

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 490
Responses Received: 103
Response Rate: 21%

FY14 Overall High Satisfaction: 73%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 72%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 42% **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.

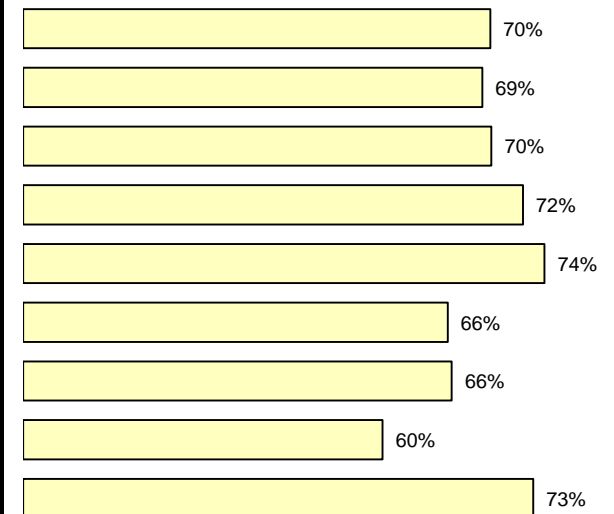
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY14)
 Kentucky Chapter**

Your Members' Satisfaction Ratings

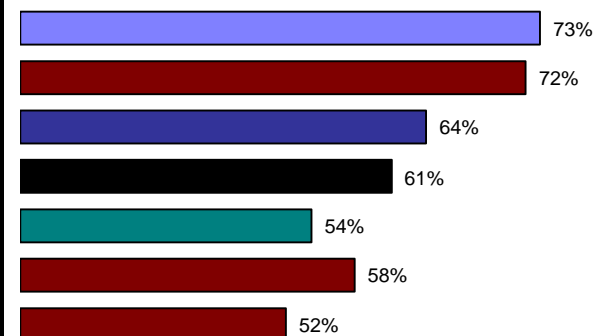
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Kentucky Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	2%	28%	70%	71%	66%
The educational topics addressed at chapter programs	3%	28%	69%	65%	66%
The speakers at chapter programs	1%	29%	70%	69%	69%
The location of chapter programs	5%	22%	72%	70%	60%
The chapter's coverage of state and regional issues	4%	21%	74%	67%	67%
Chapter newsletter	5%	29%	66%	66%	66%
Chapter networking opportunities	4%	29%	66%	63%	62%
Chapter website	5%	34%	60%	67%	60%
HFMA chapter overall	2%	25%	73%	72%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Kentucky Chapter - Overall High Satisfaction Trend	FY14	73%
	FY13	72%
	FY12	64%
	FY11	61%
	FY10	54%
	FY08	58%
	FY06	52%

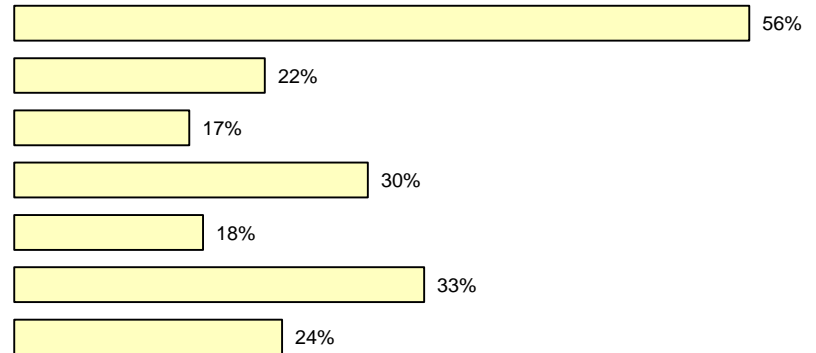
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Kentucky Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	56%	44%	46%
The speakers at chapter programs	22%	22%	23%
The location of chapter programs	17%	28%	35%
The chapter's coverage of state and regional issues	30%	45%	31%
Chapter newsletter	18%	17%	14%
Chapter networking opportunities	33%	20%	30%
Chapter website	24%	23%	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?		
	Kentucky Chapter		All Chapters	Kentucky Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	23%	26%	24%	22%	21%
The speakers at chapter programs	10%	9%	9%	12%	13%	13%
The location of chapter programs	9%	19%	21%	8%	10%	14%
The chapter's coverage of state and regional issues	9%	23%	13%	21%	23%	18%
Chapter newsletter	8%	5%	5%	10%	12%	9%
Chapter networking opportunities	20%	13%	16%	13%	6%	14%
Chapter website	12%	8%	11%	11%	15%	11%

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 HFMA Chapter Survey (FY14)
 Kentucky 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

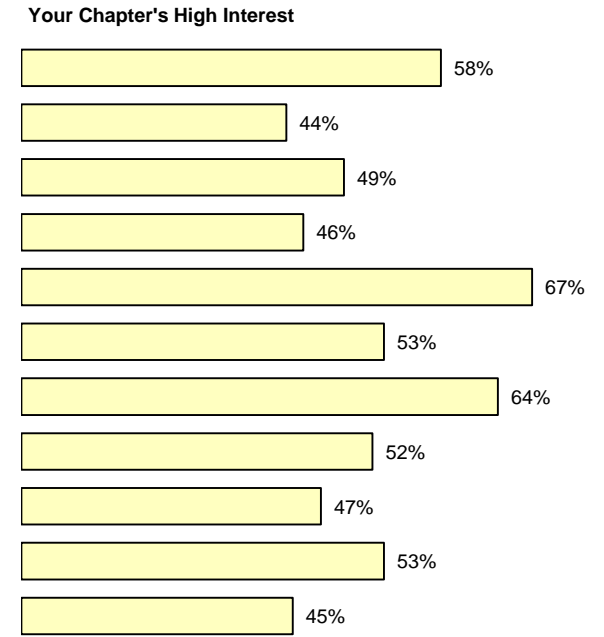
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Kentucky Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	3%	19%	78%	78%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	12%	31%	57%	57%
Trends in commercial payment	9%	31%	60%	60%
Alignment strategies among healthcare providers	13%	34%	54%	54%
Data analytics and business intelligence	16%	31%	53%	53%
Strategic planning, business plans, and service line planning	14%	38%	48%	48%
State legislative and regulatory update	5%	26%	69%	69%
State Medicaid program	9%	23%	68%	68%
Local payors and employers response to healthcare reform	4%	22%	74%	74%
Payor and provider collaboration	11%	31%	57%	57%
Impact of insurance exchanges	2%	15%	82%	82%

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

Topics of Interest to Your Members (continued)

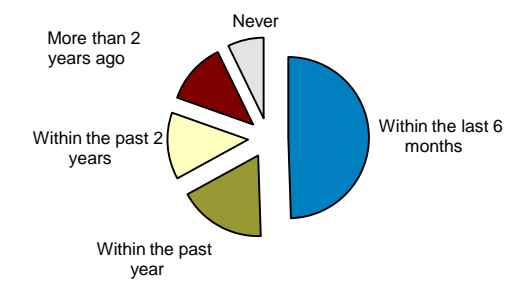
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Kentucky Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	10%	31%	58%
Accounting and financial reporting	21%	35%	44%
Improving cash collection processes	21%	29%	49%
Denial prevention and management	21%	33%	46%
Changes in Medicare reimbursement policies	11%	22%	67%
Compliance with Medicare regulations	14%	33%	53%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	24%	64%
Managing productivity and costs	14%	34%	52%
Leadership skills	12%	41%	47%
Implementing the conversion to the ICD-10 standard	20%	27%	53%
Strategies for collaborating with clinical areas	19%	36%	45%



Data about Survey Respondents

Table E: Attending an education event	Kentucky Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	49%
Within the past year	18%
Within the past 2 years	13%
More than 2 years ago	12%
Never	7%



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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	402	I am a hard grader. Suggestion includes one hour of ethics each seminar(not two like summer 2014). The last Louisville seminar ethics was two hours of (barely relatable geared toward lawyers) of CPE which over lapped two topics I really wanted to go to, but could not because I needed ethics for the year. It might be best to break it up a little more by spreading it out over the year. Another suggest would be to record the topics, because some times two topics that I am interested in might be scheduled at the same time. It might be nice to be able to go back and listen to these topics later (though I understand if there is not enough demand for this).
< 6 months	402	More information about healthcare reform and the changing landscape would be helpful.
< 6 months	402	The Kentucky Chapter - HFMA does an outstanding job. The educational session are excellent with many diverse topics. The leadership of the chapter is outstanding and they are committed to being a top notch organization.
< 6 months	402	The website never seems to be updated with current people and sometimes times are incorrect for the events.
< 6 months	402	Would appreciate contact to learn more about the KY chapter activities. I was very dialed in with the TN chapter.
< 6 months	405	It would be helpful to have more networking opportunities. When a person attends a seminar, it is difficult to actually network with other people in the industry.
< 6 months	421	I am not one that scores everything extremely satisfied. The website could use some upgrade. Seem to always have issues registering for the events. You click on register now and it does not work. This has happened more than once.
< 1 year	402	Make the website more known
< 1 year	405	I attended the PFS Workshop Friday, October 25th at the Ramada. The environment was not as nice as other locations; however, the workshop fee was extremely reasonable and it is important to be fiscally responsible for the Chapter, as well as, our facilities the attendees represent. Thank you for the opportunity and the extensive efforts it takes to plan events. Much appreciated!!
< 1 year	405	Selfishly I would like to see a little bit more topical discussion and educational sessions about issues directly related to Patient Access Services.
< 1 year	427	Time frames at beginning and end of month work better for me. It seems like most meeting times have conflicted with my Board and other standing meetings in the middle of the month.
< 2 years	402	I have not been able to attend any meetings this year due to the work load and computer conversion. I can only judge by the agendas which I do review.
< 2 years	402	No additional thoughts on the locations, which are fine with me.
> 2 years	402	I travel a lot for my job so I do not have much opportunity to attend many if any of the chapter meetings.
> 2 years	405	I have not attended many of your programs so it would be unfair to state anything other than "don't know."
> 2 years	410	Recently renewed membership, so unable to evaluate at this time.
#N/A	423	I would like to see more ICD-10 information

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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	402	conducting data-based clinical and/or financial comparisons
< 6 months	402	Constant monitoring of the ACA rollout and enforcement by the IRS. Sorry about choosing the website for improvement. The survey forced me to pick one, but I didn't want to. Seems rigged.
< 6 months	402	How do we operate better, faster and cheaper. Staffing trends on clinical units and how top performing hospitals are getting it done.
< 6 months	411	Integration of primary care and behavioral health efforts across the commonwealth.
< 6 months	420	Compliance / Compliance / Ethics
> 2 years	405	My focus is more on the patient pay end. My interest would be CFPB and its impact. I understand they do have authority over active patient balance collections. What are other hospitals doing to boost patient collections, i.e. use of automated dialers?

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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	402	If my employer felt I could not miss and would allow me more time to engage in them
< 6 months	402	It might be nice to send out a list of possible topics and have people choose what they are interested couple month's prior to event. Then with a little research schedule the topics, so that the topics people are interested in do not over lap. I have had numerous times when the topics I was most interested in were held at same time and the ones I were not interested in also ran at same time. So, I was stuck missing something I wanted to see and had to see go to something I could care less about. This could however take a lot of work to do and still fall short of expectations, but it is an idea.
< 6 months	402	Keep finding high quality speakers.
< 6 months	402	The Kentucky Chapter - HFMA does an excellent job and I try not to miss any of the educational sessions.
< 6 months	405	Some hoe control my scheduled requirements at work so I can get away!!
< 6 months	405	There is a redundancy of topics at most of the events. It would be more helpful topics were offered on a rotating schedule and certain topics that may just need a short update were grouped together. For instance, having denials management and the Claim Services folks together rather than a full session from each because they often have similar things to present, but nothing really new to say about the process. While it's nice that Anthem is willing to give an update, their provider services relationships are less than exemplary with regard to their willingness to actually work with the providers to resolve issues.
< 6 months	420	Compliance related topics and staggering financial effects of non-compliance whether EMTALA, HIPAA or other.
< 1 year	402	I would attend every event if time permitted. Great overall job by the Chapter.
< 1 year	421	Our travel budgets have been downsized which is why I personally have not attended the last couple of institutes. I will be back.
< 1 year	427	The only impediments to me attending more often are scheduling conflicts. The programs are almost always attractive.
< 2 years	402	No issues with the chapter events. Work demands and timing just do not always sync up to allow attendance.
< 2 years	426	Critical Access Hospital cost report specific information and not having to travel over 2 hours to a meeting.
< 2 years	427	Right topics at the right time. Events are often scheduled at times when it is impossible to get away.
> 2 years	402	I travel too much and am unable to attend many of these meetings
> 2 years	402	Price
> 2 years	405	It is a hospital budget issue, not compelling topics
> 2 years	405	More information or classes on the patient balance collections.
Never	423	Price and locale.