

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Arkansas Chapter

Sample Size: 585
Responses Received: 71
Response Rate: 12%

FY20 Net Promoter Score: 63
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 8%	Passives 22%	Promoters 71%
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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: 95%

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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Arkansas 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	1	0	0	0	0	3	1	6	8	8	38
Percent	2%	0%	0%	0%	0%	5%	2%	9%	12%	12%	58%
Overall	8%						22%		71%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: 63

All Chapters FY20 Average Net Promoter Score: 49

$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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	Arkansas 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%	30%	65%	54%	<div><div></div></div> 65%
Addressing the right issues and topics	0%	0%	6%	31%	63%	49%	<div><div></div></div> 63%
Locating events where I can access them	0%	0%	8%	31%	61%	51%	<div><div></div></div> 61%
Keeping me up to date on state and regional issues	0%	1%	6%	27%	66%	53%	<div><div></div></div> 66%
Providing connections to others in my field	1%	1%	3%	30%	65%	51%	<div><div></div></div> 65%
Providing easy access to information	3%	0%	3%	30%	65%	52%	<div><div></div></div> 65%
Chapter networking opportunities	0%	0%	4%	32%	63%	51%	<div><div></div></div> 63%
HFMA chapter overall	0%	1%	3%	25%	70%	55%	<div><div></div></div> 70%

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
	Arkansas Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	<div><div></div></div> 17%
Accounting and financial reporting issues related to emerging payment models	23%	22%	<div><div></div></div> 23%
Improving front end revenue cycle processes	31%	23%	<div><div></div></div> 31%
Changes in Medicare reimbursement policies	37%	24%	<div><div></div></div> 37%
Compliance with Medicare regulations	32%	16%	<div><div></div></div> 32%
Managing and measuring the total cost of care	15%	21%	<div><div></div></div> 15%
Improving the patient financial experience	15%	22%	<div><div></div></div> 15%
Negotiating contracts with value based payment mechanisms	7%	12%	<div><div></div></div> 7%
Prevention and management of denials	28%	20%	<div><div></div></div> 28%
Operationalizing structures and processes to reflect changing payment models	15%	17%	<div><div></div></div> 15%
Business intelligence and data analytics	18%	28%	<div><div></div></div> 18%
State legislative and regulatory update	24%	20%	<div><div></div></div> 24%
State Medicaid program	11%	17%	<div><div></div></div> 11%
Local payors and employers response to ongoing changes in healthcare	17%	17%	<div><div></div></div> 17%

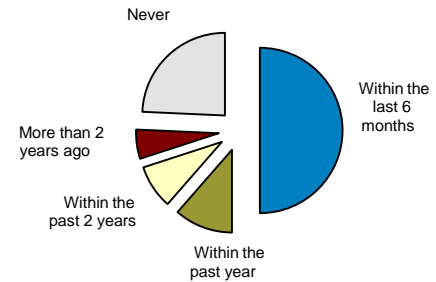
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Arkansas Chapter

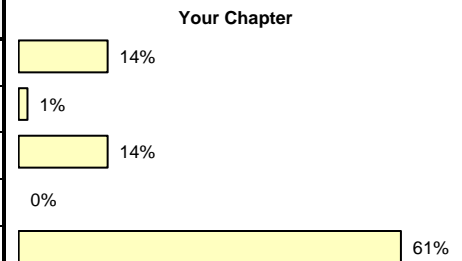
Attending an educational event

When was the last time that you attended a chapter event?	Arkansas Chapter	All Chapters
Within the last 6 months	50%	43%
Within the past year	11%	18%
Within the past 2 years	9%	9%
More than 2 years ago	6%	8%
Never	24%	22%



Attendance Barriers

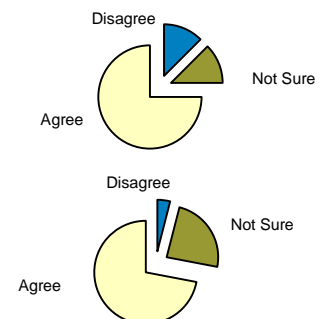
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Arkansas Chapter	All Chapters
Event content not relevant to my job or misses the mark	14%	24%
The audience present does not support meaningful networking	1%	4%
The locations are not accessible to me	14%	22%
The 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.)	61%	41%



New Member* Perceptions

	Arkansas Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	13%	7%
Not Sure	13%	20%
Agree	75%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	4%	7%
Not Sure	24%	24%
Agree	72%	70%

Sample (new members):	28
Percent of Respondents:	39%



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

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Arkansas 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
Never	719	Provider/ Payer	I have no idea how to access the program to learn or to begin working on certifications. My leader said they were not sure either, but they would let me know when they knew. other than emails from HFMA about hospital costs and saving money in a hospital, and invitations to conferences...that is what HFMA is to me. A lot of emails, some of them are interesting topics.
Never	722	Provider/ Payer	I would like to see more decision support and analytics.
Within the past 2 years	722	Provider/ Payer	I would like to see more educational topics centered around contracting tips and techniques.
Within the last 6 months	720	Provider/ Payer	If you are not in with the certain crowd you don't get attention. Some can't attend all of the functions in other states.
Within the past year	722	Provider/ Payer	I'm a new member, so my experience is limited.
Within the last 6 months	728	Provider/ Payer	Need to have meetings in northwest and northeast part of state and target facilities in that area with information about the meetings in advance. Majority of networking is after hours. A lot of participants don't get to stay overnight and miss out on opportunities to talk with others. Vendors are never at booths during breaks and often not even during networking. maybe look at doing some networking for a while after lunch before moving back to meetings?
Within the last 6 months	729	Business Partner	One day meetings are too expensive .
Within the last 6 months	722	Provider/ Payer	The events scheduled on the last day of the month are impossible to attend for me. We close out the last working day of each month so I am not able to attend any scheduled on that day.
Within the last 6 months	720	Provider/ Payer	Usually I am few good hours short each year, but the new hours recommendation at the governors might fix that one.
Within the past year	720	Provider/ Payer	When I attend conferences or educational sessions, the content is good. However, I would like to see more information presented on Utilization Review. While this is more on the clinical side, most facilities are moving to a model which houses UR under Revenue Cycle.
Within the past year	727	Provider/ Payer	Would love to have some events in NW AR.
Never	722	Provider/ Payer	Would love to see opportunities for students who are members in HFMA.

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HFMA Chapter Survey (FY20)
Arkansas 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 2 years	725	Business Partner	My top 3 are sufficient.
Within the past year	727	Provider/ Payer	A full day of denials and how to appeal with examples of effective appeal letters.
More than 2 years ago	729	Provider/ Payer	Anything related to GI coding and reimbursement.
Within the last 6 months	721	Provider/ Payer	CDM management tips. Contract variance management and workflows to monitor.
Never	722	Provider/ Payer	Examples of the various changes to reimbursement models.
Within the last 6 months	720	Provider/ Payer	Medicare Advantage plans--how do they continue to get away with lack of payment, slow payment or erroneous denials? VA--how does VA continue to get away with lack of payment, slow payment or erroneous denials?
Within the last 6 months	716	Provider/ Payer	Medicare Advantage/Wellcare Issues including CMS oversight & Risk Adjustment Audits Cybersecurity/HIPAA Coding and Reimbursement Patient Driven Payment Model (PDPM)?? How does this impact hospitals or does it? Ongoing Denial Challenges
Within the past 2 years	716	Provider/ Payer	Medicare and Medicaid cost reporting education. Reviewing and maintaining/updating chargemaster.
Within the last 6 months	720	Provider/ Payer	Net Revenue Analysis
Within the past year	722	Provider/ Payer	PAMA and the complications in pulling the required information from Clinical Labs
Within the last 6 months	721	Provider/ Payer	Practical holistic financial department (Patient Access, Billing, Receipt Posting, Follow-up, structuring to meet upcoming and future regulatory, accounting and operational requirements.
Within the last 6 months	722	Provider/ Payer	Provider rights against insurance carrier payment delays/stalls.
Within the last 6 months	728	Provider/ Payer	Women Leadership initiatives

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Arkansas 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	729	Business Partner	Greater provider participation should be researched and making contact with providers that do not attend to see why and what would make them want to attend.
Within the past year	725	Business Partner	My work schedule and client needs.
Within the past year	722	Provider/ Payer	Although I understand that some members enjoy taking advantage of the golf events that coincide with the Hot Springs dates, I feel a large majority of the membership are closer to Little Rock. I would suggest only making one meeting during the year take place in Hot Springs. Perhaps scheduling golf events separately would be ideal as well.
Never	729	Provider/ Payer	don't have the funds to travel
Within the last 6 months	720	Provider/ Payer	Have a tri-state meeting in Arkansas
Never	727	Provider/ Payer	I am in patient registration and my position does not allow me to attend.
Within the last 6 months	722	Provider/ Payer	I attend when work allows.
Never	719	Provider/ Payer	I have a CPA license. I would like to be aware of events that would help me get my CPE hours.
More than 2 years ago	721	Provider/ Payer	I now am responsible for two hospitals so my schedule is more challenging which has prevented me from attending events.
Within the past 2 years	760	Provider/ Payer	I now live in another state so it's more challenging to attend.
Never	719	Provider/ Payer	I RATHER READ THE CONTENT IT IS DIFFICULT FOR ME TO ATTEND SEMINARS BECAUSE OF MY JOB TITLE. I HAVE NO SUPERVISORY ROLE.
Within the past year	722	Provider/ Payer	I recently changed jobs, and was not allowed time off to attend previously.
Within the last 6 months	720	Provider/ Payer	I usually attend.
Within the past year	722	Provider/ Payer	I would like to see more items focusing on the back end processes of the revenue cycle. For example how to handle professional PLB's, best practices for monitoring staff, best practices for refunds to payers or how others handle small payers not sending electronic files.
More than 2 years ago	729	Provider/ Payer	If they were about GI coding and billing.
Within the last 6 months	721	Provider/ Payer	It is more of a spending halt. We are trying to allow a larger array of people from our organization to attend, and we tend to limit attendees to two or three.
Never	722	Provider/ Payer	Just joined recently and just haven't had the opportunity. Additionally, we have VERY limited travel funds, so anything that requires registration fees is typically off limits.
More than 2 years ago	719	Provider/ Payer	Lack of time
Within the last 6 months	721	Provider/ Payer	Many members are not in a position to make decisions on potential vendors and having forced interaction with vendor sales teams is very intimidating to those who are looking for continuing education opportunities. I know the vendors help cover the cost of the seminars, but it is just an observation.
Within the last 6 months	728	Provider/ Payer	more meetings in the Northwest or Northeast part of the state. Even if they are one day meetings with networking the evening before like is planned for this fall meeting.
Within the last 6 months	721	Provider/ Payer	My organization does not pay for events on my behalf.
Never	722	Provider/ Payer	My Supervisor usually attends for us
Within the past 2 years	724	Provider/ Payer	Primarily scheduling conflicts prevent me from attending.

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Arkansas 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	721	Provider/Payer	related specifically to charge master, denials, revenue integrity
Never	722	Provider/Payer	The cost of attendance is not covered by my workplace.
Never	722	Provider/Payer	There is not enough content for analytics to make an all day event worthwhile. I believe at the last conference it was put in with IT security.
Within the last 6 months	721	Provider/Payer	Usually have scheduling conflicts.
Within the past year	727	Provider/Payer	We have been implementing a new financial system and I have been too involved in the day to day to attend.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Arkansas Chapter

Provider/Payer Responses Received: 60
Provider/Payer percent of all Responses Received: 85%

FY20 Net Promoter Score: 56
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 9%	Passives 26%	Promoters 65%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

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Arkansas 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	1	0	0	0	0	3	1	6	8	7	28
Percent	2%	0%	0%	0%	0%	6%	2%	11%	15%	13%	52%
Overall	9%							26%		65%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 56 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	Arkansas 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%	7%	35%	58%	52%	<div></div> 58%
Addressing the right issues and topics	0%	0%	7%	35%	58%	47%	<div></div> 58%
Locating events where I can access them	0%	0%	10%	33%	57%	48%	<div></div> 57%
Keeping me up to date on state and regional issues	0%	2%	5%	32%	62%	52%	<div></div> 62%
Providing connections to others in my field	2%	0%	3%	33%	62%	50%	<div></div> 62%
Providing easy access to information	3%	0%	3%	33%	60%	51%	<div></div> 60%
Chapter networking opportunities	0%	0%	5%	35%	60%	50%	<div></div> 60%
HFMA chapter overall	0%	2%	3%	30%	65%	54%	<div></div> 65%

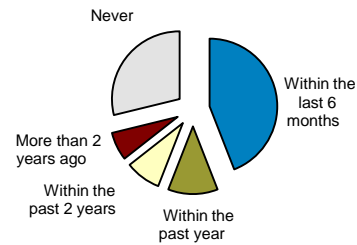
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Arkansas Chapter	P/P All Chapters	
Profitability analysis by product or service line	17%	19%	<div></div> 17%
Accounting and financial reporting issues related to emerging payment models	22%	24%	<div></div> 22%
Improving front end revenue cycle processes	30%	23%	<div></div> 30%
Changes in Medicare reimbursement policies	40%	25%	<div></div> 40%
Compliance with Medicare regulations	33%	17%	<div></div> 33%
Managing and measuring the total cost of care	18%	22%	<div></div> 18%
Improving the patient financial experience	10%	20%	<div></div> 10%
Negotiating contracts with value based payment mechanisms	8%	13%	<div></div> 8%
Prevention and management of denials	32%	21%	<div></div> 32%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div></div> 17%
Business intelligence and data analytics	17%	28%	<div></div> 17%
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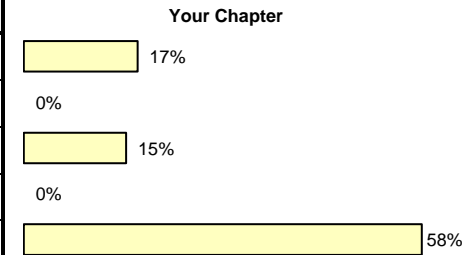
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 Arkansas Chapter

Attending an educational event

When was the last time that you attended a chapter event?	Arkansas Chapter	P/P All Chapters
Within the last 6 months	44%	39%
Within the past year	12%	19%
Within the past 2 years	8%	10%
More than 2 years ago	7%	8%
Never	29%	23%



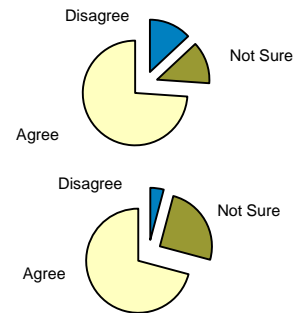
Attendance Barriers	Percent of time selected	
Which barriers prevent you from attending events more frequently?	Arkansas Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	17%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	15%	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.)	58%	38%



New Member* Perceptions

	Arkansas Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	13%	6%
Not Sure	13%	21%
Agree	74%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	4%	7%
Not Sure	25%	24%
Agree	71%	69%

Sample (new members):	27
Percent of Respondents:	45%



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