

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 97
Responses Received: 18
Response Rate: 19%

FY14 Overall High Satisfaction: 59%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 58%
Favorable/Unfavorable FY13 to FY14: 1%

FY14 High Satisfaction is composed of: 41% **Extremely Satisfied**
18% **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.

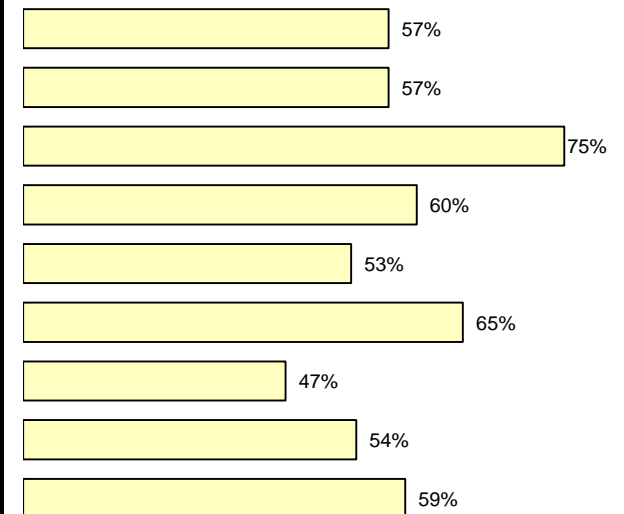
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Your Members' Satisfaction Ratings

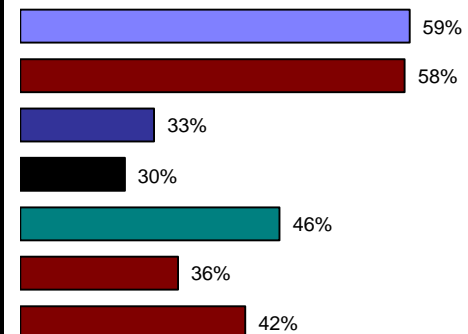
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Nevada Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	14%	29%	57%	40%	66%
The educational topics addressed at chapter programs	21%	21%	57%	44%	66%
The speakers at chapter programs	17%	8%	75%	67%	69%
The location of chapter programs	13%	27%	60%	55%	60%
The chapter's coverage of state and regional issues	20%	27%	53%	50%	67%
Chapter newsletter	0%	35%	65%	50%	66%
Chapter networking opportunities	13%	40%	47%	55%	62%
Chapter website	0%	46%	54%	44%	60%
HFMA chapter overall	12%	29%	59%	58%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Nevada Chapter - Overall High Satisfaction Trend	FY14	59%
	FY13	58%
	FY12	33%
	FY11	30%
	FY10	46%
	FY08	36%
	FY06	42%

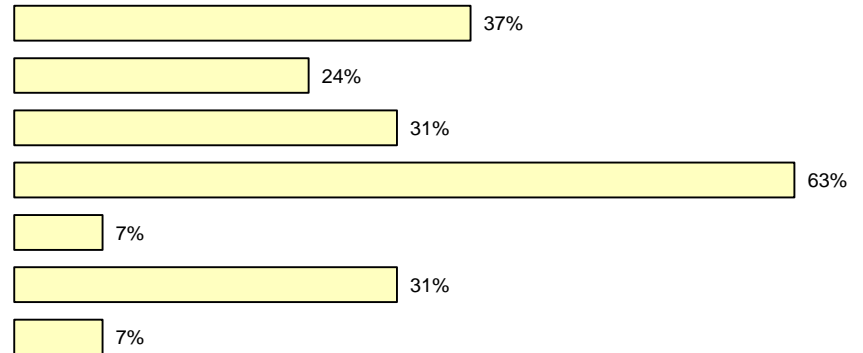
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Nevada Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	37%	25%	46%
The speakers at chapter programs	24%	8%	23%
The location of chapter programs	31%	50%	35%
The chapter's coverage of state and regional issues	63%	42%	31%
Chapter newsletter	7%	25%	14%
Chapter networking opportunities	31%	42%	30%
Chapter website	7%	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?		
	Nevada Chapter		All Chapters	Nevada Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	8%	25%	26%	29%	0%	21%
The speakers at chapter programs	17%	0%	9%	7%	8%	13%
The location of chapter programs	17%	42%	21%	14%	8%	14%
The chapter's coverage of state and regional issues	42%	8%	13%	21%	33%	18%
Chapter newsletter	0%	0%	5%	7%	25%	9%
Chapter networking opportunities	17%	17%	16%	14%	25%	14%
Chapter website	0%	8%	11%	7%	0%	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.	Nevada Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	13%	7%	80%	80%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	0%	33%	67%	67%
Trends in commercial payment	7%	13%	80%	80%
Alignment strategies among healthcare providers	13%	40%	47%	47%
Data analytics and business intelligence	20%	33%	47%	47%
Strategic planning, business plans, and service line planning	20%	47%	33%	33%
State legislative and regulatory update	0%	27%	73%	73%
State Medicaid program	0%	33%	67%	67%
Local payors and employers response to healthcare reform	13%	13%	73%	73%
Payor and provider collaboration	13%	27%	60%	60%
Impact of insurance exchanges	0%	13%	87%	87%

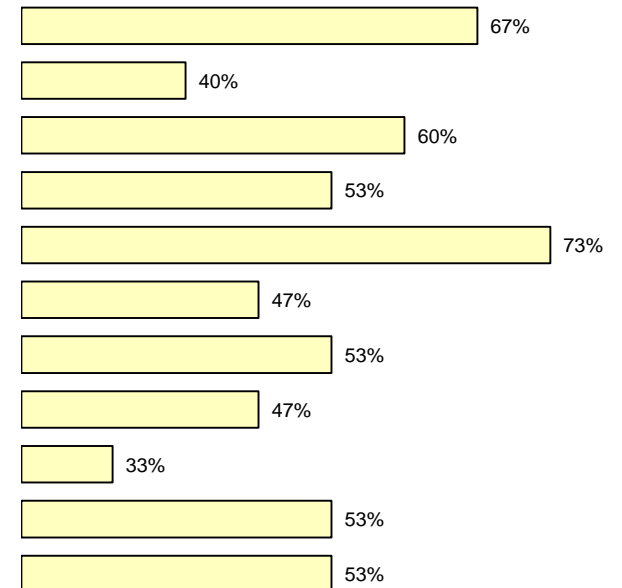
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Topics of Interest to Your Members (continued)

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

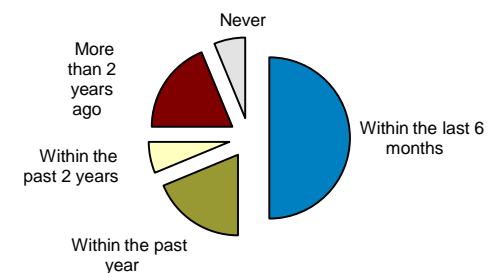
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Nevada Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	20%	13%	67%
Accounting and financial reporting	27%	33%	40%
Improving cash collection processes	13%	27%	60%
Denial prevention and management	13%	33%	53%
Changes in Medicare reimbursement policies	7%	20%	73%
Compliance with Medicare regulations	7%	47%	47%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	33%	53%
Managing productivity and costs	20%	33%	47%
Leadership skills	13%	53%	33%
Implementing the conversion to the ICD-10 standard	27%	20%	53%
Strategies for collaborating with clinical areas	7%	40%	53%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Nevada Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	50%
Within the past year	19%
Within the past 2 years	6%
More than 2 years ago	19%
Never	6%



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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	890	I am a new member and greatly appreciate the extensive coverage of material sent out. I truly would like to attend programs and symposiums. I am more than willing to travel but the events are extremely costly. The latest symposium that I desired to attend was \$620.00. On top of accommodations, the cost was well over \$1000.00. That is a very expensive meeting.
< 6 months	890	The chapter seems to have absolute no unique identity or reason for being . All of its significant programs are jointly planned and executed with ACHE, MGMA, and other Nevada groups. You could just as easily be a member of one of those groups, and get virtually the same set of educational opportunities. The only exception is region 11 symposium. However, the symposium is not uniquely Nevada. In short, there is not any unique educational reason to be a member of HFMA.
< 6 months	891	My only complaint was the location of the Nevada Health Care Forum. This year's location was very smoky.
< 1 year	891	Due to the nature of our business, some of the topics aren't as pointed to our needs. I did try to participate more in the group but just was not able to do so because so many in the group have worked together over a number of years and know each other well, know the hospital side of the industry better than me and I just felt like I wasn't quite up to par.
> 2 years	894	With the geographic disparity between Reno and Las Vegas, there is not much the chapter can do for its meetings.
> 2 years	895	It is very difficult for me to attend Chapter events as my wife suffers from Alzheimer's and I cannot leave her alone for more than 1 hour. At age 77, I am grateful to get out of bed every morning. Thanks for what all you of you do for the chapter. John H Traut, Retired.
> 2 years	897	Quite frankly, I am not aware of specific Chapter Education. Unless I am missing something, I do not receive Chapter information outside of networking or social gatherings. I do not receive a newsletter. What I do see come through are programs taking place in Vegas.

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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
		<i>No comments submitted</i>

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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	890	Affordable.
< 6 months	890	Same as comment previously -- sponsor some completely unique programs.
< 6 months	895	Good topics and great speakers
> 2 years	897	I am extremely interested in the above subjects and thus would attend if I knew that they were taking place.