

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 123
Responses Received: 32
Response Rate: 26%

FY14 Overall High Satisfaction: 61%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 61%
Favorable/Unfavorable FY13 to FY14: 0%

FY14 High Satisfaction is composed of: 32% **Extremely Satisfied**
29% **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.

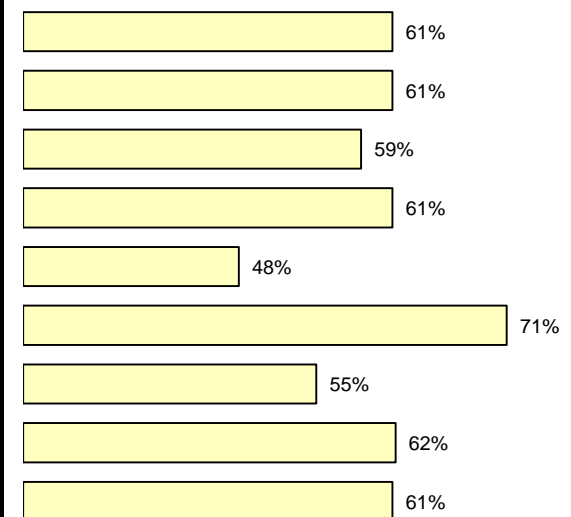
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Your Members' Satisfaction Ratings

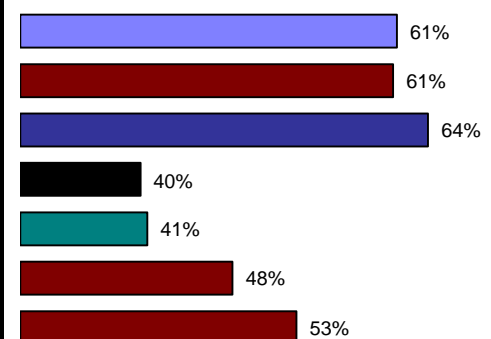
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Hawaii Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	16%	23%	61%	51%	66%
The educational topics addressed at chapter programs	13%	26%	61%	59%	66%
The speakers at chapter programs	10%	31%	59%	61%	69%
The location of chapter programs	23%	16%	61%	59%	60%
The chapter's coverage of state and regional issues	17%	34%	48%	58%	67%
Chapter newsletter	3%	26%	71%	64%	66%
Chapter networking opportunities	23%	23%	55%	50%	62%
Chapter website	12%	27%	62%	42%	60%
HFMA chapter overall	10%	29%	61%	61%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Hawaii Chapter - Overall High Satisfaction Trend	FY14	61%
	FY13	61%
	FY12	64%
	FY11	40%
	FY10	41%
	FY08	48%
	FY06	53%

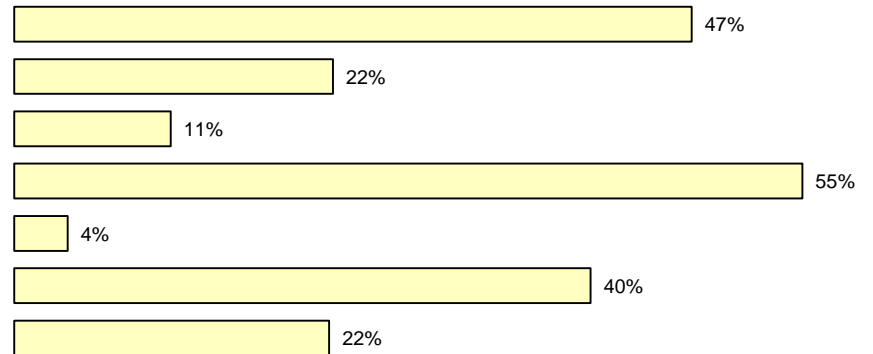
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Hawaii Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	47%	56%	46%
The speakers at chapter programs	22%	19%	23%
The location of chapter programs	11%	3%	35%
The chapter's coverage of state and regional issues	55%	59%	31%
Chapter newsletter	4%	13%	14%
Chapter networking opportunities	40%	27%	30%
Chapter website	22%	24%	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?		
	Hawaii Chapter		All Chapters	Hawaii Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	34%	26%	15%	22%	21%
The speakers at chapter programs	4%	3%	9%	19%	16%	13%
The location of chapter programs	7%	0%	21%	4%	3%	14%
The chapter's coverage of state and regional issues	25%	32%	13%	30%	27%	18%
Chapter newsletter	0%	5%	5%	4%	8%	9%
Chapter networking opportunities	21%	16%	16%	19%	11%	14%
Chapter website	11%	11%	11%	11%	14%	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

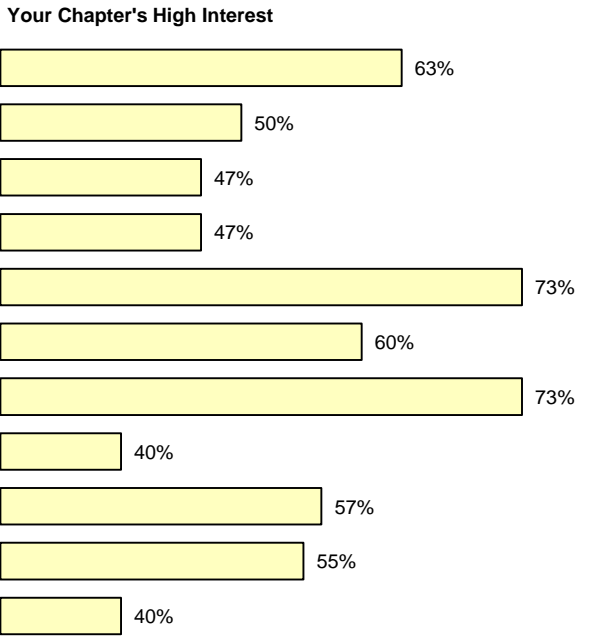
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Hawaii Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	17%	83%	83%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	10%	27%	63%	63%
Trends in commercial payment	10%	30%	60%	60%
Alignment strategies among healthcare providers	7%	33%	60%	60%
Data analytics and business intelligence	10%	40%	50%	50%
Strategic planning, business plans, and service line planning	7%	45%	48%	48%
State legislative and regulatory update	3%	47%	50%	50%
State Medicaid program	3%	33%	63%	63%
Local payors and employers response to healthcare reform	3%	30%	67%	67%
Payor and provider collaboration	7%	30%	63%	63%
Impact of insurance exchanges	10%	34%	55%	55%

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Topics of Interest to Your Members (continued)

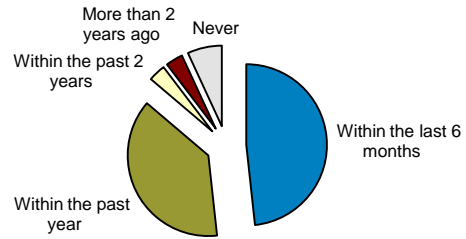
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	Hawaii Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	3%	33%	63%
Accounting and financial reporting	10%	40%	50%
Improving cash collection processes	13%	40%	47%
Denial prevention and management	17%	37%	47%
Changes in Medicare reimbursement policies	3%	23%	73%
Compliance with Medicare regulations	3%	37%	60%
New technologies in finance, revenue cycle, and clinical-financial integration	7%	20%	73%
Managing productivity and costs	7%	53%	40%
Leadership skills	0%	43%	57%
Implementing the conversion to the ICD-10 standard	7%	38%	55%
Strategies for collaborating with clinical areas	20%	40%	40%



Data about Survey Respondents

Table E: Attending an education event	Hawaii Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	48%
Within the past year	38%
Within the past 2 years	3%
More than 2 years ago	3%
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
< 1 year	967	Someplace centrally located. I like the sessions held at Queens.
< 1 year	968	A lot of the topics are hospital based and not so much on Home Health, Hospice or Skilled Nursing Facilities. Would like to see more for the service lines indicated above.
< 1 year	968	Need more local seminars and networking opportunities.
Never	968	Don't know of any networking opportunities since I became a member. Not sure where programs are held. Topics almost always Hospital related.

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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
< 1 year	968	Incentive payments

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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
< 1 year	967	More on detail on what is happening locally. Legislators who are writing and promoting healthcare related bills through the State House and Senate should come to speak at events (not their representative).
< 1 year	968	Location
< 1 year	968	Strong recognized speakers. Relevant topics. Done in the 3rd or 4th week of the month.
< 1 year	968	The times the events are held.