

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 291
Responses Received: 56
Response Rate: 19%

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

FY13 Overall High Satisfaction: 66%
Favorable/Unfavorable FY13 to FY14: 7%

FY14 High Satisfaction is composed of: 43% **Extremely Satisfied**
30% **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.

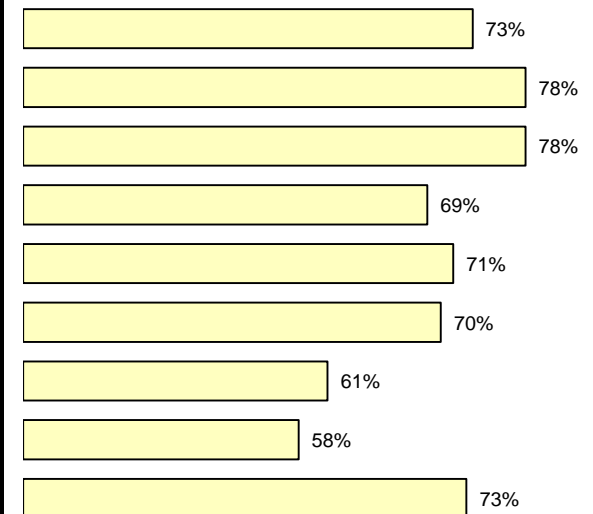
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Your Members' Satisfaction Ratings

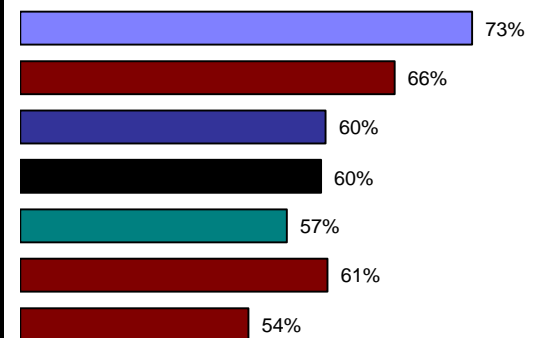
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	South Texas Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	8%	19%	73%	59%	66%
The educational topics addressed at chapter programs	8%	14%	78%	61%	66%
The speakers at chapter programs	6%	16%	78%	69%	69%
The location of chapter programs	15%	15%	69%	64%	60%
The chapter's coverage of state and regional issues	6%	22%	71%	64%	67%
Chapter newsletter	9%	20%	70%	67%	66%
Chapter networking opportunities	18%	22%	61%	55%	62%
Chapter website	15%	27%	58%	58%	60%
HFMA chapter overall	12%	16%	73%	66%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



South Texas Chapter - Overall High Satisfaction Trend	FY14	73%
	FY13	66%
	FY12	60%
	FY11	60%
	FY10	57%
	FY08	61%
	FY06	54%

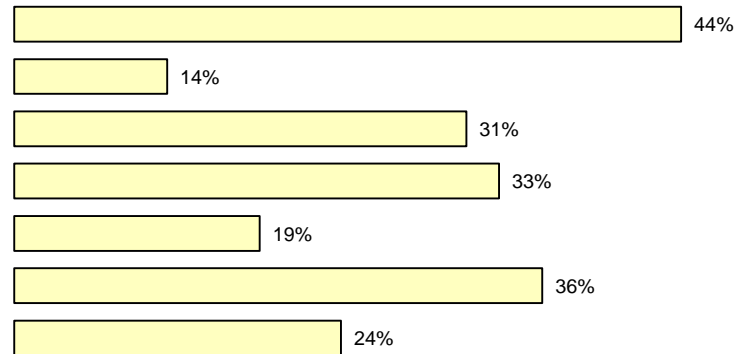
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	South Texas Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	44%	47%	46%
The speakers at chapter programs	14%	13%	23%
The location of chapter programs	31%	25%	35%
The chapter's coverage of state and regional issues	33%	36%	31%
Chapter newsletter	19%	8%	14%
Chapter networking opportunities	36%	38%	30%
Chapter website	24%	32%	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?		
	South Texas Chapter		All Chapters	South Texas Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	27%	17%	26%	17%	30%	21%
The speakers at chapter programs	8%	10%	9%	6%	4%	13%
The location of chapter programs	12%	12%	21%	19%	13%	14%
The chapter's coverage of state and regional issues	12%	21%	13%	21%	15%	18%
Chapter newsletter	4%	4%	5%	15%	4%	9%
Chapter networking opportunities	20%	21%	16%	15%	17%	14%
Chapter website	16%	15%	11%	8%	17%	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.	South Texas Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	8%	22%	70%	70%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	13%	40%	46%	46%
Trends in commercial payment	15%	33%	52%	52%
Alignment strategies among healthcare providers	12%	35%	53%	53%
Data analytics and business intelligence	19%	21%	60%	60%
Strategic planning, business plans, and service line planning	14%	45%	41%	41%
State legislative and regulatory update	4%	25%	71%	71%
State Medicaid program	12%	33%	56%	56%
Local payors and employers response to healthcare reform	14%	22%	65%	65%
Payor and provider collaboration	12%	25%	63%	63%
Impact of insurance exchanges	4%	22%	75%	75%

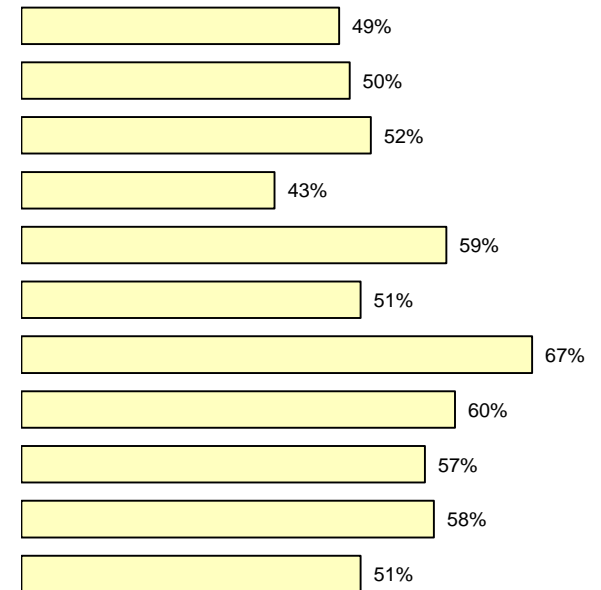
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Topics of Interest to Your Members (continued)

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

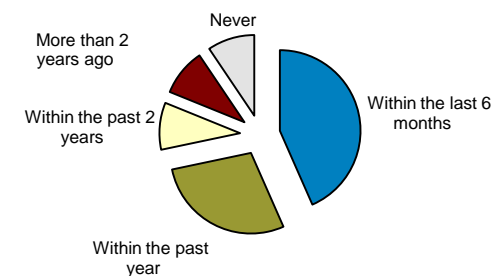
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	South Texas Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	12%	39%	49%
Accounting and financial reporting	24%	26%	50%
Improving cash collection processes	17%	31%	52%
Denial prevention and management	16%	41%	43%
Changes in Medicare reimbursement policies	10%	31%	59%
Compliance with Medicare regulations	16%	33%	51%
New technologies in finance, revenue cycle, and clinical-financial integration	6%	27%	67%
Managing productivity and costs	10%	31%	60%
Leadership skills	18%	25%	57%
Implementing the conversion to the ICD-10 standard	19%	23%	58%
Strategies for collaborating with clinical areas	14%	35%	51%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	South Texas Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	43%
Within the past year	28%
Within the past 2 years	9%
More than 2 years ago	9%
Never	9%



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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	781	I rated most items as Very Satisfied only because I have not been as active as I had hoped to be - but when I have participated it has been done well. Speakers value is something that is only slightly controllable for the chapter, and overall (so far) they have been okay.
< 6 months	782	Being in Managed Care Contracting; I feel there needs to be more topics/speakers regarding contracting and negotiations. There has been only one seminar throughout the entire year regarding Managed Care Contracting.
< 6 months	782	I seldom read the chapter's newsletter .
< 6 months	782	Website could use some work. The links have been problematic and it's busy looking.
< 6 months	785	I wish the HFMA had a full-scale curriculum that could take a financial expert like me from a skilled accountant to a polished revenue cycle manager with access to internships. Thank you.
< 6 months	785	Most activities and conferences are in the San Antonio Area.
< 6 months	787	Increase the ratio of hospital providers / employees to the number of vendors
< 1 year	782	Need more topics for physician and physician offices. Many hospitals are procuring physician practices.
< 1 year	782	While I do not attend chapter meetings, etc.. I follow the newsletter closely and do attend the annual Landscape program and find both to be very informative and helpful. I am satisfied and appreciative of the quality of both.
< 1 year	784	I have retired from the Hospital Industry but still have to pay full price for meetings. Would it be possible to reduce the pricing for us poor folks?
< 2 years	781	I only receive the national journal from HFMA. I do not receive notifications regarding local chapter events, local education events, chapter newsletter, or chapter networking opportunities.
> 2 years	785	Along with working full-time, I am also a student pursuing a graduate degree which has not allotted me the time to get involved to rate your services. At this time on-line education is best since many companies are containing cost.
Never	785	Excellent chapter activities and leadership. I'm guilty of not participating as much as I would like to, but I can see the Chapter is doing an outstanding job of providing opportunities to stay up with current issues and education needs.
Never	787	I don't know that I've ever seen the chapter newsletter.

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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	782	learning Leadership skills on how to navigate organization politics would be great.
< 6 months	782	Managed Care Contracting for facility and physician group contracting. Also, gain share type of contracting....
< 6 months	787	Financing options for capital improvements. Overall process for determining whether to renovate, expand, or replace existing hospital facilities.
Never	782	My focus is from a provider/academic rather than financial perspective with a primary emphasis on moving from volume to value. A topic of interest would be integration of clinical and financial data as a mechanism for moving towards value-based care. I am familiar with HFMA's value project at the national level; it would be great if we could generate more interest in the topic at the local level.
Never	785	Impact of Medicare DSH payment change effective 10/1/13.
Never	787	How will Obamacare impact patient reliance on Hospital ER departments. i.e. will the previously uninsured who used ER services start going to Clinics instead? What will this do to hospital costs / revenue as a result? Will the newly insured masses overwhelm ERs with legacy ailments in the first months of availability?

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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	781	Attendance is always based upon my calendar and availability - unless it is planned very far in advance and I can coordinate my schedule accordingly.
< 6 months	782	Content specific to my job. I sat through the Medicare Cost Report presentation, but it does not impact me at all and was just one presentation. Had it been more hospital oriented, I would not have bothered attending.
< 6 months	782	If these are in my own city or near by; minimum travel cost.
< 6 months	782	Strategies/Steps that we can place into practice at our facility.
< 6 months	785	More local events.
< 6 months	787	More opportunities to network with hospital CFOs and CEOs
< 1 year	782	It is not a matter of interest it is a matter of multiple priorities and time - little will impact that unfortunately
< 1 year	782	Just scheduling issues, as I travel with my job and I'm not always available to attend or travel to attend a meeting.
< 1 year	782	Locations such as Lost Pines.
< 2 years	781	I am not notified regarding local chapter activities.
< 2 years	782	Cost/Benefit has to be enough to justify the expense to the company.
> 2 years	782	The chapter provides great events and programs. As I am an affiliate of HFMA and ACHE, I attend ACHE educational programs.
> 2 years	785	Location and scheduling them during lunch.
Never	785	Keep events and education sessions in the first week of the month -- this avoids conflicts with the "month end close" for most of us.
Never	786	I have attended chapter webinars for certification hosted by Joe Topinka. These have been over the top! I have not been able to do in person sessions due to my current work arrangement but hope to do so in the future.
Never	787	Better awareness that they were happening