

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 198  
**Responses Received:** 36  
**Response Rate:** 18%

**FY14 Overall High Satisfaction:** 50%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 57%  
**Favorable/Unfavorable FY13 to FY14:** -7%

**FY14 High Satisfaction is composed of:** 28% **Extremely Satisfied**  
22% **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.

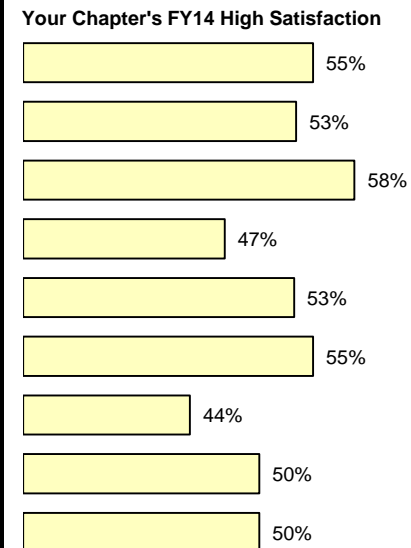
Final request to complete survey sent to non-respondents on November 12, 2013.

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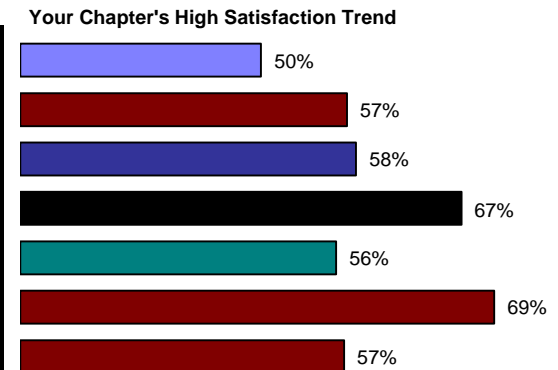
**Your Members' Satisfaction Ratings**

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?	San Diego-Imperial Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	21%	24%	55%	52%	66%
The educational topics addressed at chapter programs	25%	22%	53%	56%	66%
The speakers at chapter programs	19%	23%	58%	52%	69%
The location of chapter programs	9%	44%	47%	58%	60%
The chapter's coverage of state and regional issues	18%	29%	53%	52%	67%
Chapter newsletter	15%	30%	55%	54%	66%
Chapter networking opportunities	35%	21%	44%	41%	62%
Chapter website	27%	23%	50%	50%	60%
HFMA chapter overall	17%	33%	50%	57%	69%



San Diego-Imperial Chapter - Overall High Satisfaction Trend	FY14	50%
	FY13	57%
	FY12	58%
	FY11	67%
	FY10	56%
	FY08	69%
	FY06	57%



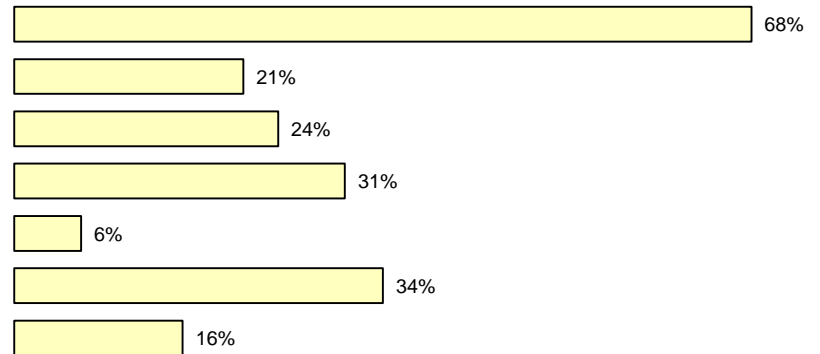
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	San Diego-Imperial Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	68%	75%	46%
The speakers at chapter programs	21%	23%	23%
The location of chapter programs	24%	16%	35%
The chapter's coverage of state and regional issues	31%	35%	31%
Chapter newsletter	6%	12%	14%
Chapter networking opportunities	34%	31%	30%
Chapter website	16%	8%	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.


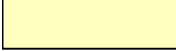
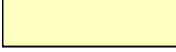
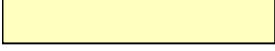
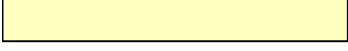
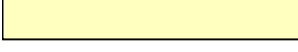
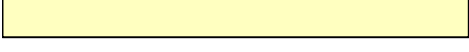
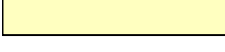
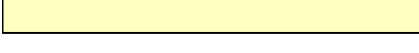

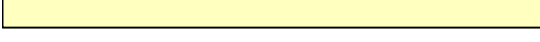
**Table B2: Improving your chapter**

	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?		
	San Diego-Imperial Chapter		All Chapters	San Diego-Imperial Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	39%	48%	26%	29%	27%	21%
The speakers at chapter programs	6%	0%	9%	15%	23%	13%
The location of chapter programs	10%	8%	21%	15%	8%	14%
The chapter's coverage of state and regional issues	13%	16%	13%	18%	19%	18%
Chapter newsletter	3%	8%	5%	3%	4%	9%
Chapter networking opportunities	19%	16%	16%	15%	15%	14%
Chapter website	10%	4%	11%	6%	4%	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

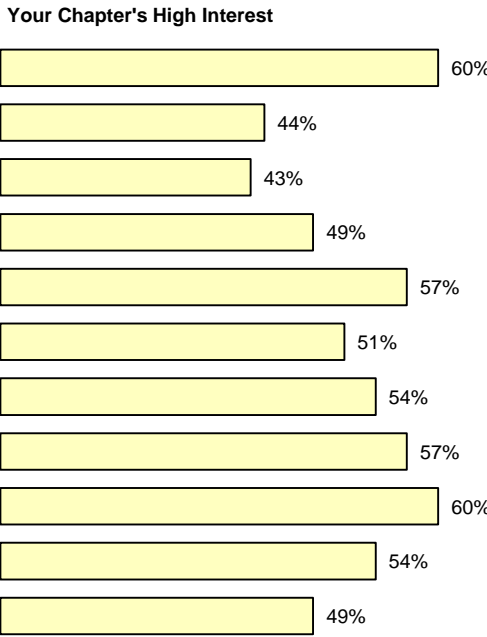
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	San Diego-Imperial Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	20%	<b>80%</b>	 80%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	26%	29%	<b>46%</b>	 46%
Trends in commercial payment	37%	17%	<b>46%</b>	 46%
Alignment strategies among healthcare providers	9%	34%	<b>57%</b>	 57%
Data analytics and business intelligence	23%	11%	<b>66%</b>	 66%
Strategic planning, business plans, and service line planning	20%	20%	<b>60%</b>	 60%
State legislative and regulatory update	6%	14%	<b>80%</b>	 80%
State Medicaid program	26%	23%	<b>51%</b>	 51%
Local payors and employers response to healthcare reform	9%	17%	<b>74%</b>	 74%
Payor and provider collaboration	26%	40%	<b>34%</b>	 34%
Impact of insurance exchanges	3%	9%	<b>89%</b>	 89%

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**Topics of Interest to Your Members (continued)**

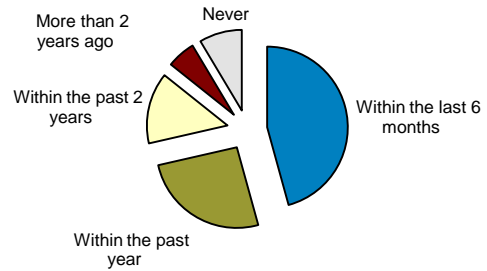
Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

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.	San Diego-Imperial Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	17%	23%	<b>60%</b>
Accounting and financial reporting	24%	32%	<b>44%</b>
Improving cash collection processes	40%	17%	<b>43%</b>
Denial prevention and management	37%	14%	<b>49%</b>
Changes in Medicare reimbursement policies	26%	17%	<b>57%</b>
Compliance with Medicare regulations	26%	23%	<b>51%</b>
New technologies in finance, revenue cycle, and clinical-financial integration	20%	26%	<b>54%</b>
Managing productivity and costs	20%	23%	<b>57%</b>
Leadership skills	20%	20%	<b>60%</b>
Implementing the conversion to the ICD-10 standard	26%	20%	<b>54%</b>
Strategies for collaborating with clinical areas	31%	20%	<b>49%</b>



**Data about Survey Respondents**

Table E: Attending an education event	San Diego-Imperial Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	<b>46%</b>
Within the past year	<b>26%</b>
Within the past 2 years	<b>14%</b>
More than 2 years ago	<b>6%</b>
Never	<b>9%</b>



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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	920	The chapter newsletter is very good, I sometimes can't find the time to read it. Didn't realize there was a chapter website.
< 6 months	921	Have more topics where speakers provide recommendations that providers can take back and implement right away.
< 6 months	921	More central locations would be best. However, I understand that funds may simply not be available to pay for meeting space in nice central locations.
< 6 months	921	the chapter networking opportunities are very clicky. I attended the Del Mar Races and not one person from the board came over and introduce themselves or made any attempt to interact with new faces/members.
< 1 year	921	My focus is on State and Federal cost report issues. Information I need is provided CHA or CMS directly.
< 1 year	925	To be fair, it may not be as much as the location as it is the availability of time. Our system is in a fairly large crunch currently and it is very difficult to get the time to attend the conferences. The topics always are relevant and current to today's issues.
< 2 years	920	I have been a member for many decades, both on the provider side and on the non-provider. I do recognize the purpose is to educate the provider staff - but if the SD chapter want active involvement of non-provider members - the leadership will have to acknowledge a broader viewpoint and offer occasional opportunities for involvement. I was on the program committee for several years - so I understand how difficult it is to come up with interesting topics and how easy it is to drop into a rut, e.g. having a CFO panel. Location is not an issue - always having a 1/2 or full day meeting absolutely is. I generally do not have that much time. I have for years suggested a luncheon or short meeting - to where I could commit 90- 120 minutes, and specifically have a chance to network. That has not happened
< 2 years	921	The past two years, the education has been primarily around managed care and this is not a topic of interest to me.
> 2 years	920	Too much hospital not enough other healthcare issues.
> 2 years	921	Apparently healthcare financial management only encompasses Medicare/Medi-Cal reimbursement and state/regional issues pertaining to said reimbursement as these are seemingly the only educational topics ever covered. The only local HFMA programs I've ever attended are social functions because there has never been a topic that applied to my area of work within financial management. While reimbursement is obviously important, so are financial accounting, financial reporting, tax, decision support/cost accounting, fixed assets, and treasury, but I have yet to see any educational programs dedicated to any of these other topics. Fortunately for you my company pays for my membership, otherwise I would not be a member as there is zero value to me. Also, a number of the educational programs are scheduled for the second week of the month when many of us are in the middle of month-end close. Maybe this timing works well for those in reimbursement but it doesn't work well for the rest of us who can't afford to take a day or half day off during the middle of our close.

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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	920	How using "Lean" and "Six Sigma" tools can improve the financial bottom line.
< 2 years	920	Opportunity-driven decision making. Greater accountability for pricing and cost estimation. Great skills for customer services. Better business management of healthcare services
> 2 years	921	Accounting, tax, financial reporting, decision support/cost accounting

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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	920	Better topics, better pricing
< 6 months	920	The events are compelling. Sometimes there is a time conflict. It is good to have an event every couple of months at different times and locations, like you are doing. That makes it more possible that I will be able to attend at least some of them. Your educational events are outstanding! I especially like to hear Brad Mulvaney and the California lobbyist give us updates on the legal and political events. Anything that will help with the new trends in healthcare related to the ACA are very much appreciated.
< 6 months	920	Timing of the events, as the first six days of month are not good nor is the last couple days of the month.
< 6 months	921	I would really like to see more Health Plan involvement if possible.
< 6 months	921	Not add day and not expensive
< 1 year	921	Greater networking opportunities and speaking topics centered around solutions for addressing the rising cost to patients for healthcare.
< 1 year	921	Related to Medicare or MCal Reimbursement/Cost Reports, Audits, or Appeals
< 1 year	925	Having speakers that have had direct contact and impact with substantial healthcare "turnarounds" (not contractor groups that specialize in so-called turnarounds where they simply eliminate expense). Speakers that present specific "takeaway" methodologies which supported the turnaround that could be quickly applied. Specific "metrics" created by these organizations that allow them to easily and continuously measure the continuity and consistency of the change (NOT metrics that have no real value).
< 2 years	920	Reliance on inter-personal contacts. As an example - when registering for a meeting in times past - you chatted with a person you knew - or at least may have met - and so gave a personal commitment to attendance. Now - you check with an impersonal computer. also - if meeting better match available time. I'm seldom to never going to have an entire day to devote. Perhaps some of the large hospital-based folks are not as busy - but non-providers tend to have learner staffs.
< 2 years	921	Educational topics of interest to me.
> 2 years	920	Less hospital more other healthcare
> 2 years	921	Have a topic addressing something other than reimbursement and hold the event during the latter half of the month to allow those of us who are involved in month-end close to have the time to attend.
Never	922	Location, location, location
Never	945	Since I am located in India, I am unable to attend events offered by the chapter.