

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

**Arizona Chapter**

Sample Size:	467
Responses Received:	67
Response Rate:	14%
FY20 Net Promoter Score:	46
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> 17%	<b>Passives</b> 20%	<b>Promoters</b> 63%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **78%**  
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.  
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**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Arizona 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	1	1	0	6	3	6	7	9	32
Percent	0%	0%	2%	2%	0%	9%	5%	9%	11%	14%	49%
Overall	17%							20%		63%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **46**

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	Arizona Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	2%	3%	14%	23%	<b>58%</b>	54%	58%
Addressing the right issues and topics	2%	8%	11%	27%	<b>53%</b>	49%	53%
Locating events where I can access them	2%	6%	14%	22%	<b>56%</b>	51%	56%
Keeping me up to date on state and regional issues	3%	3%	9%	20%	<b>64%</b>	53%	64%
Providing connections to others in my field	0%	9%	13%	17%	<b>61%</b>	51%	61%
Providing easy access to information	2%	0%	11%	23%	<b>64%</b>	52%	64%
Chapter networking opportunities	2%	8%	17%	17%	<b>56%</b>	51%	56%
HFMA chapter overall	0%	0%	22%	17%	<b>61%</b>	55%	61%

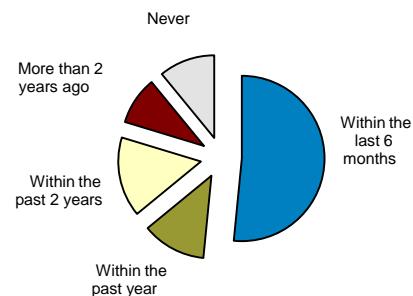
**Top Topics: members asked to select their top three topics**

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Arizona Chapter	All Chapters	
Profitability analysis by product or service line	16%	18%	16%
Accounting and financial reporting issues related to emerging payment models	27%	22%	27%
Improving front end revenue cycle processes	21%	23%	21%
Changes in Medicare reimbursement policies	10%	24%	10%
Compliance with Medicare regulations	6%	16%	6%
Managing and measuring the total cost of care	18%	21%	18%
Improving the patient financial experience	13%	22%	13%
Negotiating contracts with value based payment mechanisms	10%	12%	10%
Prevention and management of denials	16%	20%	16%
Operationalizing structures and processes to reflect changing payment models	16%	17%	16%
Business intelligence and data analytics	33%	28%	33%
State legislative and regulatory update	28%	20%	28%
State Medicaid program	21%	17%	21%
Local payors and employers response to ongoing changes in healthcare	24%	17%	24%

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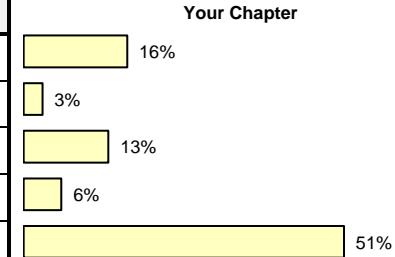
**Attending an educational event**

When was the last time that you attended a chapter event?	Arizona Chapter	All Chapters
Within the last 6 months	52%	43%
Within the past year	13%	18%
Within the past 2 years	16%	9%
More than 2 years ago	9%	8%
Never	11%	22%



**Attendance Barriers**

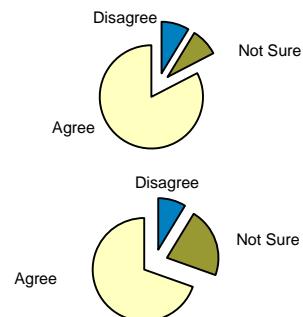
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Arizona Chapter	All Chapters
Event content not relevant to my job or misses the mark	16%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	13%	22%
The quality of events does not meet expectations	6%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	51%	41%



**New Member\* Perceptions**

Statement	Percent of Respondents	
	Arizona Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	9%	7%
Not Sure	9%	20%
Agree	83%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	9%	7%
Not Sure	22%	24%
Agree	70%	70%

Sample (new members):	23
Percent of Respondents:	34%



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

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Arizona 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	061	Provider/ Payer	All 5's! I love the Az Chapter of HFMA - there are consistently good topics reviewed and access to great networking events.
Within the last 6 months	852	Business Partner	As a vendor it would be helpful to have networking events on a quarterly basis.
Within the past 2 years	850	Provider/ Payer	Conference content needs to be more relevant. Limit the # of vendors on the board. Try to get more "providers" to attend the conference. Get more input from other HFMA chapters to see how they are successful with their membership and conferences. I've heard that the CA chapter is very popular.
Within the last 6 months	852	Business Partner	Generally, larger events tend to be very vendor heavy. I'm sure you've heard that before and I appreciate the efforts to get more stakeholders involved.
Within the last 6 months	853	Business Partner	Good work by a great team of volunteer leaders
Within the past 2 years	850	Provider/ Payer	Health care is broad and it is hard to please all individual with the presentations as they will not interest everyone. I just find it is too focused on revenue cycle. And, the cost of the meetings is high if I'm not interested in rev cycle. Also, I would say I rarely see information on legislative issues.
Never	850	Provider/ Payer	I am brand new to the chapter, so I am not as familiar with the survey attributes as I'd like to be yet. But I am already impressed with your chapter leadership which is why I joined. I am excited to see what 2020 brings and how HFMA can help me do my job better.
Within the last 6 months	850	Provider/ Payer	I am interested in taking the Certified Inpatient coding Auditor course however the company who partners with you Panacea has a cost of \$2700.00 for this material. It would be great if there was an actual "course" to prepare one for this certification thru HFMA that had certain pre-reqs. there's no advantage to taking the exam w/o the actual course material to prepare you.
Within the last 6 months	850	Provider/ Payer	I am new to the organization. I came to the conference.
Never	NULL	Provider/ Payer	I am newer to HFMA and haven't used the resources much so I don't think I'm a good source of information for improvements at this time.
Within the last 6 months	857	Business Partner	I feel that there are not enough networking events in Tucson
Within the past year	860	Business Partner	I find that interactive events are more engaging when spending a day or two at a seminar, rather than solid power points. Perhaps there's an opportunity to make the events more interactive?
More than 2 years ago	850	Business Partner	I would like to see more accounting/financial reporting topics.
Within the last 6 months	865	Provider/ Payer	Meeting venues throughout the state i.e., Flagstaff, White Mountains, etc.
More than 2 years ago	857	Provider/ Payer	More opportunities in Southern Arizona. More non-revenue cycle educational sessions.
Within the past 2 years	850	Provider/ Payer	Networking opportunities have diminished over the last year so it would be helpful to receive notifications when events are planned. I feel this chapter has the potential to rival some of the larger chapters and I would be very interested in service in one of the support positions.
Within the last 6 months	864	Provider/ Payer	Only issue is that PHX is 3 hours away - so networking opportunities are somewhat limited for us. I had to miss the first day of the last meeting due to work priorities.
More than 2 years ago	864	Provider/ Payer	The agenda on conference topics are usually heavily weighted on the revenue cycle which is very important. My only suggestion is that other important topics may be added, examples, supply chain, workforce optimization, labor productivity, etc. to balance interests out.
Within the last 6 months	850	Provider/ Payer	The Arizona chapter has not been providing much information on state and local topics, nor as much on national ones. The President of the Arizona chapter doesn't live or work in Arizona, and there were no other options provided for voting. They seem focused on whatever is important to Banner Health.

**Healthcare Financial Management Association  
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Arizona 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
More than 2 years ago	850	Provider/ Payer	The topics covered are typically very adult focused and Medicare heavy. As a pediatric provider this makes the HFMA membership much less valuable. I would encourage you to explore ways to highlight pediatric issues and opportunities, especially as they play such an important role in building the foundation for future adult health.
Within the past year	850	Business Partner	Try to get more financial executives from all hospitals in the state involved in the Association.
Within the last 6 months	857	Provider/ Payer	What an amazing Chapter that always puts together great programs!
Within the last 6 months	852	Business Partner	You guys are doing great! Keep it up!

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Arizona 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 last 6 months	853	Business Partner	Billing Clinical Trials
Within the last 6 months	857	Business Partner	I feel the chapter does a pretty thorough job of providing interesting and informative topics to the seminars.
More than 2 years ago	850	Business Partner	Impact of some of the new FASB/GASB standards on healthcare (i.e. revenue recognition, leases, etc.)
Within the last 6 months	850	Business Partner	Leadership development, skills, career growth
Within the past year	860	Business Partner	Opportunities to partner with payors.
Within the past 2 years	850	Provider/ Payer	1) Disruptive practices that give hospitals a competitive advantage; 2) Financial integration and alignment of joint ventures and strategic partnerships; 3) Physician practice acquisition strategies; 4) identifying and monetizing underperforming assets
Never	853	Provider/ Payer	Changing economics of healthcare
Within the last 6 months	851	Provider/ Payer	Health information exchange in AZ
More than 2 years ago	850	Provider/ Payer	Investment in pediatrics Difference in value-based payment models for pediatrics
Within the past 2 years	850	Provider/ Payer	trends in value based. What are the national payers doing? What are the consistent criteria?

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Arizona 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	857	Business Partner	As stated before, most events are in Phoenix which I realize is due to the membership demographics but makes it difficult to attend all because of the travel.
Within the past year	860	Business Partner	Currently difficult to get to Phoenix area during the week. Hopefully that will change as my urgent workload declines.
Within the last 6 months	850	Business Partner	I have retired, stepping back from industry content. Attend for social purposes .
Within the last 6 months	852	Business Partner	Many events fall on dates that I have other travel commitments and/or conflicts.
Within the last 6 months	853	Business Partner	No Barriers
Within the last 6 months	850	Business Partner	none
Within the past 2 years	852	Business Partner	times not convenient
Within the last 6 months	852	Business Partner	Usually can't attend due to other work-related issues. We have become re-engaged with AZHFMA and are really impressed with the quality of programs, the new leadership, and the direction of the organization.
More than 2 years ago	850	Business Partner	Would like to see a better mix of accounting, legislative and revenue cycle topics.
Within the last 6 months	864	Provider/ Payer	3 hours away limits some of the networking opportunities the chapter has. Unavoidable.
Within the last 6 months	865	Provider/ Payer	Allowed only certain number of travel due to coverage at work.
Within the last 6 months	857	Provider/ Payer	budget - I very much appreciate that the vendors are given vouchers that can be used for providers to attend who have shrinking budgets.
Within the past 2 years	850	Provider/ Payer	Educational material is too revenue cycle and too hospital focused. I understand those are significant membership needs but to draw others in, the educational material must expand
Never	853	Provider/ Payer	Have events during the work day.
Within the past 2 years	852	Provider/ Payer	Heart attack and resulting six months of cardiac rehab three times a week with another angiogram in the middle of it
Within the past year	855	Provider/ Payer	I currently work/reside in Globe Arizona.
More than 2 years ago	850	Provider/ Payer	I do attend the Hertel report events regularly, but I do not attend HFMA conference because the content that is applicable to me is not worth the cost of attendance.
Within the last 6 months	850	Provider/ Payer	I have only been to one event. Need more information on other events.
More than 2 years ago	863	Provider/ Payer	I live in Prescott. I do attend and have my staff attend anything offered via Webinar.
Within the past 2 years	850	Provider/ Payer	I usually send others to local events.
Within the past 2 years	850	Provider/ Payer	If the topics aren't relevant I don't see the value in spending the money
More than 2 years ago	857	Provider/ Payer	In Southern Arizona, better networking opportunities outside of the revenue cycle.
More than 2 years ago	864	Provider/ Payer	More variety in the subject matter would compel me to attend. We usually have a couple of people attend. If there was a wider variety of subject matter besides revenue cycle related only, it would make sense for another person such as myself to attend.
Never	853	Provider/ Payer	None of the above

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**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
Never	NULL	Provider/ Payer	Not sure where to find information about local events.

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

## Arizona Chapter

Provider/Payer Responses Received: 45  
Provider/Payer percent of all Responses Received: 67%

FY20 Net Promoter Score: 36  
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> 22%	<b>Passives</b> 20%	<b>Promoters</b> 58%
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detailed NPS information on page 2

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Healthcare Financial Management Association  
 HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
 Arizona 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	1	1	0	6	2	5	4	6	20
Percent	0%	0%	2%	2%	0%	13%	4%	11%	9%	13%	44%
Overall	22%							20%		58%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **36**

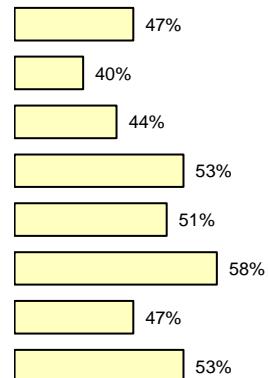
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Arizona Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	2%	5%	19%	28%	47%	52%
Addressing the right issues and topics	2%	9%	16%	33%	40%	47%
Locating events where I can access them	2%	7%	21%	26%	44%	48%
Keeping me up to date on state and regional issues	5%	5%	12%	26%	53%	52%
Providing connections to others in my field	0%	12%	14%	23%	51%	50%
Providing easy access to information	2%	0%	14%	26%	58%	51%
Chapter networking opportunities	2%	7%	21%	23%	47%	50%
HFMA chapter overall	0%	0%	28%	19%	53%	54%

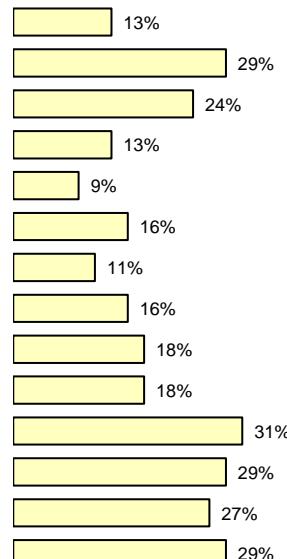
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Arizona Chapter	P/P All Chapters
Profitability analysis by product or service line	13%	19%
Accounting and financial reporting issues related to emerging payment models	29%	24%
Improving front end revenue cycle processes	24%	23%
Changes in Medicare reimbursement policies	13%	25%
Compliance with Medicare regulations	9%	17%
Managing and measuring the total cost of care	16%	22%
Improving the patient financial experience	11%	20%
Negotiating contracts with value based payment mechanisms	16%	13%
Prevention and management of denials	18%	21%
Operationalizing structures and processes to reflect changing payment models	18%	17%
Business intelligence and data analytics	31%	28%
State legislative and regulatory update	29%	18%
State Medicaid program	27%	18%
Local payors and employers response to ongoing changes in healthcare	29%	17%

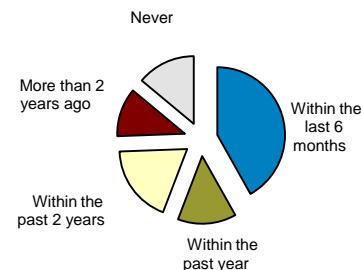
Your Chapter



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

**Attending an educational event**

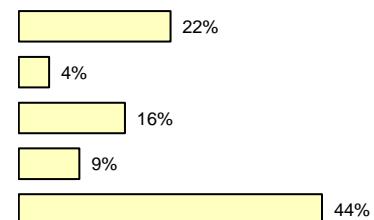
When was the last time that you attended a chapter event?	Arizona Chapter	P/P All Chapters
Within the last 6 months	42%	39%
Within the past year	14%	19%
Within the past 2 years	19%	10%
More than 2 years ago	12%	8%
Never	14%	23%



**Attendance Barriers**

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Arizona Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	22%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	16%	25%
The quality of events does not meet expectations	9%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	44%	38%

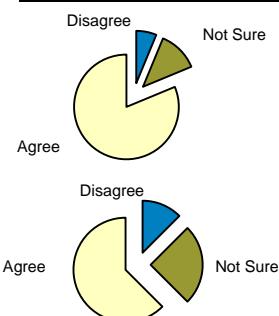
**Your Chapter**



**New Member\* Perceptions**

I received a personal welcome from my HFMA chapter	Arizona Chapter		P/P All Chapters	
	Disagree	Not Sure	Agree	Not Sure
Disagree	6%	6%	81%	73%
Not Sure	13%	21%		
Agree				
I understand how to become more engaged with my HFMA chapter	Disagree	Not Sure	Agree	Not Sure
Disagree	13%	7%	63%	69%
Not Sure	25%	24%		
Agree				

Sample (new members):	16
Percent of Respondents:	36%



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