

Healthcare Financial Management Association

HFMA Chapter Survey (FY14)

January 2014



Sample Size: 100
Responses Received: 23
Response Rate: 23%

FY14 Overall High Satisfaction: 87%
FY14 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY13

FY13 Overall High Satisfaction: 67%
Favorable/Unfavorable FY13 to FY14: 20%

FY14 High Satisfaction is composed of: 70% **Extremely Satisfied**
17% **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.

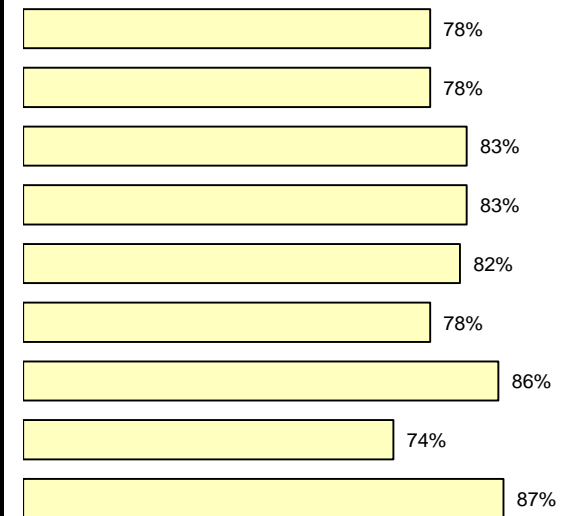
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Your Members' Satisfaction Ratings

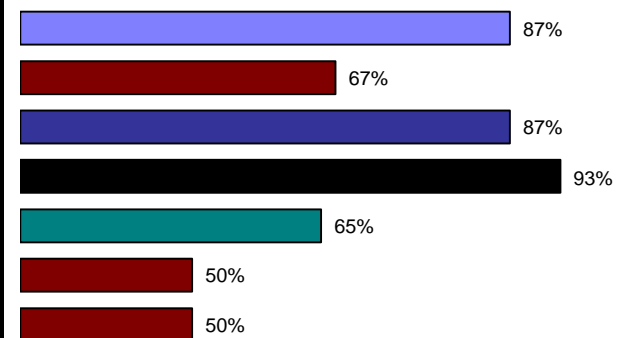
Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Puerto Rico Chapter				All Chapters
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	4%	17%	78%	64%	66%
The educational topics addressed at chapter programs	4%	17%	78%	68%	66%
The speakers at chapter programs	9%	9%	83%	73%	69%
The location of chapter programs	4%	13%	83%	73%	60%
The chapter's coverage of state and regional issues	9%	9%	82%	71%	67%
Chapter newsletter	13%	9%	78%	68%	66%
Chapter networking opportunities	9%	5%	86%	77%	62%
Chapter website	9%	17%	74%	70%	60%
HFMA chapter overall	9%	4%	87%	67%	69%

Your Chapter's FY14 High Satisfaction



Your Chapter's High Satisfaction Trend



Puerto Rico Chapter - Overall High Satisfaction Trend	FY14	87%
	FY13	67%
	FY12	87%
	FY11	93%
	FY10	65%
	FY08	50%
	FY06	50%

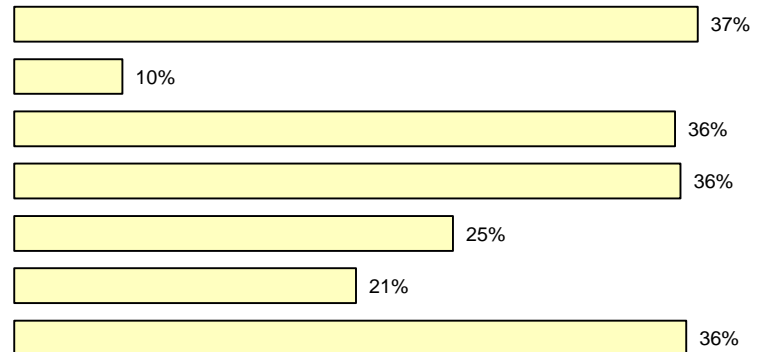
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Puerto Rico Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	37%	23%	46%
The speakers at chapter programs	10%	17%	23%
The location of chapter programs	36%	23%	35%
The chapter's coverage of state and regional issues	36%	45%	31%
Chapter newsletter	25%	23%	14%
Chapter networking opportunities	21%	52%	30%
Chapter website	36%	17%	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.


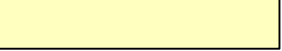
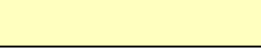
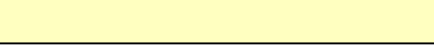
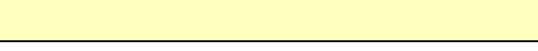
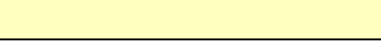
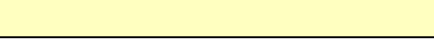
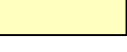
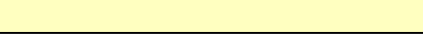
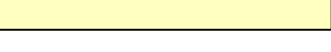
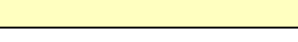
Table B2: Improving your chapter

	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?		
	Puerto Rico Chapter		All Chapters	Puerto Rico Chapter		All Chapters
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	32%	11%	26%	5%	12%	21%
The speakers at chapter programs	0%	11%	9%	10%	6%	13%
The location of chapter programs	11%	6%	21%	25%	18%	14%
The chapter's coverage of state and regional issues	16%	33%	13%	20%	12%	18%
Chapter newsletter	5%	6%	5%	20%	18%	9%
Chapter networking opportunities	16%	22%	16%	5%	29%	14%
Chapter website	21%	11%	11%	15%	6%	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

Table C: Issues of local interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Puerto Rico Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	0%	5%	95%	 95%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	11%	21%	68%	 68%
Trends in commercial payment	11%	22%	67%	 67%
Alignment strategies among healthcare providers	5%	11%	84%	 84%
Data analytics and business intelligence	0%	5%	95%	 95%
Strategic planning, business plans, and service line planning	5%	16%	79%	 79%
State legislative and regulatory update	0%	16%	84%	 84%
State Medicaid program	18%	29%	53%	 53%
Local payors and employers response to healthcare reform	0%	17%	83%	 83%
Payor and provider collaboration	11%	16%	74%	 74%
Impact of insurance exchanges	18%	12%	71%	 71%

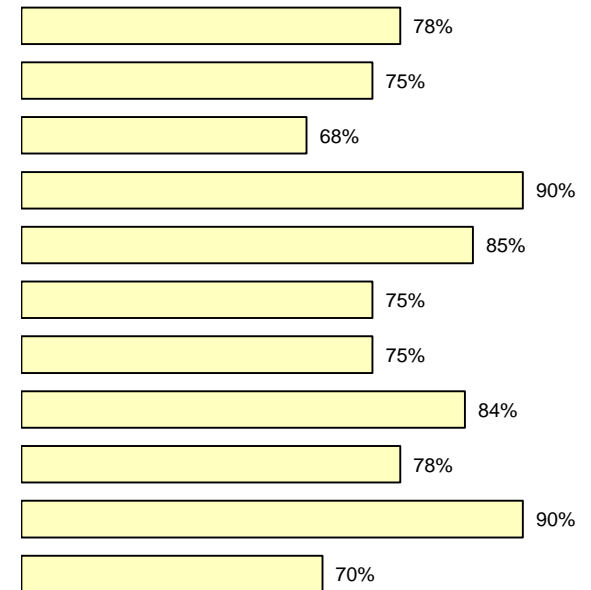
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Topics of Interest to Your Members (continued)

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

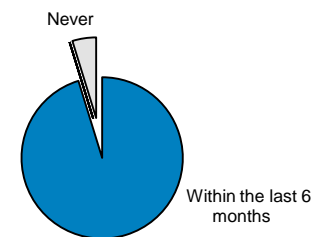
Table D: Local perspective on topics of national interest Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Puerto Rico Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	6%	17%	78%
Accounting and financial reporting	10%	15%	75%
Improving cash collection processes	5%	26%	68%
Denial prevention and management	5%	5%	90%
Changes in Medicare reimbursement policies	5%	10%	85%
Compliance with Medicare regulations	10%	15%	75%
New technologies in finance, revenue cycle, and clinical-financial integration	0%	25%	75%
Managing productivity and costs	5%	11%	84%
Leadership skills	17%	6%	78%
Implementing the conversion to the ICD-10 standard	0%	10%	90%
Strategies for collaborating with clinical areas	10%	20%	70%

Your Chapter's High Interest



Data about Survey Respondents

Table E: Attending an education event	Puerto Rico Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	95%
Within the past year	0%
Within the past 2 years	0%
More than 2 years ago	0%
Never	5%



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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	006	HFMA should choose locations around the country for professionals who don't live in Metro area.
< 6 months	009	I rated the Chapter between Extremely Satisfied and Very Satisfied because there is always room for improvement, for example, the Chapter should address topics like Leadership, Quality, Physician Engagement as well as Patient and Family Engagement. They should also emphasize population health as well. The Chapter should take a leadership role in educating and promoting those topics in addition to financial management issues. The role of the CFO is becoming crucial in this era of transformation and the Chapter should lead the way.
< 6 months	009	The website needs to be developed and improved

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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	007	cost outlier reimbursements and requirements / disproportional share reimbursement / indirect medical education / teaching staff billing
< 6 months	009	Explain the complexities and implications of the Affordable Care Act to the local healthcare industry and the effect on providers

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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	009	The Chapter needs to expand its vision and attract members from different areas of our health sector by presenting some events focused on broad issues like federal health policy, the future of healthcare delivery systems, the role of technology in the transformation of healthcare organizations and the impact on the role of health professionals. That way the Chapter can grow in numbers and expand its influence in our local market.