

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 275
Responses Received: 59
Response Rate: 21%

FY14 Overall High Satisfaction: 54%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 69%
Favorable/Unfavorable FY13 to FY14: -15%

FY14 High Satisfaction is composed of: 31% **Extremely Satisfied**
23% **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.

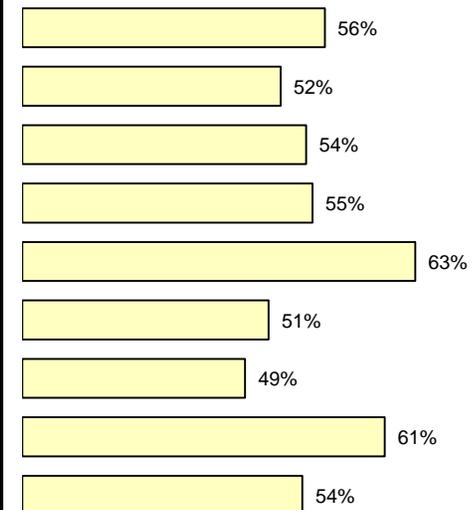
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 McMahan-Illini Chapter**

Your Members' Satisfaction Ratings

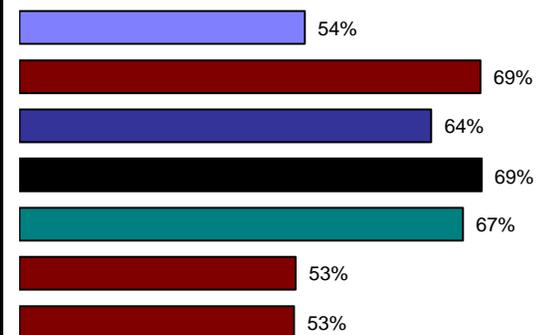
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	McMahon-Illini Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	17%	27%	56%	62%	66%
The educational topics addressed at chapter programs	14%	34%	52%	58%	66%
The speakers at chapter programs	10%	35%	54%	68%	69%
The location of chapter programs	17%	28%	55%	68%	60%
The chapter's coverage of state and regional issues	13%	23%	63%	67%	67%
Chapter newsletter	10%	39%	51%	59%	66%
Chapter networking opportunities	14%	37%	49%	72%	62%
Chapter website	9%	30%	61%	60%	60%
HFMA chapter overall	13%	33%	54%	69%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



McMahon-Illini Chapter - Overall High Satisfaction Trend	FY14	54%
	FY13	69%
	FY12	64%
	FY11	69%
	FY10	67%
	FY08	53%
	FY06	53%

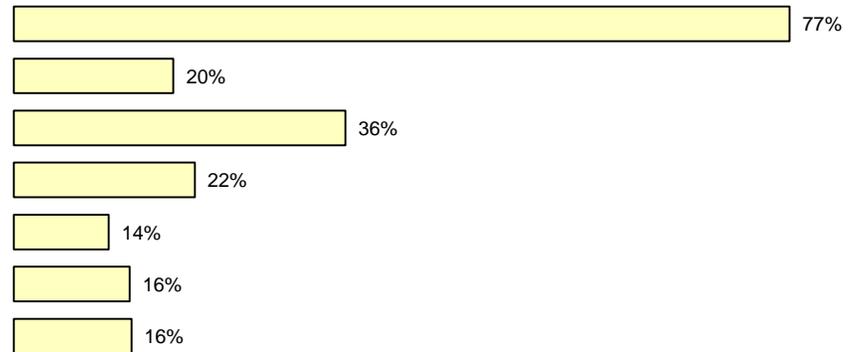
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 McMahan-Illini Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	McMahon-Illini Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	77%	53%	46%
The speakers at chapter programs	20%	24%	23%
The location of chapter programs	36%	27%	35%
The chapter's coverage of state and regional issues	22%	16%	31%
Chapter newsletter	14%	37%	14%
Chapter networking opportunities	16%	28%	30%
Chapter website	16%	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?		
	McMahon-Illini Chapter		All Chapters	McMahon-Illini Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	40%	26%	45%	13%	21%
The speakers at chapter programs	10%	4%	9%	10%	20%	13%
The location of chapter programs	26%	20%	21%	10%	7%	14%
The chapter's coverage of state and regional issues	12%	7%	13%	10%	9%	18%
Chapter newsletter	4%	13%	5%	10%	24%	9%
Chapter networking opportunities	4%	15%	16%	12%	13%	14%
Chapter website	12%	2%	11%	4%	13%	11%

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 McMahan-Illini 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

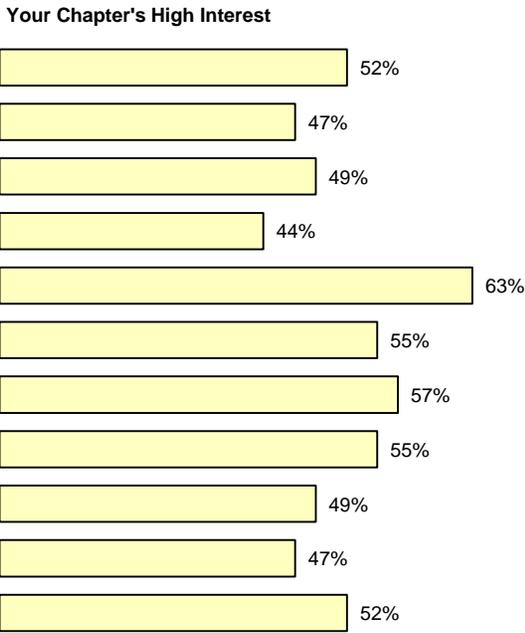
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	McMahan-Illini Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	13%	81%	81%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	11%	19%	70%	70%
Trends in commercial payment	15%	34%	51%	51%
Alignment strategies among healthcare providers	15%	26%	58%	58%
Data analytics and business intelligence	25%	25%	51%	51%
Strategic planning, business plans, and service line planning	22%	24%	54%	54%
State legislative and regulatory update	6%	17%	77%	77%
State Medicaid program	6%	21%	74%	74%
Local payors and employers response to healthcare reform	9%	25%	66%	66%
Payor and provider collaboration	13%	26%	60%	60%
Impact of insurance exchanges	4%	13%	83%	83%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
McMahon-Illini Chapter**

Topics of Interest to Your Members (continued)

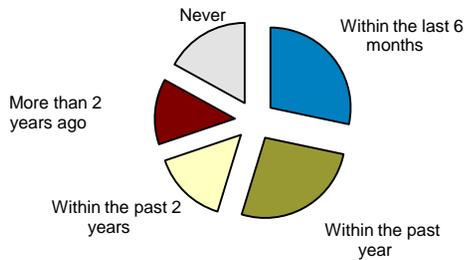
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	McMahon-Illini Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	17%	31%	52%
Accounting and financial reporting	23%	30%	47%
Improving cash collection processes	21%	30%	49%
Denial prevention and management	23%	33%	44%
Changes in Medicare reimbursement policies	10%	27%	63%
Compliance with Medicare regulations	15%	30%	55%
New technologies in finance, revenue cycle, and clinical-financial integration	17%	26%	57%
Managing productivity and costs	15%	30%	55%
Leadership skills	32%	19%	49%
Implementing the conversion to the ICD-10 standard	28%	25%	47%
Strategies for collaborating with clinical areas	17%	31%	52%



Data about Survey Respondents

When was the last time that you attended a chapter event?	McMahon-Illini Chapter
	FY14
Within the last 6 months	28%
Within the past year	26%
Within the past 2 years	15%
More than 2 years ago	13%
Never	17%



**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 McMahan-Illini 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	606	The only part about location maybe a consideration for an event in Champaign Urbana. This could be considered a recruitment tool. I also think we do a good job with the educational topics but AHA and IHA updates are sometimes repetitive. Although we are in very turbulent times, it might make sense to split them up between winter, spring and fall in the future.
< 6 months	609	Champaign, IL
< 6 months	627	The topics tend to be repeated with too much emphasis on national, state, and government issues. There also tends to be a lot of topics on revenue cycle and not enough on the changes coming over the next several years. Finance needs to be more strategic and we should offer topics that meet that need.
< 1 year	616	For my personal interests and job duties, coding & reimbursement related topics would be the most beneficial to me. However, I understand that my needs may not match the needs of the majority of the other members. All topics that I have heard have been very interesting, so I think the chapter does a good job. Same with the meeting locations - you cannot have a location that is going to be convenient to everyone.
< 1 year	616	I would like to see the quality of the programs improve. There is heavy emphasis on networking, and although I enjoy our chapter very much, that's not enough to pull me away from work for 1-2 days for the programs. If you want top level finance teams/people to attend, the topics have to be current, applicable, and provide enough detail to help us make improvements in our organizations. Even when the topics and speakers are great, I find I often don't get enough information to actually go & do anything with. I get plenty of alerts & newflashes on current industry issues, I need my education hours to help me solve those problems...not just reiterate them. I think some of this would be solved by increasing the budget for speakers, rather than relying on vendors. Our attendance fees are very low, but if it sacrifices quality & educational value to your target audience, maybe it's worth revisiting.
< 1 year	616	So overwhelmed by workload, no time to take advantage of membership.
< 1 year	619	I work in a Critical Access Hospital and there is not enough value to me for regular attendance.
< 2 years	613	It is hard to get to meeting just the timing of the meetings. Wouldn't it be best to vary the timing in the month. The timing now is always when we are tying up month end and I cannot get away.
< 2 years	618	The meetings are always at the same time of the month with conflicts with our board meetings. I can rarely get to them
< 2 years	627	I would like to see more programs that address non-hospital issues. Most programs deal with hospital topics which leave clinical practices or independent provider offices out. I would like to see more programs in the Springfield area.
> 2 years	618	I am too busy at work to participate so I really do not know much about the chapter.
> 2 years	626	Although I am sure the Chapter is as valuable to members as it was when I was working but I am retired and unable to rate current performance. Thanks, Jerry
Never	610	Honestly, I haven't seen much directly from the chapter in order to say either way whether I'm satisfied or not. I'm not sure if there are marketing and/or emails that I haven't received, or if it's just me not paying attention.

Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
McMahon-Illini 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
Never	613	Haven't had an opportunity to attend any chapter meetings and new to this chapter, so would say satisfied at this point.
Never	627	I would prefer better dates and locations of meetings. Springfield is the best location for me and the meetings would be held on weekends instead of Thursdays.
#N/A	619	I didn't know it existed and have never been invited to anything that I know of. Sorry

Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
McMahon-Illini 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
< 1 year	616	Chargemaster management
< 1 year	619	Medicare Cost Report changes
Never	611	ACO development

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 McMahan-Illini 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	617	Better networking opportunities for vendors with providers.
< 1 year	616	Cost, location, and if there are no conflicts with my work schedule on those meeting days.
< 1 year	616	Education/speakers directly related to Medicare Cost Reporting strategies.
< 1 year	616	HFMA competes with many other things for my time. In order to make the decision as to whether I attend a program, I really need high quality presentations, and more information about the topic prior to registering. I need to know that the program content will help me make changes the following Monday morning...from past programs, I walked away with legislative updates and more "trend" information about current issues in the industry...which for the most part, I already know about. Give me something I can go & do something with. I hope this is helpful.
< 1 year	619	Better planning for CAH's - maybe a separate track. There are over 50 CAH's in the state.
< 2 years	618	These meetings are always scheduled the last Thursday and Friday of the Month. My board meetings are the last Thursday of the Month. The meetings are always at least two hours away so to even attempt to come on Thursday for the day does not make sense.
> 2 years	618	They would need to be more easily accessible for me as I cannot take time away from work to travel to events.
Never	610	Location - I live in Rockford so traveling to central Illinois for 2-day events creates travel costs that aren't offset by the value of the topics.
Never	611	Topics of interest that are related to private practices
Never	613	New to chapter and just haven't had the chance to date.
Never	627	The timing of the chapter's events is key for me. Weekend meetings would be best.