

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 570
Responses Received: 87
Response Rate: 15%

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

FY13 Overall High Satisfaction: 61%
Favorable/Unfavorable FY13 to FY14: 4%

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

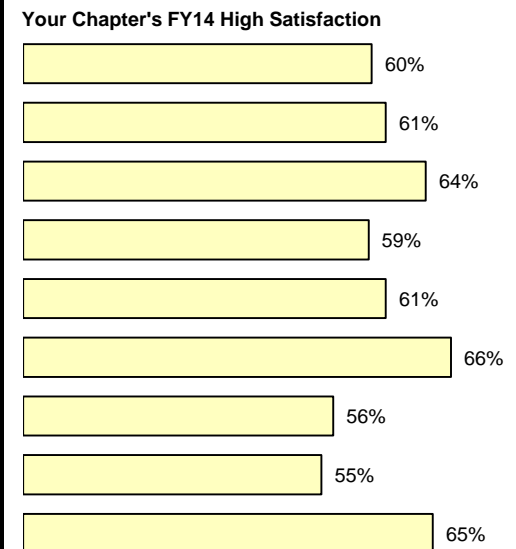
Final request to complete survey sent to non-respondents on November 12, 2013.

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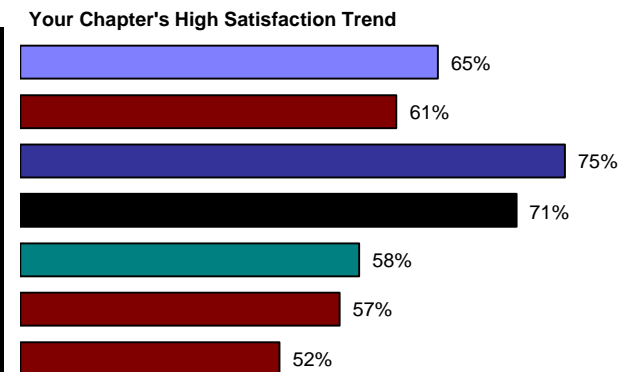
Your Members' Satisfaction Ratings

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?	Texas Gulf Coast Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	12%	29%	60%	65%	66%
The educational topics addressed at chapter programs	7%	32%	61%	65%	66%
The speakers at chapter programs	10%	26%	64%	69%	69%
The location of chapter programs	20%	21%	59%	62%	60%
The chapter's coverage of state and regional issues	11%	29%	61%	66%	67%
Chapter newsletter	8%	26%	66%	58%	66%
Chapter networking opportunities	23%	21%	56%	63%	62%
Chapter website	13%	32%	55%	51%	60%
HFMA chapter overall	4%	32%	65%	61%	69%



Texas Gulf Coast Chapter - Overall High Satisfaction Trend	FY14	65%
	FY13	61%
	FY12	75%
	FY11	71%
	FY10	58%
	FY08	57%
	FY06	52%



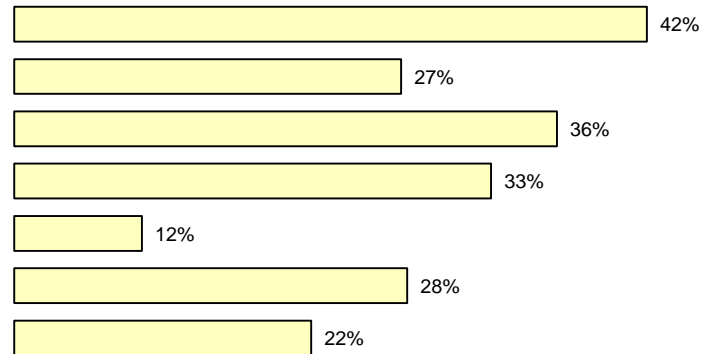
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Texas Gulf Coast Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	42%	37%	46%
The speakers at chapter programs	27%	23%	23%
The location of chapter programs	36%	29%	35%
The chapter's coverage of state and regional issues	33%	26%	31%
Chapter newsletter	12%	25%	14%
Chapter networking opportunities	28%	34%	30%
Chapter website	22%	27%	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?		
	Texas Gulf Coast Chapter		All Chapters	Texas Gulf Coast Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	22%	16%	26%	19%	21%	21%
The speakers at chapter programs	12%	8%	9%	16%	15%	13%
The location of chapter programs	22%	23%	21%	14%	6%	14%
The chapter's coverage of state and regional issues	12%	11%	13%	21%	15%	18%
Chapter newsletter	6%	5%	5%	6%	19%	9%
Chapter networking opportunities	15%	22%	16%	13%	12%	14%
Chapter website	12%	15%	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

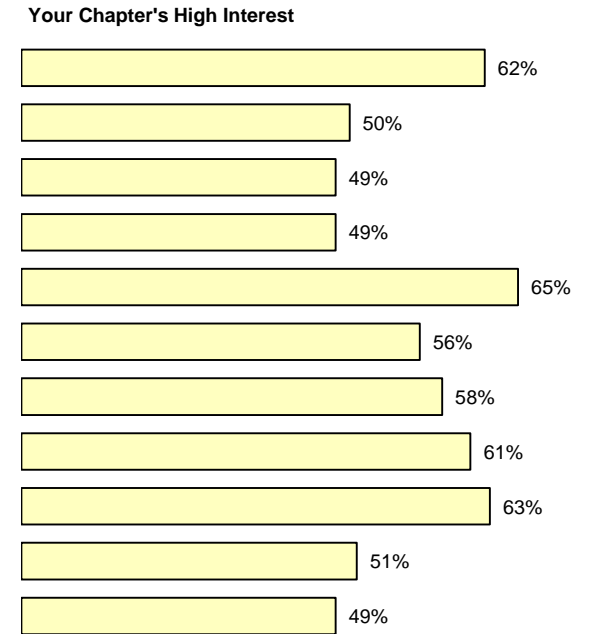
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Texas Gulf Coast Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	20%	76%	76%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	18%	32%	51%	51%
Trends in commercial payment	13%	24%	63%	63%
Alignment strategies among healthcare providers	9%	19%	72%	72%
Data analytics and business intelligence	9%	27%	64%	64%
Strategic planning, business plans, and service line planning	18%	21%	61%	61%
State legislative and regulatory update	8%	18%	74%	74%
State Medicaid program	9%	24%	67%	67%
Local payors and employers response to healthcare reform	10%	19%	71%	71%
Payor and provider collaboration	14%	23%	63%	63%
Impact of insurance exchanges	6%	10%	83%	83%

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Topics of Interest to Your Members (continued)

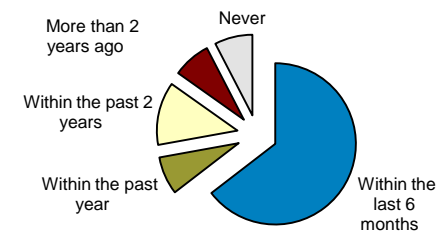
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Texas Gulf Coast Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	27%	62%
Accounting and financial reporting	14%	36%	50%
Improving cash collection processes	22%	29%	49%
Denial prevention and management	18%	33%	49%
Changes in Medicare reimbursement policies	5%	29%	65%
Compliance with Medicare regulations	14%	29%	56%
New technologies in finance, revenue cycle, and clinical-financial integration	6%	35%	58%
Managing productivity and costs	12%	27%	61%
Leadership skills	17%	21%	63%
Implementing the conversion to the ICD-10 standard	19%	30%	51%
Strategies for collaborating with clinical areas	13%	38%	49%



Data about Survey Respondents

Table E: Attending an education event	Texas Gulf Coast Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	65%
Within the past year	8%
Within the past 2 years	13%
More than 2 years ago	8%
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	770	I've found it difficult to attend the monthly meetings due to conflicts. It might be easier if the meetings were not always held on Fridays.
< 6 months	770	Thank you so much for all the wonderful work you're all doing!!!
< 6 months	770	The website could use better calendaring for future programs.
< 6 months	772	Communication regarding events and web site could be improved to be more easily viewable, searchable and condensed into printable material
< 6 months	773	Need to attract more CFO's via speakers and meaningful topics.
< 6 months	774	I know it is hard but work on speaker topics outside of the regulatory changes and revenue cycle we are heavy on. How about productivity management, decision support, cost accounting, building pro formats, etc.?
< 6 months	774	Location is really great. The Methodist Hospital Conference Center is a central location for most members.
< 6 months	774	The attendees of the Gulf Coast Chapter luncheons and events are often not the decision makers in a health system, but students. Obviously I understand they are there for the education and credits, but as a rep for a vendor it would be nice to network with those that we are seeking. Also, and I only say this because you ask, the food at Methodist leaves a lot to be desired. I am a member in other chapters and do not have the same concerns with them. Whether this is a regional thing or not, I do not know. Thank you.
< 6 months	775	I very recently joined so I am not sure that I have the experience to rate it as Extremely Satisfied yet.
< 6 months	775	Nothing really - it is just tough for me to get to Houston for meetings, but I fully understand that I am an outlier...:)
< 1 year	770	I have been a member for over 40 years, and most of my contacts have retired, as I have. So, networking isn't what I am interested in, nor many of the topics that are more applicable to entry level health care professionals. I think the Chapter excels in outreach and availability, but it just isn't what I need anymore, and if I live one more year, if I never hear "Obamacare" again, I will be a happy man.
< 2 years	759	Timing of educational programs would work best for last week of the month every once in a while. Very difficult for me to attend earlier due to System meetings.
< 2 years	770	I have not had time to get involved.
< 2 years	770	The inconvenient location is the biggest issue. I don't take advantage of many of the educational sessions & work groups due to the inconvenience of the location, difficulty getting to, expensive parking, etc.
< 2 years	770	The low level of participation of C-level executives in the local chapter make it less meaningful for networking purposes and thus my level of participation in the local chapter events is low as well. Therefore my overall responses are "neutral".
< 2 years	774	My ratings are based on limited attendance, particularly at the monthly luncheon meetings. I know they are geared (from a scheduling standpoint) for your hospital members. As a Consultant I normally travel on Fridays and just cannot make the meetings.

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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
> 2 years	773	I am now a retired member but read everything I get and keep up to date with chapter activities. I also live on the North side of town. Now I may be in the minority and may have missed something but I don't ever remember any meetings or activities on the North side of town like perhaps The Woodlands. It may be impractical but there a quite a few healthcare providers now on the North side and I would think there are members from those facilities.
> 2 years	774	Am a past pres. of Texas Gulf Coast and our monthly meetings created so much interest that our membership grew fantastically, bringing Bob Shelton, founder of HFMA in Chicago, down to see how we were doing it. Sandra Burke, a rather recent Pres., now deceased, started trying to emulate. Need more local topical experts to present, like Mary Collins, Pres. and CEO of DBSA of Greater Houston to present. What with ACA and all the shortage of mental health resources all over the country, this former Director of Catholic Charities, with her qualified staff, are standing by to present. We, have already gone through several Gulf Coast chapter leaders but no feed back yet. Money wise, we will make good revenue from people all over healthcare organizations in Houston and Galveston, coming to hear Mary Collins speak. Thanks. Jim Gasper, 1987 HFMA Founders award.
Never	740	I just question the reason why all meetings are so far south. Most, if not all, meetings seem to be in Houston. What about Dallas? Austin? I realize that the directors or people who lead the chapter are probably located in Houston; but, perhaps, another group of members might show up. The parking where meetings are held is horrendous.
Never	775	I have not had the time to become involved with the chapter. I would be interested in attending chapter educational sessions but I have not yet had a topic come up that impacts our organization during a time when I could attend. I do, however, keep my eyes open to future opportunities. I would really like more educational opportunities for cost reports...especially as they pertain to critical access hospitals. Also the 1115 waiver program.
#N/A	773	I have not been able to spend much time with HFMA due to very busy schedule with growing healthcare organization.
#N/A	774	Location - pick a hotel anywhere that has ample parking - can be near say off of 610, but not the Medical Center.

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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	770	Thank you so much for all the wonderful work you're all doing!!!
< 6 months	772	Fraud and abuse topics, medical coding i.e....APR DRG
< 6 months	775	Audit and Fraud are of particular interest to me.
< 1 year	774	ACA
> 2 years	773	More Access and Revenue Cycle related activity.

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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	770	Already attend most meetings.
< 6 months	770	I think it would be helpful to change the day of the meetings from time to time. It's difficult to always get the same time off on Friday.
< 6 months	770	Our meetings are on Friday's which seems to be a busy day for me, although it probably works best for most people especially those who travel.
< 6 months	772	The educational topics offered and their applicability to my responsibilities are the driving consideration for me
< 6 months	774	Excellent speakers on critical issues.
< 6 months	774	More interaction and networking at monthly lunches
< 6 months	774	Topics
< 6 months	774	Topics on PPACA.
< 6 months	775	If we could draw more CFO's and CEO's to speak at monthly events.
< 6 months	775	Location near Galveston
< 6 months	775	Offerings on relative topics that require more than one meeting session (e.g.. ICD-10 training and implementation).
< 2 years	770	Better location
< 2 years	774	Varied meeting days/times
> 2 years	773	From my perspective it appears that the chapter continues to do well and that those involved continue to do a great job. If I were still actively working I'm sure I would attend more often. I still hope to do some part-time consulting or interim management work within the revenue cycle and when that happens I'm sure I'll make more of an effort to attend.
Never	740	Closer venue.
Never	752	More advance notification, less consultant speakers and more leaders who have actual experiences doing the work.
Never	775	A fairly full day of relevant topics instead of just a couple of hours. If I were to get more out of the event I would be more apt to attend since it will take a substantial part of my day to attend for just a couple of hours. Otherwise it is a timing issue. There is always something that needs to be attended to here.
Never	776	location is a big issue for me