

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 559
Responses Received: 87
Response Rate: 16%

FY14 Overall High Satisfaction: 65%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 64%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 31% **Extremely Satisfied**
34% **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.

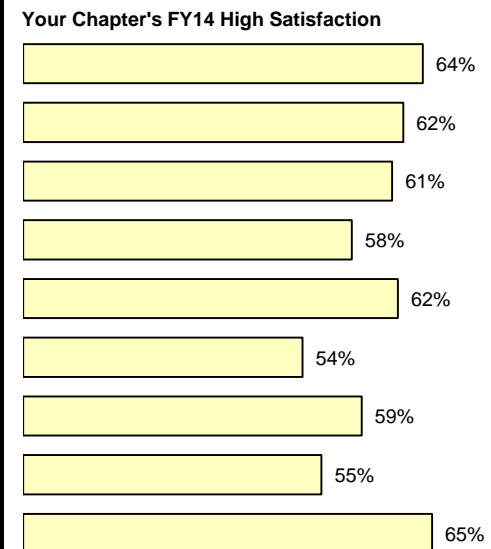
Final request to complete survey sent to non-respondents on November 12, 2013.

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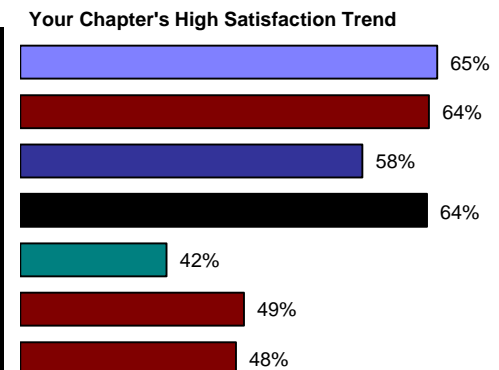
Your Members' Satisfaction Ratings

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? | Colorado Chapter | | | | All Chapters |
|---|------------------|--------|------------|------|--------------|
| | FY14 | | | FY13 | FY14 |
| | Low | Middle | High | High | High |
| The chapter educational programs overall | 13% | 23% | 64% | 58% | 66% |
| The educational topics addressed at chapter programs | 15% | 23% | 62% | 61% | 66% |
| The speakers at chapter programs | 10% | 29% | 61% | 63% | 69% |
| The location of chapter programs | 17% | 25% | 58% | 50% | 60% |
| The chapter's coverage of state and regional issues | 11% | 27% | 62% | 54% | 67% |
| Chapter newsletter | 13% | 33% | 54% | 57% | 66% |
| Chapter networking opportunities | 15% | 27% | 59% | 50% | 62% |
| Chapter website | 16% | 29% | 55% | 53% | 60% |
| HFMA chapter overall | 6% | 29% | 65% | 64% | 69% |



| Colorado Chapter - Overall High Satisfaction Trend | FY14 | 65% |
|--|------|-----|
| | FY13 | 64% |
| | FY12 | 58% |
| | FY11 | 64% |
| | FY10 | 42% |
| | FY08 | 49% |
| | FY06 | 48% |



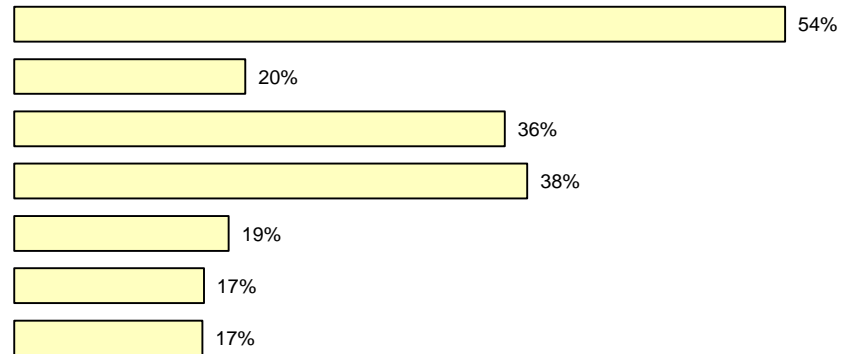
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

| Combination of the top two services to improve your HFMA chapter | Colorado Chapter | | All Chapters |
|--|------------------|------|--------------|
| | FY14 | FY13 | FY14 |
| The educational topics addressed at chapter programs | 54% | 58% | 46% |
| The speakers at chapter programs | 20% | 20% | 23% |
| The location of chapter programs | 36% | 33% | 35% |
| The chapter's coverage of state and regional issues | 38% | 35% | 31% |
| Chapter newsletter | 19% | 9% | 14% |
| Chapter networking opportunities | 17% | 30% | 30% |
| Chapter website | 17% | 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? | | |
|--|---|------|--------------|--|------|--------------|
| | Colorado Chapter | | All Chapters | Colorado Chapter | | All Chapters |
| | FY14 | FY13 | FY14 | FY14 | FY13 | FY14 |
| The educational topics addressed at chapter programs | 28% | 26% | 26% | 26% | 32% | 21% |
| The speakers at chapter programs | 7% | 11% | 9% | 12% | 9% | 13% |
| The location of chapter programs | 28% | 23% | 21% | 8% | 10% | 14% |
| The chapter's coverage of state and regional issues | 9% | 14% | 13% | 29% | 21% | 18% |
| Chapter newsletter | 12% | 6% | 5% | 7% | 3% | 9% |
| Chapter networking opportunities | 9% | 17% | 16% | 8% | 13% | 14% |
| Chapter website | 7% | 3% | 11% | 10% | 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. | Colorado Chapter | | | Your Chapter's High Interest |
|---|------------------|--------|------------|------------------------------|
| | FY14 | | | |
| | Low | Middle | High | |
| Trends and outlook for local healthcare industry | 5% | 20% | 76% | 76% |
| Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update | 18% | 29% | 54% | 54% |
| Trends in commercial payment | 15% | 30% | 56% | 56% |
| Alignment strategies among healthcare providers | 12% | 30% | 57% | 57% |
| Data analytics and business intelligence | 13% | 40% | 46% | 46% |
| Strategic planning, business plans, and service line planning | 10% | 48% | 42% | 42% |
| State legislative and regulatory update | 7% | 26% | 67% | 67% |
| State Medicaid program | 15% | 30% | 55% | 55% |
| Local payors and employers response to healthcare reform | 6% | 30% | 63% | 63% |
| Payor and provider collaboration | 17% | 34% | 49% | 49% |
| Impact of insurance exchanges | 5% | 12% | 83% | 83% |

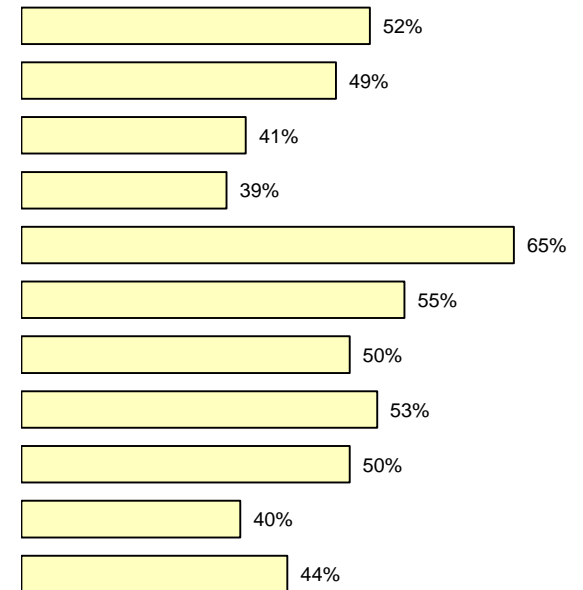
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Topics of Interest to Your Members (continued)

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

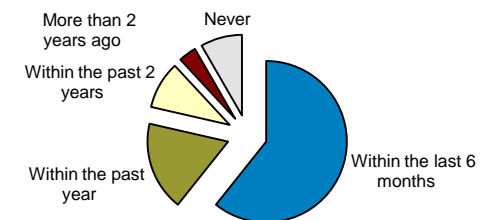
| Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year. | Colorado Chapter | | |
|--|------------------|--------|------|
| | FY14 | | |
| | Low | Middle | High |
| Bundled payment reimbursement methodologies | 16% | 32% | 52% |
| Accounting and financial reporting | 19% | 33% | 49% |
| Improving cash collection processes | 27% | 33% | 41% |
| Denial prevention and management | 26% | 35% | 39% |
| Changes in Medicare reimbursement policies | 10% | 25% | 65% |
| Compliance with Medicare regulations | 15% | 30% | 55% |
| New technologies in finance, revenue cycle, and clinical-financial integration | 14% | 36% | 50% |
| Managing productivity and costs | 18% | 30% | 53% |
| Leadership skills | 19% | 31% | 50% |
| Implementing the conversion to the ICD-10 standard | 25% | 35% | 40% |
| Strategies for collaborating with clinical areas | 19% | 37% | 44% |

Your Chapter's High Interest



Data about Survey Respondents

| Table E: Attending an education event | Colorado Chapter |
|---|------------------|
| When was the last time that you attended a chapter event? | FY14 |
| Within the last 6 months | 61% |
| Within the past year | 18% |
| Within the past 2 years | 10% |
| More than 2 years ago | 4% |
| Never | 8% |



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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 | 800 | I often think the newsletter feels broken up because of all of the ads. I understand the ads are needed to help fund the chapter, but would love the layout to look a little different so that stories that are on more than one page flow better. |
| < 6 months | 801 | I would like the Chapter address Medicare reimbursement issues such as the CMS 2552-10 cost report and Federal Register that deals with reimbursement issues. Example, CMS 1599-Medicare Program; Federal Fiscal Year (FFY) 2014 Inpatient Prospective Payment Systems: Changes to Certain Cost Reporting Procedure Related to Disproportionate Share Hospital Uncompensated Care Payments |
| < 6 months | 802 | Colorado HFMA does a good job and I have been very satisfied at the events I have attended. Unfortunately through the years my attendance has fluctuated and thus am not really one of the regulars that can give a more effective assessment. I expect to get more involved. |
| < 6 months | 802 | Not enough involvement of CFOs |
| < 6 months | 803 | The chapter education programs are always topical and informative. As a finance person, I look for revenue and expense related programs, though. Can't get enough of finance related programs. As for location, something in North Denver or Northern Colorado from time-to-time would be helpful. I would think that any of the hospitals here in Northern Colorado would be happy to host a program occasionally. |
| < 6 months | 804 | I submit articles for the Bottom Line that don't get published and I don't receive any feedback as to why that happens. |
| < 6 months | 804 | The educational sessions are geared towards rural and revenue cycle. It would be nice to have more information on finance, accounting and reporting. The session on coding was extremely elementary, and this level of presentation should not be in HFMA, we are professionals with experience and should have more advanced presentations. The network session at CRU was done very well, thank you! |
| < 6 months | 806 | For many years, I have requested a location that is more central and/or northern for some of the programs. It seems like no one is listening to the concerns of the members. |
| < 6 months | 809 | I have not had the opportunity to attend many of the networking events, but the Annual meeting had a great event! The website is improved and the newsletter is improving as well. Location will never make anyone happy. I think the chapter is doing a good job of moving things around, but the fact of the matter is that the locations are probably more convenient for the masses versus the outliers. |
| < 6 months | 810 | Not sure if there is just not the interest from others, but I don't find as much about contracting, negotiating, language, etc. as I would like. |
| < 6 months | 813 | Most opportunities are in Denver, which is hard for the Western slope to attend. |
| < 6 months | 814 | It would be nice to have more western slope events. |
| < 6 months | 816 | Include some focus on practice financial management - most speakers are hospital related. |
| < 1 year | 802 | I would have like more information on the Colorado Medicaid Expansion and more training on the Peak online tool due to many facilities will be using this starting January 1, 2014. |

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| Time since last attended an educational event | Zip Code first three digits | Comment |
|---|-----------------------------|--|
| < 1 year | 802 | Newsletter is OK but lots of ads. Networking opportunities are fine - but we are such a small niche (reimbursement) that we know each other already. More articles on reimbursement related topics would be welcome. |
| < 1 year | 804 | The west side of town would be very helpful. |
| < 1 year | 805 | Not enough top down education. The Colorado chapter has become a vendor organization (vs. a direct provider). Except for events, Colorado website is not kept up to date; HFMA national is a much more reliant source for information. Chapter newsletter is more personal than educational. Organization is more reactive to environment rather than leading change. |
| < 1 year | 805 | Would prefer to have some of the major functions on the north end of Denver at least every other year. |
| < 2 years | 800 | The educational opportunities are almost entirely hospital specific. I haven't attended in the last couple of years as the topics aren't relevant to my company. |
| < 2 years | 802 | I would like to be invited to speak as an expert on Capital Markets, Rating Agencies and Financing Alternatives. It seems as if many of the meetings are revenue cycle related. |
| > 2 years | 802 | My only suggestion is give retired HFMA a "senior" discount on programs. |
| > 2 years | 805 | I would like to see some programs geared specifically to Critical Access hospital issues. |
| > 2 years | 815 | My role in my organization is physician, so while I realize HFMA is focused primarily on hospital, it would be helpful if there was a wider range of offerings related to physician and it's coordination with hospital. I also realize that most of the membership is based in Denver, and I'll acknowledge that you have put out an annual program in Glenwood Springs. Unfortunately, beyond this any involvement in the organization would require significant travel and out of pocket expense. |
| Never | 801 | The newsletter is too long. |
| Never | 802 | I am sure the educational opportunities and locations of events are good. I haven't attended any. |
| Never | 809 | fairly new member with no chance for involvement to date |
| Never | 810 | Colorado Springs or Pueblo |
| #N/A | 801 | Haven't seen all the issues. |

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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 | 801 | Because of the healthcare reforms mandated by Washington, I would suggest the Chapter bring in speakers from the Fiscal Intermediaries regarding the trends in auditing and provide some audit guidelines. |
| < 6 months | 803 | Affordable Care / Colorado Medicaid |
| < 6 months | 804 | More well known speakers not the same old ya de da |
| < 6 months | 804 | Personal financial planning topics |
| < 1 year | 802 | If someone from HCPF could talk about the PEAK on-line system and how it works , so we can best explain the process for patients and help them with it. |
| < 1 year | 805 | Process for addressing overpayments, how far to look back, which payers to consider etc. |
| < 2 years | 802 | Pricing transparency |
| > 2 years | 802 | Coverage of Obama Care implementation |
| > 2 years | 815 | Employed physicians and contribution index strategies. |
| Never | 809 | more info on commercial payer reimbursement and contracting |

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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 | 800 | I already try to attend all of the events. The chapter always has great speakers on relevant topics and I really enjoy the events. |
| < 6 months | 801 | I attend all the meetings as they are very informative and well done |
| < 6 months | 801 | In my organization, I am responsible for the calculation of Medicare/Medicaid costs and the prediction of the trend in Medicare cost reporting I need education in the CMS 2552-10 cost report. At present I utilize the CMS website and the internet for background information when I analyze propose regulations, etc. |
| < 6 months | 802 | It's on me. I need to make the time to get more involved. |
| < 6 months | 802 | Locations and attendees. |
| < 6 months | 803 | location, location, location |
| < 6 months | 804 | More providers to attend for better networking amongst them |
| < 6 months | 804 | Notification of the event ahead of time. I don't hear about half of what goes on, if any. I am not sure either what the website address is. When a new member is sent a welcome letter, it would be nice to have a fact sheet with: Website URL, key officers names and email contact info, the current year's events, locations and times, etc. |
| < 6 months | 804 | Some members are excluded from certain meetings - e.g.. payors from certain payor meetings. These meetings are educational not secretive and don't feel members should be excluded |
| < 6 months | 810 | Many times it is just availability of time. Since I most often have to drive and stay overnight it is not like driving across town for a quick seminar. |
| < 1 year | 801 | My challenge is getting away from the office. |
| < 1 year | 802 | If they directly related to reimbursement/Medicare cost repot. Our time is so limited that we can't make general info sessions. |
| < 1 year | 804 | Lunch and learn sessions would be easier to fit into my schedule. |
| < 1 year | 805 | Great speaker and topic and location |
| < 1 year | 805 | Rather than reacting to changes in reimbursement, ask first what is wrong with the healthcare system (e.g., services/outcomes, costs/outcomes, operational inefficiencies), then lead that change. Healthcare is an economic challenge and the HFMA, as THE professional finance leadership organization, is simply defaulting to administration of systems for profit maximization and risk avoidance. Instead, it should demonstrate leadership regarding the inefficiency/ineffectiveness of the current system and continually drive change to community health improvement. |
| < 1 year | 809 | I live in Colorado Springs and can't always take the time to drive to Denver for events |
| < 2 years | 800 | Sessions that aren't so focused on hospital & revenue cycle |
| < 2 years | 810 | Boy, these meetings are all at the end of the month and I have finance and board meetings---Only reason I don't attend is the time of the month of the meetings. |
| > 2 years | 802 | I am retired and would attend if fees for seniors were lower. |

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| Time since last attended an educational event | Zip Code first three digits | Comment |
|---|-----------------------------|---|
| > 2 years | 815 | Unless there is some focus on how hospital-employed physicians coordinate to the larger picture, I would find it difficult to attend an event. My only objective would otherwise be to improve my general knowledge base. |
| Never | 801 | I've only been a member since June so haven't had an opportunity to take full advantage of my membership. I have seen past education sessions listed that cover topics that interest me but the most recent topics really haven't touched on information that's most relevant to me. I look forward to seeing the 2014 agenda for webinars and conferences. |
| Never | 801 | Location and topic. |
| Never | 809 | I need to make more of an effort. re the next two sets of questions I entered 0 as had no experience with programs |
| Never | 810 | Location near Pueblo + topic |