

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Maine Chapter

Sample Size: 350
Responses Received: 61
Response Rate: 17%

FY20 Net Promoter Score: 66
FY20 All Chapter Average Net Promoter Score: 49

The average American company scores far lower on NPS than our average chapter, while the highest rated companies' **scores** range from 50 to 80. Many successful corporations have an NPS that is in the 50s or above. Superior performers such as Amazon.com had a score of 76 and Apple, Inc. had a score of 71. The median national membership experience scores at 48. Our top performing chapters (top quartile) scored over 59.

FY20 Net Promoter Score Benchmarks:

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
27	39	53	64	70

Your FY20 Net Promoter Score is composed of:

Detractors 3%	Passives 27%	Promoters 69%
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Net Promoter Score	=	% Promoters	—	% Detractors
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **87%**

details of star ratings on page 2

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 August 31, 2019.

Survey Timeline:

First email request with link to online survey sent on October 15, 2019.

Second email with link to survey sent to non-respondents on October 22, 2019.

Third request to complete survey sent to non-respondents on November 11, 2019.

A fourth and final request to complete survey sent to non-respondents on November 22, 2019.

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Maine Chapter

Net Promoter Score: an indicator of customer loyalty

Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?											
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	2	0	7	9	13	28
Percent	0%	0%	0%	0%	0%	3%	0%	12%	15%	22%	47%
Overall	3%							27%		69%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 66

All Chapters FY20 Average Net Promoter Score: 49



Star ratings of various aspects of chapter services to members

How many stars out of 5 would you give to your chapter on each of these aspects of service	Maine Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	0%	14%	33%	53%	54%	<div><div></div></div> 53%
Addressing the right issues and topics	0%	0%	12%	48%	40%	49%	<div><div></div></div> 40%
Locating events where I can access them	3%	3%	15%	34%	44%	51%	<div><div></div></div> 44%
Keeping me up to date on state and regional issues	0%	7%	19%	33%	41%	53%	<div><div></div></div> 41%
Providing connections to others in my field	0%	5%	17%	31%	47%	51%	<div><div></div></div> 47%
Providing easy access to information	0%	2%	17%	37%	44%	52%	<div><div></div></div> 44%
Chapter networking opportunities	2%	7%	14%	38%	40%	51%	<div><div></div></div> 40%
HFMA chapter overall	0%	2%	12%	41%	46%	55%	<div><div></div></div> 46%

Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Maine Chapter	All Chapters	
Profitability analysis by product or service line	36%	18%	<div><div></div></div> 36%
Accounting and financial reporting issues related to emerging payment models	36%	22%	<div><div></div></div> 36%
Improving front end revenue cycle processes	16%	23%	<div><div></div></div> 16%
Changes in Medicare reimbursement policies	30%	24%	<div><div></div></div> 30%
Compliance with Medicare regulations	16%	16%	<div><div></div></div> 16%
Managing and measuring the total cost of care	28%	21%	<div><div></div></div> 28%
Improving the patient financial experience	16%	22%	<div><div></div></div> 16%
Negotiating contracts with value based payment mechanisms	10%	12%	<div><div></div></div> 10%
Prevention and management of denials	10%	20%	<div><div></div></div> 10%
Operationalizing structures and processes to reflect changing payment models	21%	17%	<div><div></div></div> 21%
Business intelligence and data analytics	20%	28%	<div><div></div></div> 20%
State legislative and regulatory update	18%	20%	<div><div></div></div> 18%
State Medicaid program	18%	17%	<div><div></div></div> 18%
Local payors and employers response to ongoing changes in healthcare	15%	17%	<div><div></div></div> 15%

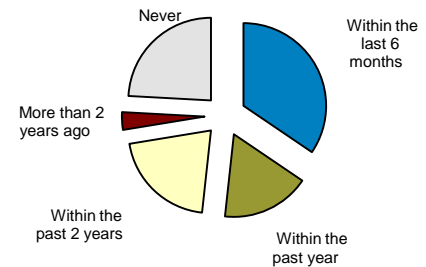
Healthcare Financial Management Association

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Maine Chapter

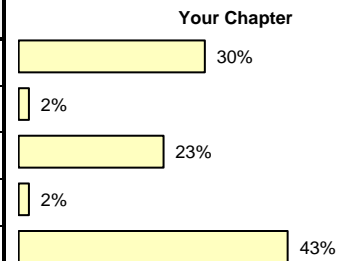
Attending an educational event

When was the last time that you attended a chapter event?	Maine Chapter	All Chapters
Within the last 6 months	34%	43%
Within the past year	17%	18%
Within the past 2 years	21%	9%
More than 2 years ago	3%	8%
Never	24%	22%



Attendance Barriers

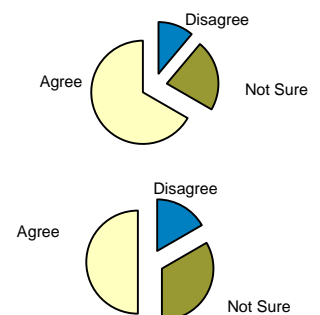
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Maine Chapter	All Chapters
Event content not relevant to my job or misses the mark	30%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	23%	22%
The quality of events does not meet expectations	2%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	43%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Maine Chapter	All Chapters
Disagree	11%	7%
Not Sure	22%	20%
Agree	67%	74%
I understand how to become more engaged with my HFMA chapter	Maine Chapter	All Chapters
Disagree	17%	7%
Not Sure	33%	24%
Agree	50%	70%

Sample (new members):	20
Percent of Respondents:	33%



* Questions presented to members joining from September 1, 2018 through August 31, 2019.

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Maine Chapter

Please suggest how we can improve if you are unable to provide us with 5 star ratings.

Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	048	Provider/ Payer	Additional education events.
Never	040	Business Partner	As a new Mainer, I was hoping to use this group to connect with my peers via events, message board, newsletters, etc. So far, I haven't heard from anyone about any of this. If I am missing something, please let me know: smcmillen@ecgmc.com Thanks! Sorry if this message sent twice - I received an error the first time I tried to submit.
Within the past year	047	Business Partner	Hi there, I am glad to be apart of such a well constructed organization. The only downfall is that many of the meetings that are hosted are often quite far away from my location in northern Maine. I would love to attend more events and meetings if they were closer. Thank you, Julia Page
Never	046	Business Partner	I am a new member, still getting acclimated to the Chapter
Within the past 2 years	044	Provider/ Payer	I am working closely with healthcare financial teams but not in that role myself. I like to keep posted and am a reviewer for HFM journal articles. I would encourage push e-notices for meetings, updates. Also would like to have a walk through of the new member services via national - and maybe State? website. Thanks!
Never	040	Provider/ Payer	I did not rate a 5 star because nothing is perfect and there is always room for improvement. Keep evolving.
Never	046	Business Partner	I think there is actually too much information that may not be as relevant as needed.
Within the last 6 months	040	Provider/ Payer	In the past year I am aware of only one networking event outside of the conferences and that one occurred in Portland at Bayside Bowl. Those are great places to meet people and make connections and they don't seem to happen with any regularity.
Within the past year	041	Provider/ Payer	Last year, the education offerings were poor and just missing! Sessions that were scheduled (per the Save the Date card), never happened and no notice was given. The 2018 Annual meeting was a mini revenue cycle seminar so there was no way I could justify attending! Kudos to Michelle for the 2019 Annual Meeting - the education was much better!! I am hoping this year turns it around so that the Maine Chapter is once again a premier organization for healthcare personnel! Please bring back the meaningful and relevant education sessions that reach out to more than just revenue cycle.
Within the past 2 years	048	Provider/ Payer	Location is the only one I gave 4 stars - I do think the chapter does the best they can given how spread out the members are across the state.
Within the past 2 years	042	Provider/ Payer	More education sessions would be helpful. It seems like there was a significant reduction in the number of programs this past year.
Within the last 6 months	042	Provider/ Payer	Networking is not good for introverts, so create a different process.
More than 2 years ago	040	Provider/ Payer	Nothing that I can think of at this time. Thank you!
Within the past 2 years	047	Provider/ Payer	offer some trainings in Bangor.
Within the last 6 months	041	Provider/ Payer	Providing increased distribution of local and federal change contacts via email. Connecting to a broader membership by providing additional cosponsored events within region 1.
Within the last 6 months	049	Provider/ Payer	Some External emails are blocked. Newsletter.
Within the past 2 years	044	Provider/ Payer	Webinars, simulcasts of live events, events in northern ME, beef up the newsletter

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Maine Chapter

Please describe any other topics that you would like to see our HFMA chapter address this year.

Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the past year	046	Business Partner	inpatient coding
Never	040	Business Partner	Patient access to care and its affect on the revenue cycle
Within the past year	041	Provider/ Payer	- How Data Analytics can help identify trends/issues/etc. - What's out there for better dashboards and report writers for smaller organizations that can't afford or have time/resources for a larger product. - Technology in healthcare; what's new? what's coming?
Within the last 6 months	041	Provider/ Payer	Business analytics in a period of Medicaid Expansion
Within the past 2 years	042	Provider/ Payer	Changes in Medicare reimbursement and regulations did not make my top 3 but are important.
Within the last 6 months	040	Provider/ Payer	Cost Accounting!
Within the past 2 years	044	Provider/ Payer	Leadership development, mentoring, rural health challenges & strategies
Within the past 2 years	047	Provider/ Payer	Medicare and Medicaid FQHC reimbursement
More than 2 years ago	040	Provider/ Payer	None at this time.
Within the last 6 months	044	Provider/ Payer	Operationalizing new FASB standards

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Maine Chapter

Please elaborate on the barriers that you selected above, what would make our chapter's events so compelling that you would have to attend? Please also offer any other comments you would like to offer our chapter.

Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the past year	041	Business Partner	Conflict with job responsibilities.
Never	046	Business Partner	I recently joined and have not had a chance to attend yet.
Never	040	Business Partner	It looks like there is only one event a year, which I was out of town for.
Never	044	Business Partner	I've been so busy the past 6 months it's hard to get away.
Never	046	Business Partner	New member, lived out of state for about 4 yrs
Never	044	Business Partner	NEW MEMBER-CURRENTLY A MEMBER OF AAHAM WHICH IS GREAT!!
Never	044	Business Partner	Recently joined the Chapter. There have not been any events in Portland yet since I joined.
Never	044	Business Partner	Timing, issues. Usually after year end when we are busy with audit and/or when major reports are due; such as Medicare cost report and 990's.
Within the last 6 months	047	Provider/ Payer	Based on my geographic location, it takes one business day for me to travel roundtrip for the sessions, which causes accessibility issues since it requires rescheduling a lot of standing meetings to accommodate for 2 -3 work days out of the office.
Within the last 6 months	044	Provider/ Payer	Busy with work and hard to get away
Within the last 6 months	047	Provider/ Payer	Easier to access if localized in the central Maine area.
More than 2 years ago	040	Provider/ Payer	Finance and Cash Operations topics.
Within the past 2 years	042	Provider/ Payer	I am located in the most northern region of the State which does make travel difficult, costly and time-consuming for events which are located in Portland. I do make the effort to attend when appropriate for my position.
Within the past 2 years	044	Provider/ Payer	I attend when the topic is something that I need more information on
Within the past 2 years	047	Provider/ Payer	I have moved from hospital reimbursement to FQHC reimbursement. Most of the programs are geared towards hospitals.
Never	040	Provider/ Payer	I only do not attend due to my own schedule conflicts. I hope to find a time to attend an event in the near future.
Never	041	Provider/ Payer	Limited funds to spend on training events/ limited time to take away from work hours for events
Within the past year	040	Provider/ Payer	My workload at the time of the meeting, combined with the meeting topic sometimes creates a barrier for me.
Within the past year	041	Provider/ Payer	please see earlier comment - education quality and quantity was terrible last year...
Within the past 2 years	041	Provider/ Payer	Probably the biggest influencer is that I have other work related conflicts with the meeting
Within the last 6 months	040	Provider/ Payer	Some of the events and education do not tie in directly to my role so I do not attend all meetings. Also, sometimes due to timing I am not able to attend.
Never	040	Provider/ Payer	The inability to take the time off work to attend.
Within the past 2 years	042	Provider/ Payer	This past year's events were held on days when I had Finance Committee or Board meetings, preventing me from attending HFMA.
Within the last 6 months	044	Provider/ Payer	Travel freezes

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Maine Chapter

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	046	Provider/ Payer	very limited Patient Access information.
Within the last 6 months	040	Provider/ Payer	we did not have funds at my prior hospital to support education
Within the last 6 months	041	Provider/ Payer	With limited time, I only attend those conferences that are directly relevant to my field.
Within the last 6 months	041	Provider/ Payer	Work constraints don't always allow for being able to get away for the day to attend the conference.
Within the last 6 months	049	Provider/ Payer	work deadlines

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Maine Chapter

Provider/Payer Responses Received: 40
Provider/Payer percent of all Responses Received: 66%

FY20 Net Promoter Score: 60
FY20 All Chapter Average Net Promoter Score: 47

FY20 Net Promoter Score Benchmarks:

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
25	36	54	62	69

Your FY20 Net Promoter Score is composed of:

Detractors 5%	Passives 30%	Promoters 65%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

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 August 31, 2019.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Maine Chapter

Net Promoter Score: an indicator of customer loyalty

Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?											
Detractors								Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	2	0	6	6	10	16
Percent	0%	0%	0%	0%	0%	5%	0%	15%	15%	25%	40%
Overall	5%							30%		65%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 60 P/P All Chapters FY20 Average Net Promoter Score: 47



Star ratings of various aspects of chapter services to members

How many stars out of 5 would you give to your chapter on each of these aspects of service	Maine Chapter					P/P All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	0%	18%	41%	41%	52%	<div><div></div></div> 41%
Addressing the right issues and topics	0%	0%	13%	54%	33%	47%	<div><div></div></div> 33%
Locating events where I can access them	3%	5%	20%	30%	43%	48%	<div><div></div></div> 43%
Keeping me up to date on state and regional issues	0%	10%	20%	33%	38%	52%	<div><div></div></div> 38%
Providing connections to others in my field	0%	8%	21%	33%	38%	50%	<div><div></div></div> 38%
Providing easy access to information	0%	3%	23%	38%	36%	51%	<div><div></div></div> 36%
Chapter networking opportunities	0%	10%	18%	36%	36%	50%	<div><div></div></div> 36%
HFMA chapter overall	0%	3%	18%	40%	40%	54%	<div><div></div></div> 40%

Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Maine Chapter	P/P All Chapters	
Profitability analysis by product or service line	45%	19%	<div><div></div></div> 45%
Accounting and financial reporting issues related to emerging payment models	35%	24%	<div><div></div></div> 35%
Improving front end revenue cycle processes	10%	23%	<div><div></div></div> 10%
Changes in Medicare reimbursement policies	25%	25%	<div><div></div></div> 25%
Compliance with Medicare regulations	10%	17%	<div><div></div></div> 10%
Managing and measuring the total cost of care	33%	22%	<div><div></div></div> 33%
Improving the patient financial experience	10%	20%	<div><div></div></div> 10%
Negotiating contracts with value based payment mechanisms	13%	13%	<div><div></div></div> 13%
Prevention and management of denials	15%	21%	<div><div></div></div> 15%
Operationalizing structures and processes to reflect changing payment models	28%	17%	<div><div></div></div> 28%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	20%	18%	<div><div></div></div> 20%
State Medicaid program	15%	18%	<div><div></div></div> 15%
Local payors and employers response to ongoing changes in healthcare	13%	17%	<div><div></div></div> 13%

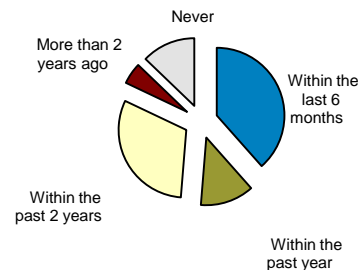
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Maine Chapter

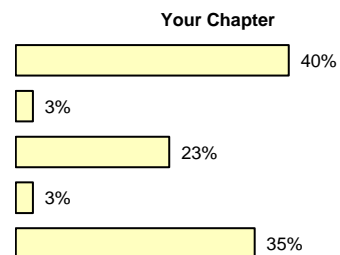
Attending an educational event

When was the last time that you attended a chapter event?	Maine Chapter	P/P All Chapters
Within the last 6 months	38%	39%
Within the past year	13%	19%
Within the past 2 years	31%	10%
More than 2 years ago	5%	8%
Never	13%	23%



Attendance Barriers

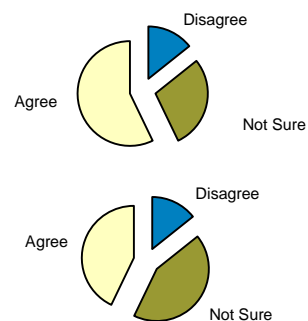
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Maine Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	40%	26%
The audience present does not support meaningful networking	3%	3%
The locations are not accessible to me	23%	25%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	35%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Maine Chapter	P/P All Chapters
Disagree	14%	6%
Not Sure	29%	21%
Agree	57%	73%
I understand how to become more engaged with my HFMA chapter	Maine Chapter	P/P All Chapters
Disagree	14%	7%
Not Sure	43%	24%
Agree	43%	69%

Sample (new members):	8
Percent of Respondents:	20%



* Questions presented to members joining from September 1, 2018 through August 31, 2019.