

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 585
Responses Received: 104
Response Rate: 18%

FY14 Overall High Satisfaction: 66%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 65%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 34% **Extremely Satisfied**
32% **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.

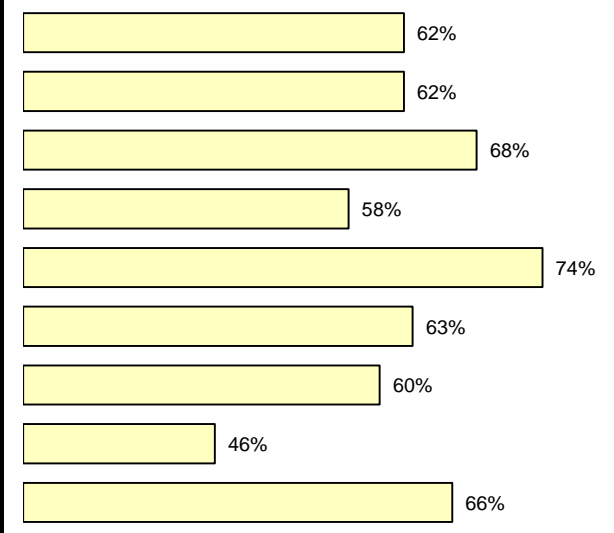
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Maryland Chapter**

Your Members' Satisfaction Ratings

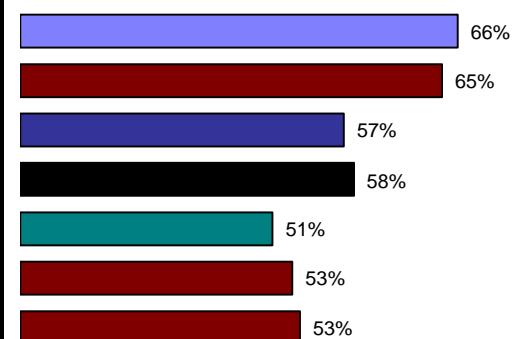
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Maryland Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	4%	34%	62%	55%	66%
The educational topics addressed at chapter programs	4%	34%	62%	57%	66%
The speakers at chapter programs	6%	25%	68%	60%	69%
The location of chapter programs	9%	33%	58%	53%	60%
The chapter's coverage of state and regional issues	2%	24%	74%	65%	67%
Chapter newsletter	6%	31%	63%	65%	66%
Chapter networking opportunities	8%	32%	60%	51%	62%
Chapter website	12%	42%	46%	50%	60%
HFMA chapter overall	5%	29%	66%	65%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Maryland Chapter - Overall High Satisfaction Trend	FY14	66%
	FY13	65%
	FY12	57%
	FY11	58%
	FY10	51%
	FY08	53%
	FY06	53%

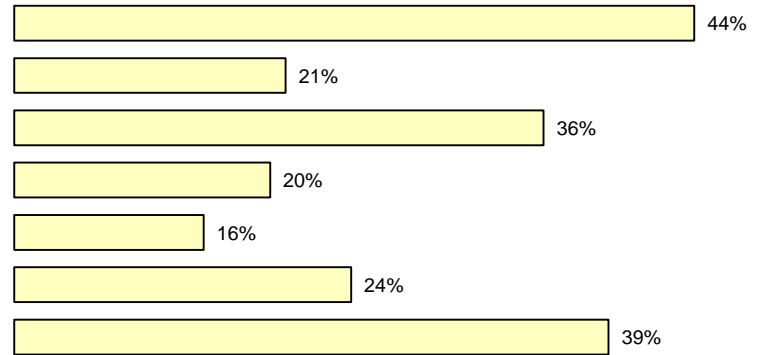
**Healthcare Financial Management Association
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 Maryland Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Maryland Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	44%	39%	46%
The speakers at chapter programs	21%	25%	23%
The location of chapter programs	36%	41%	35%
The chapter's coverage of state and regional issues	20%	27%	31%
Chapter newsletter	16%	15%	14%
Chapter networking opportunities	24%	24%	30%
Chapter website	39%	29%	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?		
	Maryland Chapter		All Chapters	Maryland Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	25%	22%	26%	19%	17%	21%
The speakers at chapter programs	5%	6%	9%	16%	19%	13%
The location of chapter programs	18%	24%	21%	18%	17%	14%
The chapter's coverage of state and regional issues	14%	11%	13%	6%	16%	18%
Chapter newsletter	8%	6%	5%	8%	9%	9%
Chapter networking opportunities	10%	12%	16%	14%	12%	14%
Chapter website	21%	19%	11%	18%	10%	11%

**Healthcare Financial Management Association
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 Maryland 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.	Maryland Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	2%	22%	76%	76%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	24%	43%	33%	33%
Trends in commercial payment	13%	41%	46%	46%
Alignment strategies among healthcare providers	6%	28%	65%	65%
Data analytics and business intelligence	13%	26%	61%	61%
Strategic planning, business plans, and service line planning	18%	31%	51%	51%
State legislative and regulatory update	7%	20%	73%	73%
State Medicaid program	18%	44%	39%	39%
Local payors and employers response to healthcare reform	8%	29%	63%	63%
Payor and provider collaboration	6%	43%	51%	51%
Impact of insurance exchanges	8%	22%	70%	70%

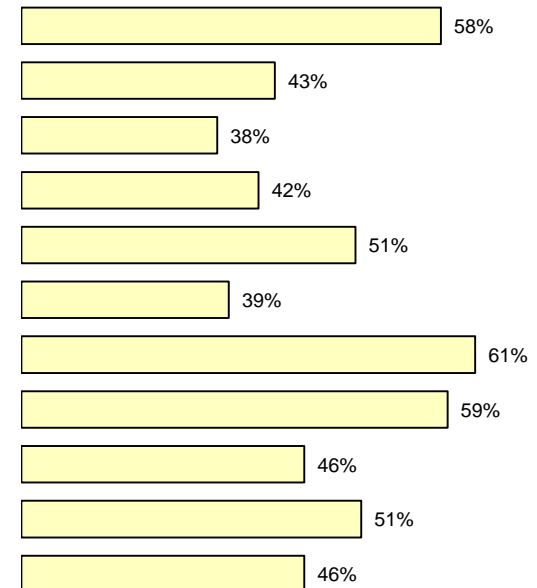
**Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Maryland Chapter**

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

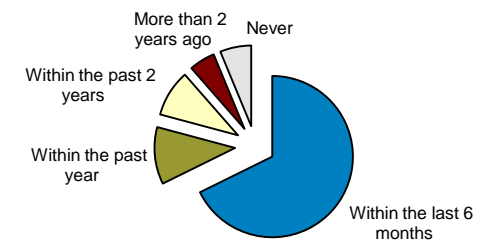
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Maryland Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	29%	58%
Accounting and financial reporting	20%	37%	43%
Improving cash collection processes	26%	36%	38%
Denial prevention and management	23%	35%	42%
Changes in Medicare reimbursement policies	12%	38%	51%
Compliance with Medicare regulations	15%	46%	39%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	26%	61%
Managing productivity and costs	15%	26%	59%
Leadership skills	17%	38%	46%
Implementing the conversion to the ICD-10 standard	14%	35%	51%
Strategies for collaborating with clinical areas	17%	38%	46%

Your Chapter's High Interest



Data about Survey Respondents

When was the last time that you attended a chapter event?	Maryland Chapter
	FY14
Within the last 6 months	68%
Within the past year	11%
Within the past 2 years	9%
More than 2 years ago	5%
Never	6%



Healthcare Financial Management Association
HFMA Chapter Survey (FY14)
Maryland 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	206	I believe some of the education programs should be more centered to the state, such as Annapolis, MD . It appears most of the education programs are in Baltimore or near Baltimore. I believe if the location was in Annapolis, the attraction would be greater to hospital representatives on the Eastern Shore, Southern Maryland and still suffice the representatives near Baltimore and Western Maryland.
< 6 months	206	The majority of the educational session are not conveniently located for members coming from Southern Maryland. Also, the Annual Institute is always held during the first week of October which makes it difficult for staff members that are involved in month end financial close to attend those sessions.
< 6 months	210	Far too many events. Not worth the national recognition awards. Counterproductive.
< 6 months	210	Keep the website updated
< 6 months	210	The Maryland Chapter is exceptional in many ways, including educational sessions. Love the newsletter. A few suggestions related to the website - make the website relevant with news summaries or articles from the sessions and links to relevant articles on the national website. Additionally, please include on the website a list of all the dates and session topics early in the year so that I can block my calendar for these dates and meetings. The Maryland Chapter is my resource for healthcare educational sessions.
< 6 months	211	Less meetings and more substance for each meeting ... less is more.
< 6 months	212	Additional education on hospital operations would be extremely helpful. For newer individuals in this field some educational sessions related to that would help tie together the financial aspects we are familiar with to patient care and operations.
< 6 months	212	Decrease number of sessions and focus more on 1 or 2 day events. There seems to be a lot of overlap with topics between various sessions, which is warranted in some instances.
< 6 months	212	I have not used the chapter website much and find that much of the info on it is dated.
< 6 months	212	I would like to seem more financial and capital markets discussion.
< 6 months	212	Sometimes the publication of the chapter newsletter is not well publicized. Consider sending out in an email or at least an email with the link to the newsletter.
< 6 months	212	The website needs to be more informative and easy to use.
< 6 months	212	There is always the issue of the occasional speaker who is less than perfect. Overall the chapter does a fabulous job of putting together educational programs and lining up top notch speakers to cover those topics. The web site is being enhanced and overall is quite good.
< 6 months	214	Maybe alternating between Baltimore, western md and eastern shore in order to demonstrate commitment to a wider area
< 6 months	216	The webinars were very helpful to avoid driving and also only required 1 hour block of time at a time. Please continue!!! Location Idea - Annapolis area.

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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	217	I would like to see more technology related offerings as this severely impacts the financial situation of hospitals going forward. I would also like to see a more robust chapter newsletter.
< 6 months	218	More session opportunities on the Eastern Shore of Maryland. Thanks.
< 1 year	206	I am very satisfied with the programs and do not have any suggestions for improvement. My schedule does not allow me to attend as much as I would like.
< 1 year	210	More programs in northern Baltimore county would be beneficial to me.
< 1 year	210	The newsletter is amazing!
< 1 year	212	more networking opportunities
< 1 year	214	If programs could be offered at various locations in the State, it would make it easier to attend on a more regular basis for people who live outside of the Baltimore area
< 1 year	218	I would like to see a return of the golf tournament and more revenue cycle topics at educational programs.
< 2 years	208	It appears that there is no programming close to the Washington DC area
< 2 years	210	Location is an issue due to my location and the beltway traffic following education sessions.
< 2 years	212	I am trying to be responsive to your repeated requests for survey responses and this is the best I think I should do as I have not participated in any events or used any of the services in recent memory. The limited exposure I had a few years ago was very positive and the work being done by the very few of you was impressive.
> 2 years	199	Don't get to meetings often enough, sometime s because of timing. End of month is better than mid-month.
> 2 years	210	I am a consultant who typically travels during the week and cannot attend the education sessions. They appear to be on the right topics, the speakers well qualified, etc. - I just can't personally attest to anything that would require attendance to evaluate.
> 2 years	211	Rated all as satisfied because I'm not active enough to better rate the services.
Never	209	As a new member I have not taken advantage of all that is offered in order to better rank the chapter.
#N/A	210	Given the economic challenges of the healthcare industry in general, seminars and the annual institute are a bit too pricy. Is there a way of reducing the costs either thru change of venue or more vendor contributions.

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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	210	For the sessions that are geared to the more senior executives, please include national speakers. I am also interested in real life examples to issues that the hospitals are focusing. Other areas of interest - topics related to physicians: acquisition, integration, etc. and business intelligence.
< 6 months	212	1) Transparency - Implications for providers 2) Narrowing Networks - Influencing payer tendencies to support the cheapest providers
< 6 months	212	If the waiver is modified on January 1st, I would think that would be enough material to provide for a whole day session of education.
< 2 years	208	I would like to see the chapter address tax rules for tax exempt hospitals including Internal Revenue Code 501(r) and its impact on 501(c)(3), tax exempt bonds, and also unrelated business income.

**Healthcare Financial Management Association
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 Maryland 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	100	Time other than 8AM on a Friday
< 6 months	210	Have less of them. Would create more of an urgency to attend.
< 6 months	210	Less expensive and central location
< 6 months	210	Topics and speakers are the primary factor in my attending programs.
< 6 months	212	Cutting of travel and education budgets has meant that I attend less offerings, but I do try to make as many sessions as I can. Almost all of the sessions are of interest to me.
< 6 months	212	Fridays are not good for me to be away from work and many of your programs are offered on Fridays.
< 6 months	212	high caliber national speakers
< 6 months	212	I would like to see some 1/2 day sessions. It's very difficult to do whole days.
< 6 months	212	Perhaps make the program more robust by adding some practical applications for collaboration between Finance (and not just the rates & reimbursement area) and other areas within the healthcare organization other than with physicians and payors.
< 6 months	212	This is not an applicable question for me. I am retired and I use the HFMA chapter events to obtain needed CPE credits to maintain my CPA license and to see former colleagues. Most of my CPE requirements for the next two years have been met, but I will still attend HFMA events that I think are interesting.
< 6 months	212	Topics covered - anything on reducing denials would make me want to attend
< 6 months	212	Topics of specific relevance to my hospitals unique situations
< 6 months	214	More RCM topics/ PFS topics
< 6 months	217	Cost is important. It is important to keep costs to a minimum.
< 6 months	217	More technology and better vendor displays.
< 6 months	218	We are decreasing our travel budgets so training closer to home, Eastern Shore, or teleconferences would be appreciated.
< 1 year	210	Location
< 1 year	210	Music during breaks
< 1 year	212	I think the local HFMA chapter events are always nicely done with timely topics. People are friendly and welcoming. Challenge is getting time away from my desk.
< 1 year	212	Just need to make the time
< 1 year	212	more senior executive attendance
< 2 years	208	It is difficult for me to attend events in Baltimore.
< 2 years	210	Always interested when the HSCRC director/staff and MHA personnel speak about new policies and waiver status.
< 2 years	212	Opportunity, interest from other budgeting and financial planning leaders and specific topics in those areas.
> 2 years	210	As long as I am a consultant on the road, I will have difficulty attending the chapter events.
> 2 years	211	If the events were close by

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Time since last attended an educational event	Zip Code first three digits	Comment
Never	212	if would be interested in more physician specific content, most chapters are focused solely on hospitals (understandable), however, with the movement to ACOs and other population health items, it might be interesting to see how other states are getting ahead of this curve (CA. OR, WI)
Never	212	The cost for attending events should be a little cheaper