State Medicaid program	15%	30%	54%	54%
Local payors and employers response to healthcare reform	13%	34%	53%	53%
Payor and provider collaboration	23%	32%	45%	45%
Impact of insurance exchanges	11%	28%	62%	62%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Great Lakes Chapter**

Topics of Interest to Your Members (continued)

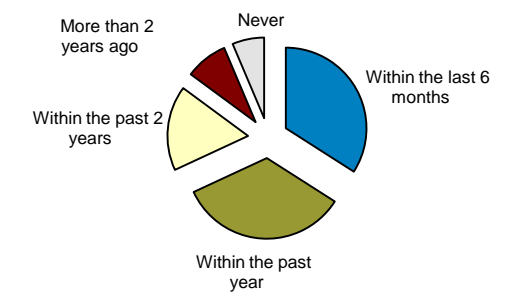
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest	Great Lakes Chapter		
	FY14		
	Low	Middle	High
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.			
Bundled payment reimbursement methodologies	23%	36%	40%
Accounting and financial reporting	19%	23%	57%
Improving cash collection processes	28%	34%	38%
Denial prevention and management	32%	28%	40%
Changes in Medicare reimbursement policies	17%	32%	51%
Compliance with Medicare regulations	15%	40%	45%
New technologies in finance, revenue cycle, and clinical-financial integration	24%	22%	54%
Managing productivity and costs	17%	20%	63%
Leadership skills	23%	30%	47%
Implementing the conversion to the ICD-10 standard	38%	30%	32%
Strategies for collaborating with clinical areas	30%	32%	38%



Data about Survey Respondents

Table E: Attending an education event	Great Lakes Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	34%
Within the past year	34%
Within the past 2 years	17%
More than 2 years ago	9%
Never	6%



**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Great Lakes Chapter**

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	480	I like the webinars on current topics... Some current info on DSS.
< 6 months	480	You need to have more In-depth presentations where strategies come out that people can use. You may also consider doing topics on behavioral health and FQHC's.
< 6 months	486	The Chapter is very inactive this year. I am very disappointed. I really don't know it even exists. In the previous years, it seemed to be overkill with email, but now it seems closed down.
< 6 months	488	At least two speakers presented with limited knowledge of the subject area.
< 6 months	497	Location is a huge factor. Somewhere in mid-Michigan is the best. We don't have a lot of live meetings which is a disappointment.
< 6 months	498	More webinars on more topics.
< 1 year	488	Appreciate that you are better addressing needs of all HFMA members, not just CFOs (who usually can't come to the educational opportunities)
< 1 year	496	Due to budget reductions, travel is very limited. Free webinars are what I utilize the most.
< 1 year	498	Definitely location - it would be more convenient, based on where we are located in the UP, to attend a WI chapter meeting rather than one in the Lower Peninsula. It would be great to have something closer - Marquette, Escanaba, Iron Mountain - all more centrally located in the UP; even something more to the east of the UP that could be attended by those in the UP as well as northern lower Michigan.
< 1 year	498	It would be great if any seminars could be held in Iron Mountain, MI
< 2 years	486	Timing is everything. While I know it is hard for the chapter to finalize some things, the more advance notice as to dates, topics and locations, the easier is it to arrange a schedule, request permission, request fees in advance, etc. Most of the time there is a prior commitment that prevents attendance.
< 2 years	498	Locations are problematic as from the U.P., yet, I do understand there are significantly more members in the L.P.
< 2 years	498	We are located in the UP of Michigan. I think there are great opportunities for online education offered through HFMA, however, some are not always a fit with my schedule if we are preparing monthly financials. I view webinars on demand, but then not eligible for CPE credit. I had a couple issues where I started a webinar & was pulled away, therefore I missed out on some credits. I really do like that there are many more offered, so I try to keep participating. Just nature of our location and the business we're in more than what HFMA is able to address:)
> 2 years	484	The timing of the Fall conference is too close to the CAH annual conference.
Never	631	The educational topics appear to be "Vendor" oriented instead of Healthcare and Hospital oriented. We need more healthcare providers to determine the educational topics and agenda
#N/A	496	More events would be nice. Events don't need to be large, but if we had quarterly more regional events, that may assist folks in attending more.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Great Lakes Chapter**

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
#N/A	497	I'm neutral on the networking opportunities because I've only been able to attend one onsite conference (due to my personal situation and work constraints, not due to locations.)

Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Great Lakes Chapter

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	480	Maybe a cost report boot camp, or topics in behavioral health and FQHC's.
< 2 years	486	A repeat of the financial activities related to HFMA certification
Never	631	Impact of capital markets on financial success and failure of not for profit healthcare systems / retirement plan management best practices / governance best practices / impact of hospital affiliations and mergers on local communities

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Great Lakes Chapter**

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	480	Topics or speakers relating to behavioral health and contracting.
< 6 months	480	Webinars & Topics of interest
< 6 months	486	CE credits
< 6 months	497	topics of education first, location second.
< 6 months	498	Nothing. Most of the limits are based on availability from other activities. Webs are the best.
< 1 year	498	Location and half day seminars
< 2 years	486	more advance notice / location-sorry can't travel overnight to get to the UP for a meeting
< 2 years	498	We have very limited budget for travel. I've not been able to attend anything in the local area for quite some time. I'm thankful the website provides so much information even if I have to dig a little more for it.
> 2 years	484	Finding the time is a problem. Also, traveling is a problem (time issue)
Never	631	better educational topics / greater attendance by healthcare professionals