

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% |
|-------------------------|------------------------|-------------------------|



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.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

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**

Net Promoter Score = % Promoters - % Detractors

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% | 53% |
| Addressing the right issues and topics | 0% | 0% | 12% | 48% | 40% | 49% | 40% |
| Locating events where I can access them | 3% | 3% | 15% | 34% | 44% | 51% | 44% |
| Keeping me up to date on state and regional issues | 0% | 7% | 19% | 33% | 41% | 53% | 41% |
| Providing connections to others in my field | 0% | 5% | 17% | 31% | 47% | 51% | 47% |
| Providing easy access to information | 0% | 2% | 17% | 37% | 44% | 52% | 44% |
| Chapter networking opportunities | 2% | 7% | 14% | 38% | 40% | 51% | 40% |
| HFMA chapter overall | 0% | 2% | 12% | 41% | 46% | 55% | 46% |

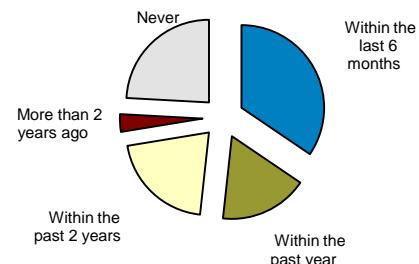
Top Topics: members asked to select their top three topics

| 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% | 36% |
| Accounting and financial reporting issues related to emerging payment models | 36% | 22% | 36% |
| Improving front end revenue cycle processes | 16% | 23% | 16% |
| Changes in Medicare reimbursement policies | 30% | 24% | 30% |
| Compliance with Medicare regulations | 16% | 16% | 16% |
| Managing and measuring the total cost of care | 28% | 21% | 28% |
| Improving the patient financial experience | 16% | 22% | 16% |
| Negotiating contracts with value based payment mechanisms | 10% | 12% | 10% |
| Prevention and management of denials | 10% | 20% | 10% |
| Operationalizing structures and processes to reflect changing payment models | 21% | 17% | 21% |
| Business intelligence and data analytics | 20% | 28% | 20% |
| State legislative and regulatory update | 18% | 20% | 18% |
| State Medicaid program | 18% | 17% | 18% |
| Local payors and employers response to ongoing changes in healthcare | 15% | 17% | 15% |

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Maine Chapter**

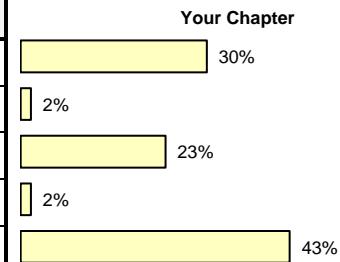
Attending an educational event

| 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

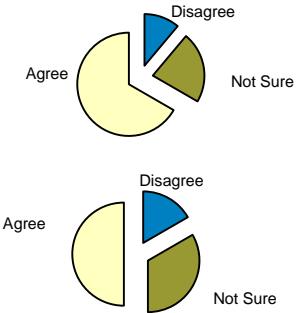
| Which barriers prevent you from attending events more frequently? | Percent of time selected | |
|---|--------------------------|--------------|
| | Maine Chapter | All Chapters |
| Event content not relevant to my job or misses the mark | 30% | 24% |
| The audience present does not support meaningful 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

| Statement | Percent of Respondents | |
|--|------------------------|--------------|
| | Maine Chapter | All Chapters |
| I received a personal welcome from my HFMA chapter | | |
| Disagree | 11% | 7% |
| Not Sure | 22% | 20% |
| Agree | 67% | 74% |
| I understand how to become more engaged with my HFMA chapter | | |
| 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.

**Healthcare Financial Management Association
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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 | <p>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</p> <p>Thanks!</p> <p>Sorry if this message sent twice - I received an error the first time I tried to submit.</p> |
| Within the past year | 047 | Business Partner | <p>Hi there,</p> <p>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.</p> <p>Thank you,</p> <p>Julia Page</p> |
| 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 |

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
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 | <ul style="list-style-type: none"> - 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 |

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

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**

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 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% |
|-------------------------|------------------------|-------------------------|



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.

Survey Timeline:

First email request with link to online survey sent on October 15, 2019.
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Healthcare Financial Management Association
 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**

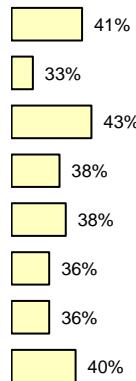
P/P All Chapters FY20 Average Net Promoter Score: **47**



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 |
|--|---------------|---------|---------|---------|---------|-------------------------|
| | 1 Star | 2 Stars | 3 Stars | 4 Stars | 5 Stars | |
| Producing quality educational programming | 0% | 0% | 18% | 41% | 41% | 52% |
| Addressing the right issues and topics | 0% | 0% | 13% | 54% | 33% | 47% |
| Locating events where I can access them | 3% | 5% | 20% | 30% | 43% | 48% |
| Keeping me up to date on state and regional issues | 0% | 10% | 20% | 33% | 38% | 52% |
| Providing connections to others in my field | 0% | 8% | 21% | 33% | 38% | 50% |
| Providing easy access to information | 0% | 3% | 23% | 38% | 36% | 51% |
| Chapter networking opportunities | 0% | 10% | 18% | 36% | 36% | 50% |
| HFMA chapter overall | 0% | 3% | 18% | 40% | 40% | 54% |

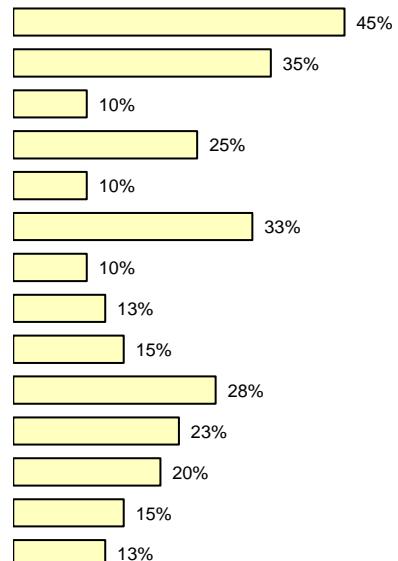
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

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

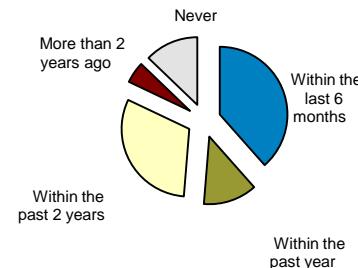
Your Chapter



**Healthcare Financial Management Association
HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Maine Chapter**

Attending an educational event

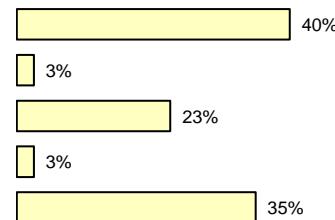
| When was the last time that you attended a chapter event? | Maine Chapter | P/P All Chapters |
|---|---------------|------------------|
| Within the last 6 months | 38% | 39% |
| Within the past year | 13% | 19% |
| Within the past 2 years | 31% | 10% |
| More than 2 years ago | 5% | 8% |
| Never |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

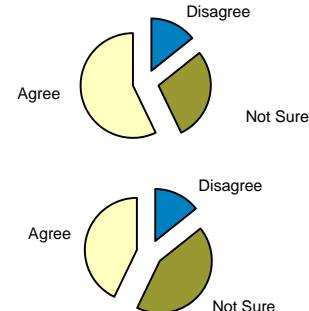
Your Chapter



New Member* Perceptions

| I received a personal welcome from my HFMA chapter | Maine Chapter | | P/P All Chapters | |
|--|---------------|----------|------------------|----------|
| | Disagree | Not Sure | Agree | Disagree |
| Disagree | 14% | 29% | 57% | 6% |
| Not Sure | 29% | 43% | 43% | 21% |
| Agree | 57% | 33% | 21% | 73% |
| I understand how to become more engaged with my HFMA chapter | | | | |
| Disagree | 14% | 43% | 43% | 7% |
| Not Sure | 29% | 43% | 33% | 24% |
| Agree | 57% | 33% | 21% | 69% |

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



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