

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 160
Responses Received: 39
Response Rate: 24%

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

FY13 Overall High Satisfaction: 69%
Favorable/Unfavorable FY13 to FY14: 10%

FY14 High Satisfaction is composed of: 41% **Extremely Satisfied**
38% **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.

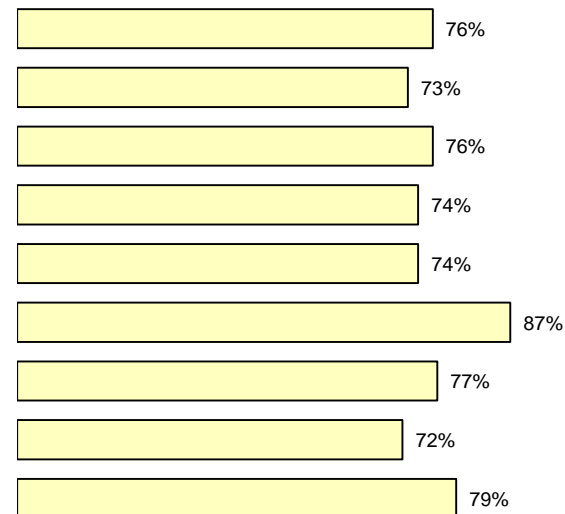
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 Western New York Chapter**

Your Members' Satisfaction Ratings

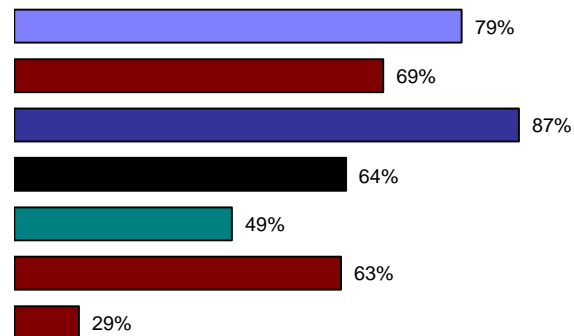
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Western New York Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	5%	18%	76%	63%	66%
The educational topics addressed at chapter programs	5%	22%	73%	59%	66%
The speakers at chapter programs	3%	21%	76%	63%	69%
The location of chapter programs	3%	23%	74%	67%	60%
The chapter's coverage of state and regional issues	3%	23%	74%	67%	67%
Chapter newsletter	5%	8%	87%	67%	66%
Chapter networking opportunities	5%	18%	77%	65%	62%
Chapter website	3%	25%	72%	49%	60%
HFMA chapter overall	3%	18%	79%	69%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Western New York Chapter - Overall High Satisfaction Trend	FY14	79%
	FY13	69%
	FY12	87%
	FY11	64%
	FY10	49%
	FY08	63%
	FY06	29%

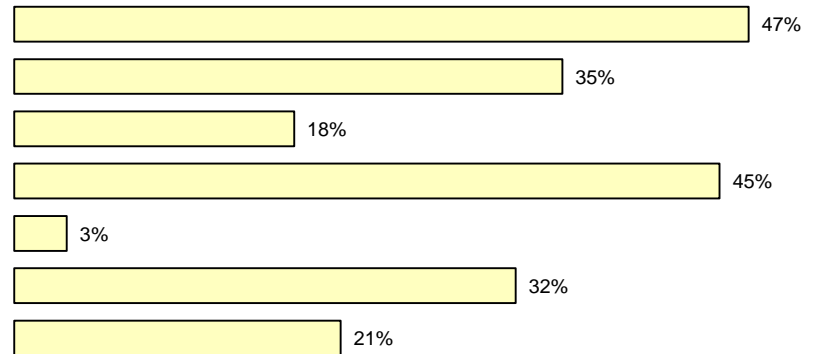
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Western New York Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	47%	63%	46%
The speakers at chapter programs	35%	17%	23%
The location of chapter programs	18%	20%	35%
The chapter's coverage of state and regional issues	45%	29%	31%
Chapter newsletter	3%	15%	14%
Chapter networking opportunities	32%	25%	30%
Chapter website	21%	31%	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?		
	Western New York Chapter		All Chapters	Western New York Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	33%	36%	26%	13%	28%	21%
The speakers at chapter programs	15%	7%	9%	20%	10%	13%
The location of chapter programs	11%	7%	21%	7%	13%	14%
The chapter's coverage of state and regional issues	15%	17%	13%	30%	13%	18%
Chapter newsletter	0%	5%	5%	3%	10%	9%
Chapter networking opportunities	19%	7%	16%	13%	18%	14%
Chapter website	7%	21%	11%	13%	10%	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.	Western New York Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	23%	71%	71%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	3%	24%	74%	74%
Trends in commercial payment	9%	40%	51%	51%
Alignment strategies among healthcare providers	9%	43%	49%	49%
Data analytics and business intelligence	9%	46%	46%	46%
Strategic planning, business plans, and service line planning	11%	46%	43%	43%
State legislative and regulatory update	3%	23%	74%	74%
State Medicaid program	0%	20%	80%	80%
Local payors and employers response to healthcare reform	6%	23%	71%	71%
Payor and provider collaboration	3%	34%	63%	63%
Impact of insurance exchanges	0%	20%	80%	80%

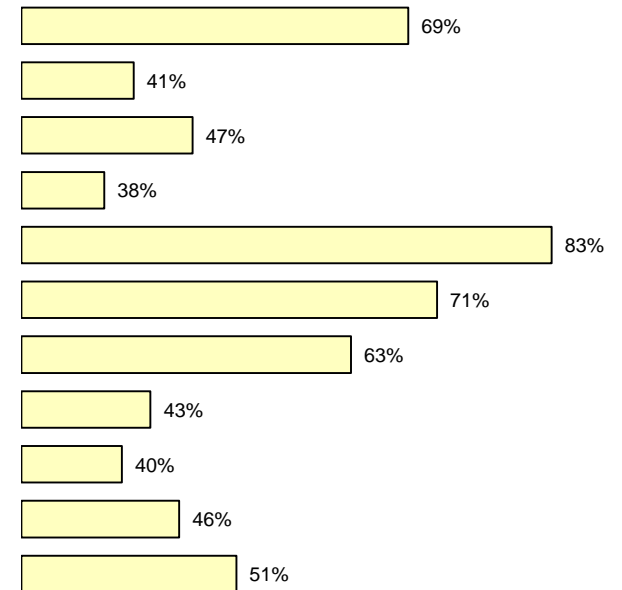
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Topics of Interest to Your Members (continued)

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

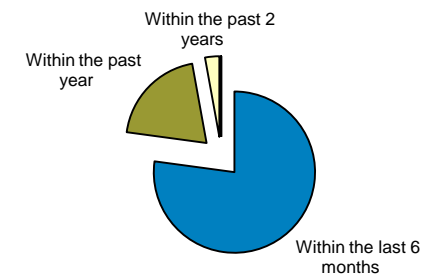
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Western New York Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	11%	20%	69%
Accounting and financial reporting	12%	47%	41%
Improving cash collection processes	15%	38%	47%
Denial prevention and management	21%	41%	38%
Changes in Medicare reimbursement policies	0%	17%	83%
Compliance with Medicare regulations	6%	23%	71%
New technologies in finance, revenue cycle, and clinical-financial integration	9%	29%	63%
Managing productivity and costs	17%	40%	43%
Leadership skills	17%	43%	40%
Implementing the conversion to the ICD-10 standard	26%	29%	46%
Strategies for collaborating with clinical areas	11%	37%	51%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Western New York Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	77%
Within the past year	20%
Within the past 2 years	3%
More than 2 years ago	0%
Never	0%



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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	142	I haven't looked at the chapter website, so can't rate it.
< 6 months	142	I would like to see more national speakers brought in with Sponsorship dollars.
< 6 months	142	Too many emails every week - need for consolidation! I'd like to go to one email every week to see what's coming up for both education sessions and webinars. Only one networking event to-date, much more in the past. / Website great, but sessions are not always posted and minutes not posted timely. Newsletter great as well, but there's been less pictures of members at events than in the past.
< 6 months	142	Training for entry to mid level to manager level regarding the tactical requirements of our new health system. There is so much change that summarizing the change is a great first step. the next opportunity it more specific training regarding the "how's" and an opportunity
< 6 months	143	Would like to see more on NYS Medicaid presented locally. Topics could be rate setting, Medicaid manage care changes.
< 6 months	145	We are lucky to have such an active membership all working for healthcare in Western NY. Keep up the good work.
< 6 months	147	I believe that my experience would be improved if I lived/worked closer. That is not within the chapter to control or change.

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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	142	Better communication from DOH regarding outstanding appeals from 2008 and 2009 rates and publication of those rates, so we can follow-up with our HMO's, WC and NF and collect amounts owed us.
< 6 months	142	Maybe some specialized areas like PSYCIATRIC IP & OP and Chemical Dependency service Issues and changes.
< 1 year	142	I think it would be foolish for anyone in health care administration not to be interested in all of the above topics.

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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	140	While it is nice that you are providing so many events it is difficult to leave the office to be able to attend when things are so close together.
< 6 months	142	Chapter has done a good job at presently a wide range of topics throughout the year which engage the membership.
< 6 months	142	Chapter leadership does not seem engaged in welcoming new members that attend events.
< 6 months	142	During week nights and not on weekends or Friday nights
< 6 months	142	I attend most of the seminars now, only don't go if it doesn't pertain to me.
< 6 months	142	My limitation is frequent travel out of area during the week
< 6 months	143	More timely presentation of reimbursement or regulatory changes impacting the local market.