

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**January 2020**

## New Hampshire-Vermont Chapter

|  |     |
|--|-----|
| Sample Size:                                 | 231 |
| Responses Received:                          | 34  |
| Response Rate:                               | 15% |
| <br>   |     |
| FY20 Net Promoter Score:                     | 76  |
| 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:

|                         |                        |                         |
|-------------------------|------------------------|-------------------------|
| <b>Detractors</b><br>3% | <b>Passives</b><br>18% | <b>Promoters</b><br>79% |
|-------------------------|------------------------|-------------------------|



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **97%**  
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)

### New Hampshire-Vermont 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  | 1  | 0        | 2   | 4         | 6   | 21  |
| Percent  | 0%  | 0% | 0% | 0% | 0% | 3% | 0%       | 6%  | 12%       | 18% | 62% |
| Overall  | 3%  |    |    |    |    |    |          | 18% |           | 79% |     |
| All Chapters   | 12% |    |    |    |    |    |          | 28% |           | 60% |     |

FY20 Net Promoter Score: **76**

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 | New Hampshire-Vermont 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%      | 6%      | 32%     | <b>62%</b> | 54%                 | 62%                          |
| Addressing the right issues and topics   | 0%                            | 0%      | 6%      | 26%     | <b>68%</b> | 49%                 | 68%                          |
| Locating events where I can access them  | 0%                            | 0%      | 6%      | 35%     | <b>59%</b> | 51%                 | 59%                          |
| Keeping me up to date on state and regional issues   | 0%                            | 0%      | 9%      | 12%     | <b>79%</b> | 53%                 | 79%                          |
| Providing connections to others in my field  | 0%                            | 0%      | 18%     | 35%     | <b>47%</b> | 51%                 | 47%                          |
| Providing easy access to information   | 0%                            | 0%      | 9%      | 26%     | <b>65%</b> | 52%                 | 65%                          |
| Chapter networking opportunities   | 0%                            | 0%      | 9%      | 32%     | <b>59%</b> | 51%                 | 59%                          |
| HFMA chapter overall   | 0%                            | 0%      | 3%      | 18%     | <b>79%</b> | 55%                 | 79%                          |

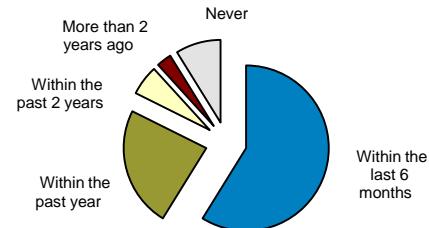
#### Top Topics: members asked to select their top three topics

| Please select your top three preferred topics from the list                  | Percent of time selected      |              | Your Chapter |
|--|-------------------------------|--------------|--------------|
|  | New Hampshire-Vermont Chapter | All Chapters |              |
| Profitability analysis by product or service line                            | <b>21%</b>                    | 18%          | 21%          |
| Accounting and financial reporting issues related to emerging payment models | <b>21%</b>                    | 22%          | 21%          |
| Improving front end revenue cycle processes                                  | <b>18%</b>                    | 23%          | 18%          |
| Changes in Medicare reimbursement policies                                   | <b>29%</b>                    | 24%          | 29%          |
| Compliance with Medicare regulations   | <b>24%</b>                    | 16%          | 24%          |
| Managing and measuring the total cost of care                                | <b>26%</b>                    | 21%          | 26%          |
| Improving the patient financial experience                                   | <b>15%</b>                    | 22%          | 15%          |
| Negotiating contracts with value based payment mechanisms                    | <b>15%</b>                    | 12%          | 15%          |
| Prevention and management of denials   | <b>18%</b>                    | 20%          | 18%          |
| Operationalizing structures and processes to reflect changing payment models | <b>24%</b>                    | 17%          | 24%          |
| Business intelligence and data analytics                                     | <b>29%</b>                    | 28%          | 29%          |
| State legislative and regulatory update                                      | <b>26%</b>                    | 20%          | 26%          |
| State Medicaid program   | <b>15%</b>                    | 17%          | 15%          |
| Local payors and employers response to ongoing changes in healthcare         | <b>21%</b>                    | 17%          | 21%          |

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
New Hampshire-Vermont Chapter**

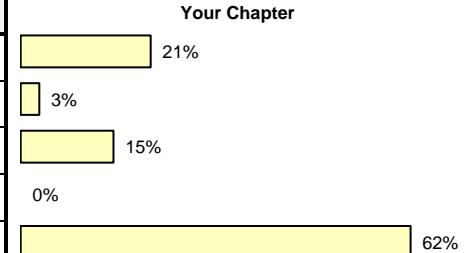
**Attending an educational event**

| When was the last time that you attended a chapter event? | New Hampshire-Vermont Chapter | All Chapters |
|---|-------------------------------|--------------|
| Within the last 6 months                                  | 59%                           | 43%          |
| Within the past year                                      | 24%                           | 18%          |
| Within the past 2 years                                   | 6%                            | 9%           |
| More than 2 years ago                                     | 3%                            | 8%           |
| Never   | 9%                            | 22%          |



**Attendance Barriers**

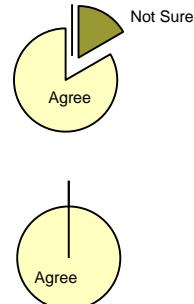
| Which barriers prevent you from attending events more frequently?                   | Percent of time selected      |              |
|---|-------------------------------|--------------|
|   | New Hampshire-Vermont Chapter | All Chapters |
| Event content not relevant to my job or misses the mark                             | 21%                           | 24%          |
| The audience present does not support meaningful networking                         | 3%                            | 4%           |
| The locations are not accessible to me  | 15%                           | 22%          |
| The quality of events does not meet expectations                                    | 0%                            | 3%           |
| N/A: (I usually attend / live out of the area / I work in a different field / etc.) | 62%                           | 41%          |



**New Member\* Perceptions**

| I received a personal welcome from my HFMA chapter           | New Hampshire-Vermont Chapter | All Chapters |
|--|-------------------------------|--------------|
| Disagree   | 0%                            | 7%           |
| Not Sure   | 17%                           | 20%          |
| Agree  | 83%                           | 74%          |
| I understand how to become more engaged with my HFMA chapter |                               |              |
| Disagree   | 0%                            | 7%           |
| Not Sure   | 0%                            | 24%          |
| Agree  | 100%                          | 70%          |

|                         |     |
|-------------------------|-----|
| Sample (new members):   | 6   |
| Percent of Respondents: | 18% |



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

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New Hampshire-Vermont 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                      | 033                         | Provider/<br>Payer | Excellent program offerings. Would benefit from education on patient pay topics such as collection agencies, collection law, best practices, etc.. I am a new member so these topics may have already been covered at past programs. Opportunities to participate in knowledge sharing and problem solving would also interest me. Round tables where participants may share a challenge they are experiencing and hear from their industry peers on what they have done or are doing to address the challenge. |
| Within the last 6 months                      | 050                         | Provider/<br>Payer | I would appreciate more CAH related educational material, specifically higher level Medicare cost report education.   |
| Within the last 6 months                      | 054                         | Provider/<br>Payer | It would be helpful to have more informal time with the individuals who participate in the "breakout" sessions at conferences. HFMA covers such a large range of financial professionals it is hard to connect with the much narrower group of people who do the same actual work.  |
| Within the last 6 months                      | 191                         | Business Partner   | Overall, this is not necessarily controlled by HFMA NH/VT, but getting UVMMC and Dartmouth-Hitchcock more involved. They are the largest players in our states. We need their input and participation.  |
| Within the past year                          | 058                         | Provider/<br>Payer | The chapter does a great job. My one issue is that often many of your course offerings are schedules for late Sept / early October. Vermont hospitals all have a fiscal year end of SEPT - which makes it often very difficult to attend the course in those months.<br><br>Thank you!!   |

**Healthcare Financial Management Association  
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New Hampshire-Vermont 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                          | 056                         | Business Partner   | Complying with the new transparency rules   |
| Within the last 6 months                      | 191                         | Business Partner   | Epic and Cerner implementation (DHMC, UVMMC)  |
| Within the last 6 months                      | 053                         | Provider/<br>Payer | Medicare Cost Report updates  |
| Within the last 6 months                      | 033                         | Provider/<br>Payer | Patient Collections   |
| Within the past year                          | 058                         | Provider/<br>Payer | possible topic related to managing / measuring and optimizing your FTE's in the Healthcare. Area - specifically hospitals if possible. What are people doing for BEST Practices on this?  |
| Within the last 6 months                      | 035                         | Provider/<br>Payer | Revenue Cycle as a whole from Patient Access to Coding to Billing and Follow Up including denial analysis and prevention.   |
| Within the last 6 months                      | 054                         | Provider/<br>Payer | Would love to hear someone talk about changes in how CMS is working --- updates on changes in process for rules, what we should be preparing for, how the impact of policy directional change will impact our hospitals in the future. Specific topics on price transparency, how and what the MACs will be directed to "improve upon," how to work together in New England to address these impacts. |

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New Hampshire-Vermont 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                          | 056                         | Business Partner  | I have just recently re-engaged with the chapter. So far, there has been conflict with other events which have prevented my attendance                |
| Within the last 6 months                      | 032                         | Business Partner  | I live outside of area and work remotely.   |
| Within the last 6 months                      | 191                         | Business Partner  | The events and their locations are usually excellent.   |
| Within the past year                          | 058                         | Provider/ Payer   | Barriers for me are often - time of year with workload conflicts.   |
| Within the past year                          | 035                         | Provider/ Payer   | I find it very difficult to find the time to attend.  |
| Never   | 032                         | Provider/ Payer   | Just haven't had time to do so yet. I plan to attend in the future.   |
| Within the last 6 months                      | 038                         | Provider/ Payer   | schedule conflicts mostly, travel can be an issue as well   |
| Within the last 6 months                      | 035                         | Provider/ Payer   | Scheduling conflicts more than anything. I live up north and can't always get away from the office for the entire day.                                |
| Within the last 6 months                      | 032                         | Provider/ Payer   | The barrier I experience is that I am too busy in my job and just don't have the time to attend.  |
| Within the past 2 years                       | 057                         | Provider/ Payer   | The last sessions have just fallen on the same date as other things that have taken priority.   |
| Within the last 6 months                      | 033                         | Provider/ Payer   | timing is not always conducive to attending. Mid-month meetings coincide with financial close which preclude taking a half or full day off to attend. |

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20) - Provider/Payer Dataset**  
**January 2020**

## New Hampshire-Vermont Chapter

Provider/Payer Responses Received: 23  
Provider/Payer percent of all Responses Received: 68%

FY20 Net Promoter Score: 74  
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:

|                         |                        |                         |
|-------------------------|------------------------|-------------------------|
| <b>Detractors</b><br>4% | <b>Passives</b><br>17% | <b>Promoters</b><br>78% |
|-------------------------|------------------------|-------------------------|



detailed NPS information on page 2

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 HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
 New Hampshire-Vermont 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  | 1  | 0  | 1        | 3   | 4         | 14  |
| Percent          | 0%   | 0% | 0% | 0% | 0% | 4% | 0% | 4%       | 13% | 17%       | 61% |
| Overall          | 4%   |    |    |    |    |    |    | 17%      |     | 78%       |     |
| P/P All Chapters | 12%  |    |    |    |    |    |    | 29%      |     | 59%       |     |

FY20 Net Promoter Score: **74**

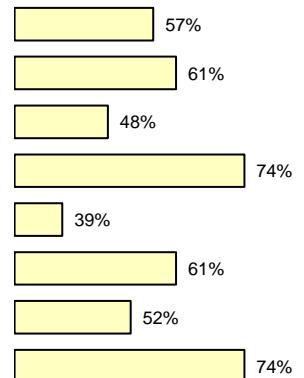
P/P All Chapters FY20 Average Net Promoter Score: **47**



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 | New Hampshire-Vermont Chapter |         |         |         |            | P/P All Chapters 5 Star |
|--|-------------------------------|---------|---------|---------|------------|-------------------------|
|  | 1 Star                        | 2 Stars | 3 Stars | 4 Stars | 5 Stars    |                         |
| Producing quality educational programming  | 0%                            | 0%      | 9%      | 35%     | <b>57%</b> | 52%                     |
| Addressing the right issues and topics   | 0%                            | 0%      | 4%      | 35%     | <b>61%</b> | 47%                     |
| Locating events where I can access them  | 0%                            | 0%      | 9%      | 43%     | <b>48%</b> | 48%                     |
| Keeping me up to date on state and regional issues   | 0%                            | 0%      | 13%     | 13%     | <b>74%</b> | 52%                     |
| Providing connections to others in my field  | 0%                            | 0%      | 22%     | 39%     | <b>39%</b> | 50%                     |
| Providing easy access to information   | 0%                            | 0%      | 13%     | 26%     | <b>61%</b> | 51%                     |
| Chapter networking opportunities   | 0%                            | 0%      | 9%      | 39%     | <b>52%</b> | 50%                     |
| HFMA chapter overall   | 0%                            | 0%      | 4%      | 22%     | <b>74%</b> | 54%                     |

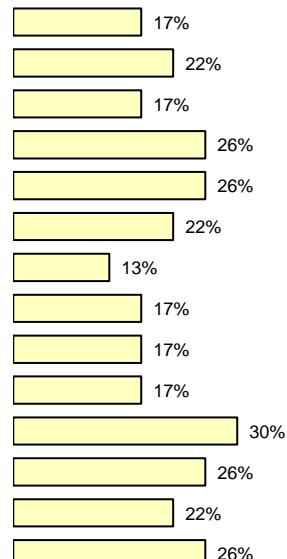
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

| Please select your top three preferred topics from the list                  | Percent of time selected      |                  |
|--|-------------------------------|------------------|
|  | New Hampshire-Vermont Chapter | P/P All Chapters |
| Profitability analysis by product or service line                            | 17%                           | 19%              |
| Accounting and financial reporting issues related to emerging payment models | 22%                           | 24%              |
| Improving front end revenue cycle processes                                  | 17%                           | 23%              |
| Changes in Medicare reimbursement policies                                   | 26%                           | 25%              |
| Compliance with Medicare regulations   | 26%                           | 17%              |
| Managing and measuring the total cost of care                                | 22%                           | 22%              |
| Improving the patient financial experience                                   | 13%                           | 20%              |
| Negotiating contracts with value based payment mechanisms                    | 17%                           | 13%              |
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| Operationalizing structures and processes to reflect changing payment models | 17%                           | 17%              |
| Business intelligence and data analytics                                     | 30%                           | 28%              |
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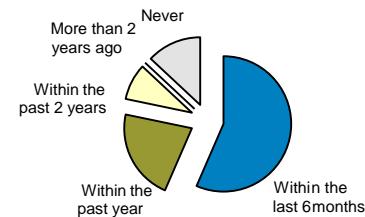
Your Chapter



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

**Attending an educational event**

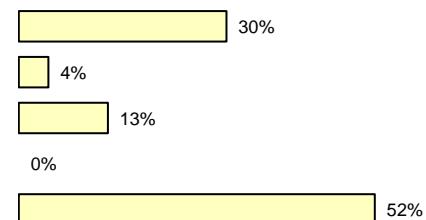
| When was the last time that you attended a chapter event? | New Hampshire-Vermont Chapter | P/P All Chapters |
|---|-------------------------------|------------------|
| Within the last 6 months                                  | 57%                           | 39%              |
| Within the past year                                      | 22%                           | 19%              |
| Within the past 2 years                                   | 9%                            | 10%              |
| More than 2 years ago                                     | 0%                            | 8%               |
| Never   | 13%                           | 23%              |



**Attendance Barriers**

| Which barriers prevent you from attending events more frequently?                   | Percent of time selected      |                  |
|---|-------------------------------|------------------|
|   | New Hampshire-Vermont Chapter | P/P All Chapters |
| Event content not relevant to my job or misses the mark                             | 30%                           | 26%              |
| The audience present does not support meaningful networking                         | 4%                            | 3%               |
| The locations are not accessible to me  | 13%                           | 25%              |
| The quality of events does not meet expectations                                    | 0%                            | 3%               |
| N/A: (I usually attend / live out of the area / I work in a different field / etc.) | 52%                           | 38%              |

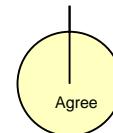
**Your Chapter**



**New Member\* Perceptions**

|  | New Hampshire-Vermont Chapter | P/P All Chapters |
|--|-------------------------------|------------------|
| I received a personal welcome from my HFMA chapter           |                               |                  |
| Disagree   | 0%                            | 6%               |
| Not Sure   | 20%                           | 21%              |
| Agree  | 80%                           | 73%              |
| I understand how to become more engaged with my HFMA chapter |                               |                  |
| Disagree   | 0%                            | 7%               |
| Not Sure   | 0%                            | 24%              |
| Agree  | 100%                          | 69%              |

|                         |     |
|-------------------------|-----|
| Sample (new members):   | 5   |
| Percent of Respondents: | 22% |



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