

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 65  
**Responses Received:** 25  
**Response Rate:** 38%

**FY14 Overall High Satisfaction:** 64%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 68%  
**Favorable/Unfavorable FY13 to FY14:** -4%

**FY14 High Satisfaction is composed of:** 23% **Extremely Satisfied**  
41% **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.

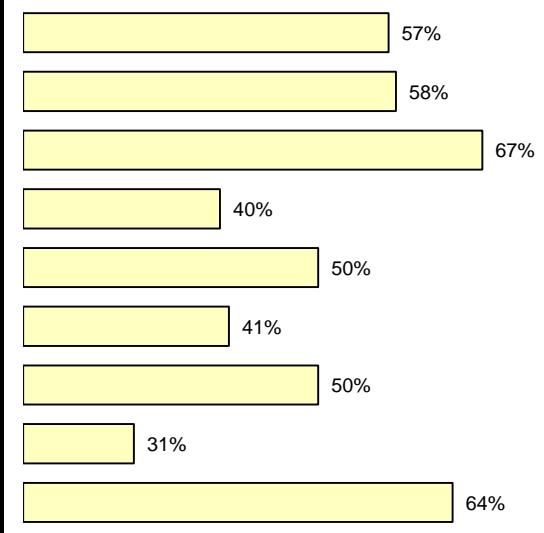
**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 Wyoming Chapter**

**Your Members' Satisfaction Ratings**

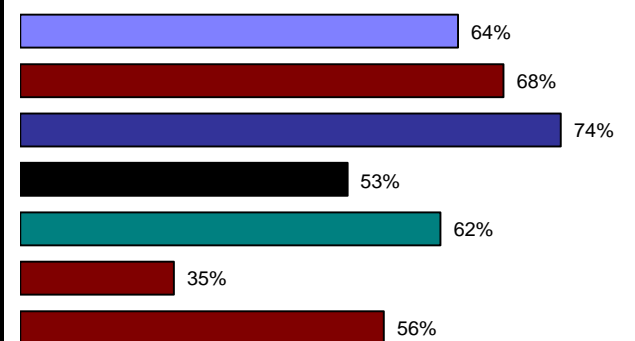
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Wyoming Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	14%	29%	57%	68%	66%
The educational topics addressed at chapter programs	11%	32%	58%	73%	66%
The speakers at chapter programs	6%	28%	67%	73%	69%
The location of chapter programs	10%	50%	40%	55%	60%
The chapter's coverage of state and regional issues	25%	25%	50%	59%	67%
Chapter newsletter	32%	27%	41%	62%	66%
Chapter networking opportunities	23%	27%	50%	64%	62%
Chapter website	38%	31%	31%	56%	60%
HFMA chapter overall	9%	27%	64%	68%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Wyoming Chapter - Overall High Satisfaction Trend	FY14	64%
	FY13	68%
	FY12	74%
	FY11	53%
	FY10	62%
	FY08	35%
	FY06	56%

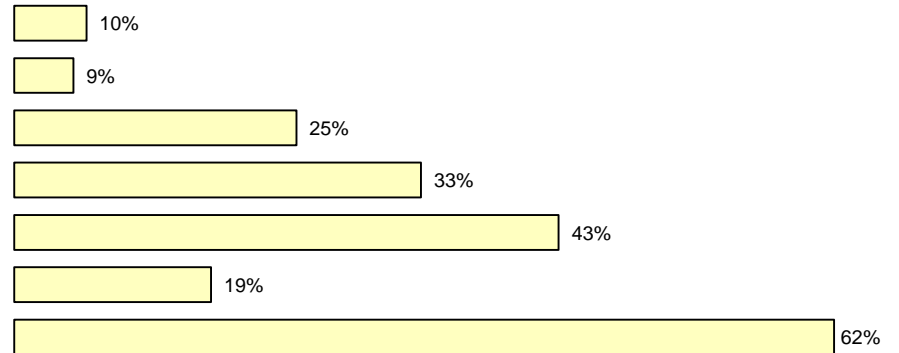
**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 Wyoming Chapter**

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

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Wyoming Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	10%	52%	46%
The speakers at chapter programs	9%	10%	23%
The location of chapter programs	25%	14%	35%
The chapter's coverage of state and regional issues	33%	19%	31%
Chapter newsletter	43%	33%	14%
Chapter networking opportunities	19%	29%	30%
Chapter website	62%	43%	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.

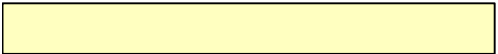
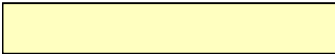


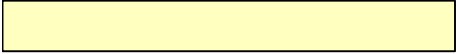
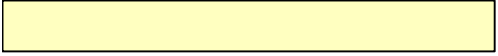
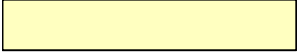
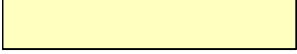
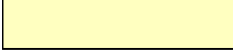
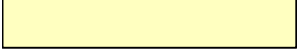
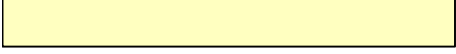
**Table B2: Improving your chapter**

	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?		
	Wyoming Chapter		All Chapters	Wyoming Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	10%	14%	26%	0%	38%	21%
The speakers at chapter programs	0%	5%	9%	9%	5%	13%
The location of chapter programs	20%	10%	21%	5%	5%	14%
The chapter's coverage of state and regional issues	15%	14%	13%	18%	5%	18%
Chapter newsletter	20%	24%	5%	23%	10%	9%
Chapter networking opportunities	5%	19%	16%	14%	10%	14%
Chapter website	30%	14%	11%	32%	29%	11%

**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
 Wyoming 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.	Wyoming Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	4%	22%	<b>74%</b>	 74%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	9%	35%	<b>57%</b>	 57%
Trends in commercial payment	22%	48%	<b>30%</b>	 30%
Alignment strategies among healthcare providers	4%	35%	<b>61%</b>	 61%
Data analytics and business intelligence	22%	9%	<b>70%</b>	 70%
Strategic planning, business plans, and service line planning	9%	17%	<b>74%</b>	 74%
State legislative and regulatory update	0%	48%	<b>52%</b>	 52%
State Medicaid program	17%	30%	<b>52%</b>	 52%
Local payors and employers response to healthcare reform	14%	41%	<b>45%</b>	 45%
Payor and provider collaboration	17%	30%	<b>52%</b>	 52%
Impact of insurance exchanges	9%	22%	<b>70%</b>	 70%

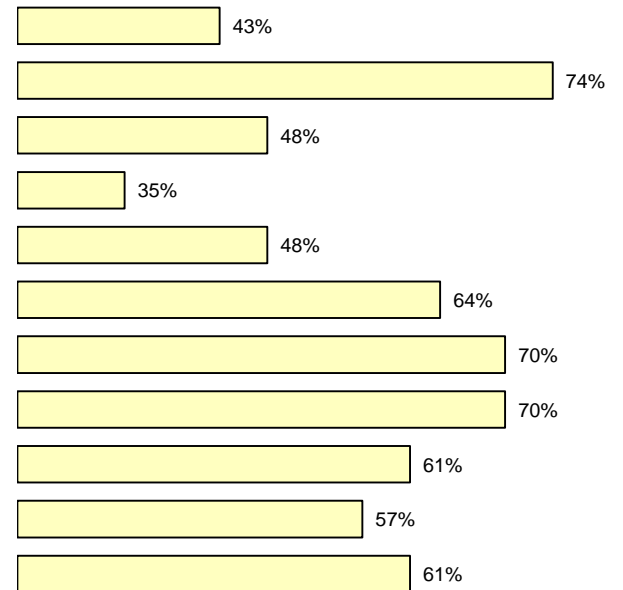
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HFMA Chapter Survey (FY14)  
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**Topics of Interest to Your Members (continued)**

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

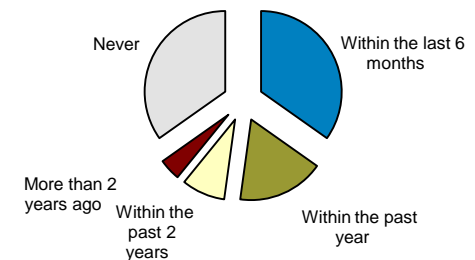
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Wyoming Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	13%	43%	43%
Accounting and financial reporting	9%	17%	74%
Improving cash collection processes	22%	30%	48%
Denial prevention and management	30%	35%	35%
Changes in Medicare reimbursement policies	9%	43%	48%
Compliance with Medicare regulations	5%	32%	64%
New technologies in finance, revenue cycle, and clinical-financial integration	13%	17%	70%
Managing productivity and costs	4%	26%	70%
Leadership skills	9%	30%	61%
Implementing the conversion to the ICD-10 standard	17%	26%	57%
Strategies for collaborating with clinical areas	4%	35%	61%

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Wyoming Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	35%
Within the past year	17%
Within the past 2 years	9%
More than 2 years ago	4%
Never	35%



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

**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	823	Really nothing to suggest. The state meetings are always like a family reunion.
< 6 months	826	The website seemed to be hard to navigate and not up to date the last time I used it.
< 1 year	820	Can we collaborate with maybe some other chapters on the content of the web site and newsletter
< 1 year	831	Didn't know there was a newsletter. How do I get one?
< 2 years	820	I'm not a fair judge of the educational events as I'm not able to participate on any regular basis. Most of the work I do is out of state and timing is always a complication.
Never	820	So far, I just haven't been able to get involved.
Never	826	Overall, I feel like the Chapter is largely unknown to me. It is unfortunate that I can only select one service to improve when I believe that they all need drastic improvement.
Never	829	Location for fall meeting was not feasible for me.
#N/A	827	living and working in Sundance does not allow me the opportunity to attend local meetings.

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

**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	823	HIPAA-HITECH

**Healthcare Financial Management Association  
 HFMA Chapter Survey (FY14)  
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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	823	The state meetings are always like a family reunion.
< 6 months	829	The locations and events are always great, the weather doesn't always like to cooperate, however that is nothing that anyone can change! :)
< 1 year	829	timing for Spring meeting is always during our budget process so we are unable to attend but we try and make it to the Fall meeting. More fiscal/accounting topics for those of us not as involved with the collections/billing side.
< 1 year	831	I'm new to the chapter and have only had the chance to attend one meeting. I will miss the next meeting due to scheduling conflict. I definitely want to stay involved as much as possible.
< 2 years	820	The programs are fine, my timing is generally off so I'm unable to attend. Also, for networking, 90% of my work is done out side of the state of Wyoming so I'm a little out of touch on local issues.
Never	820	Would like to see if we could do "virtual meetings" esp. in the winter. Also our major towns are at least 3-4 hours apart makes it difficult to attend
Never	824	I am fairly new to WY and have not had an opportunity to attend a meeting. I hope to do so soon.
Never	826	Management decision. I am not management.
Never	829	Location