

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Central Ohio Chapter

Sample Size: 706
Responses Received: 79
Response Rate: 11%

FY20 Net Promoter Score: 47
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 37%	Promoters 55%
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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: 94%

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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Central Ohio 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	1	0	0	4	10	18	12	30
Percent	1%	0%	0%	1%	0%	0%	5%	13%	24%	16%	39%
Overall	8%							37%		55%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 47

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	Central Ohio Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	1%	3%	8%	34%	54%	54%	<div><div></div></div> 54%
Addressing the right issues and topics	1%	3%	12%	40%	44%	49%	<div><div></div></div> 44%
Locating events where I can access them	1%	0%	3%	32%	64%	51%	<div><div></div></div> 64%
Keeping me up to date on state and regional issues	1%	3%	13%	32%	51%	53%	<div><div></div></div> 51%
Providing connections to others in my field	1%	1%	8%	34%	56%	51%	<div><div></div></div> 56%
Providing easy access to information	1%	0%	5%	38%	55%	52%	<div><div></div></div> 55%
Chapter networking opportunities	1%	0%	10%	33%	55%	51%	<div><div></div></div> 55%
HFMA chapter overall	1%	0%	4%	35%	59%	55%	<div><div></div></div> 59%

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
	Central Ohio Chapter	All Chapters	
Profitability analysis by product or service line	24%	18%	<div><div></div></div> 24%
Accounting and financial reporting issues related to emerging payment models	27%	22%	<div><div></div></div> 27%
Improving front end revenue cycle processes	14%	23%	<div><div></div></div> 14%
Changes in Medicare reimbursement policies	15%	24%	<div><div></div></div> 15%
Compliance with Medicare regulations	14%	16%	<div><div></div></div> 14%
Managing and measuring the total cost of care	30%	21%	<div><div></div></div> 30%
Improving the patient financial experience	25%	22%	<div><div></div></div> 25%
Negotiating contracts with value based payment mechanisms	8%	12%	<div><div></div></div> 8%
Prevention and management of denials	15%	20%	<div><div></div></div> 15%
Operationalizing structures and processes to reflect changing payment models	20%	17%	<div><div></div></div> 20%
Business intelligence and data analytics	30%	28%	<div><div></div></div> 30%
State legislative and regulatory update	23%	20%	<div><div></div></div> 23%
State Medicaid program	13%	17%	<div><div></div></div> 13%
Local payors and employers response to ongoing changes in healthcare	15%	17%	<div><div></div></div> 15%

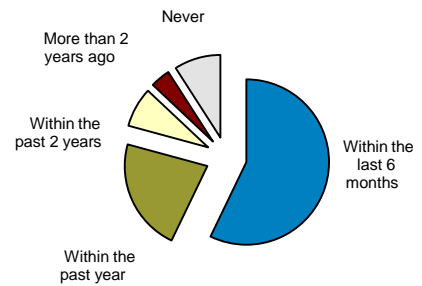
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Central Ohio Chapter

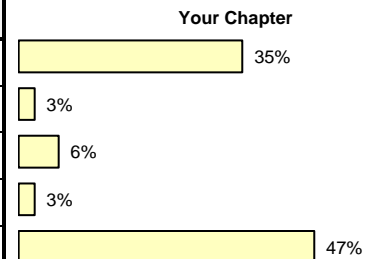
Attending an educational event

When was the last time that you attended a chapter event?	Central Ohio Chapter	All Chapters
Within the last 6 months	57%	43%
Within the past year	22%	18%
Within the past 2 years	8%	9%
More than 2 years ago	4%	8%
Never	9%	22%



Attendance Barriers

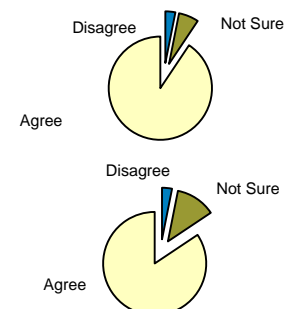
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Central Ohio Chapter	All Chapters
Event content not relevant to my job or misses the mark	35%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	6%	22%
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.)	47%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Central Ohio Chapter	All Chapters
Disagree	3%	7%
Not Sure	6%	20%
Agree	91%	74%
I understand how to become more engaged with my HFMA chapter	Central Ohio Chapter	All Chapters
Disagree	3%	7%
Not Sure	13%	24%
Agree	84%	70%

Sample (new members):	32
Percent of Respondents:	41%



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

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Central Ohio 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	432	Provider/ Payer	A lot of the conferences seem to be heavy on the Rev Cycle and this does not apply to all HFMA members. I personally will not attend a conference if that is most of what is listed on the agenda. I would like to see conferences with more well rounded approaches to health care finance.
Within the past year	432	Provider/ Payer	As I belong to multiple organizations, I don't see HFMA as my only source. So it may be less of what you're providing versus me staying on top of what's offered and taking advantage of it.
Within the past year	430	Provider/ Payer	Continue enhancing the website. Continue integrating Revenue Cycle.
Within the past year	432	Provider/ Payer	Data analytics
Within the last 6 months	430	Provider/ Payer	Great conferences and networking events.
Within the past year	997	Provider/ Payer	Great Services
Never	432	Business Partner	I am a new member to HFMA and I have been very pleased with my learning opportunities thus far. I have not made it to an event yet, but I plan to go to one that I've been told is in the winter. I sounds like a lot of the events are decently located, but overall I feel like I do not know about these events and whatnot unless someone else tells me they are going. The one event I have known about through email was the new member event that I was unfortunately unable to go to. Hopefully moving forward I will have more opportunities to attend more events. Again, I am relatively new, so with my small sample size of this organization it is hard to say what I think could be fixed or improved upon. My only comment would be a little more updates via email. I look forward to becoming more involved with HFMA! Thanks.
Within the last 6 months	430	Provider/ Payer	I am new to the chapter as of earlier this year and I feel that there isn't much introduction into the chapter and knowing what the chapter does. I joined based on a coworker of mine suggesting I get involved and once I did I didn't feel too connected and understand what its all about. The only type of engagement I have had is attending one conference, but other than that I only get emails of things going on out of state and no other information. I feel I would enjoy this chapter more, just need some guidance.
Within the last 6 months	432	Provider/ Payer	I give a 5 star rating, but to get a 6 star - Timing of events. For the most part, I feel that HFMA events are in the last half of the month, but not all of them. As an accountant, we are focused on closing the books in the first half. I feel we have more time in the second half to attend events.
Never	430	Business Partner	I haven't really gotten my hands into the membership yet so those are my ratings from what I do know so far.
Within the last 6 months	430	Provider/ Payer	It would be beneficial if there were more "on-line" learning resources that would take, say, an hour up to four hours. Those are beneficial for time management where you don't need to leave the office for a seminar. Would like to learn more about 401k, 403b benefit compliance practices and health-care revenue recognition practices and anything on COSO or SOX current best-practices in the health-care field.
Within the last 6 months	432	Provider/ Payer	Less revenue cycle topics, more big picture strategy. Focus on trends and hot topics in healthcare.
Within the last 6 months	432	Business Partner	Many of the events are centered around revenue cycle and accounting procedures. Being a financial analyst, I do not deal heavily in these areas. It would be nice to have more that applies to my field of work.
Within the last 6 months	432	Business Partner	More online CPE opportunities, please
Within the past year	432	Provider/ Payer	More short events available for employees to attend - it's hard to get out of the office for multi-day conferences.
Within the last 6 months	430	Provider/ Payer	N/A

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Central Ohio 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 past year	432	Provider/Payer	Need more social mixers. There are only 2 this year that I'm aware of -- New Member and Christmas Event. I had conflicts for both so I am missing out this year. Some sort of Spring event would be nice.
Within the last 6 months	432	Business Partner	Opportunities for those not in provider/health system
Within the past year	430	Business Partner	Our biggest issue is that the Columbus market is dominated by three large systems and this reduces any true networking opportunities. I would add that most of the educational events have conflicts with other non-Central Ohio HFMA events, hospital month end close, and cost report due dates.
Within the past year	430	Provider/Payer	Perhaps more tax topics and E.Q. presentations.
	430	Provider/Payer	Same assholes in the industry are in this frat....
Within the last 6 months	430	Provider/Payer	So much of the content is related to Revenue Cycle staff. Though that is a large part of our membership, it isn't all. Content around larger finance and accounting issues outside of Revenue Cycle/patient accounting would be greatly appreciated.
Never	432	Provider/Payer	To be honest, I'm not all that involved. Most of the networking events are at bars and whatnot, and I don't drink - I'm not one to go to a bar ... like, ever. So that kind of stuff isn't too appealing to me.
Within the last 6 months	432	Provider/Payer	We just had the accounting update event yesterday and it was wonderful. The accounting content -- leases, revenue, cloud computing, etc. were all incredibly useful and good. Continuing the bring up issues in addition to Revenue Cycle is really going well and really helps those of us in large system accounting and finance departments. Thank you for all you do!
Within the last 6 months	430	Business Partner	Would be great to have more access to higher level provider leadership (CFO, VP level) at events.

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Central Ohio 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	430	Business Partner	Anything reimbursement related
Never	430	Business Partner	Automation of claim processing to reduce paper
Within the last 6 months	430	Business Partner	Social determinants of health impacting revenue cycle or finance
Within the past year	997	Provider/ Payer	Auditing and Tax
Within the last 6 months	432	Provider/ Payer	Comparison of healthcare systems in other countries, has always been an interesting topic to me.
Within the last 6 months	432	Provider/ Payer	Just a thought is around disaster recovery. What happens if your hospital catches fire, is destroyed by a tornado, what if a terrorist activity shuts down cash flow, what if you have a rogue doctor that kills 30+ patients, etc.
Within the last 6 months	430	Provider/ Payer	N/A
Within the past year	432	Provider/ Payer	none
Within the last 6 months	430	Provider/ Payer	Revenue Recognition, 401k & 403B Compliance practices
Within the past 2 years	430	Provider/ Payer	Telehealth process and billing
Within the last 6 months	432	Provider/ Payer	Would love to see something about how finance is integral to the health care team with a target audience of non-finance team members (like frontline nurses, doctors, pharmacists,, managers, etc.). I think that a lot of leaders don't get the full picture and can't relate the finance piece to their job roles.

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Central Ohio 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	430	Business Partner	Conflicts with work projects
Within the last 6 months	432	Business Partner	Downtown location
Within the last 6 months	341	Business Partner	I am a remote employee and I am not always in the area
Never	432	Business Partner	I am new and have only been aware of one event(new member event) which I was unable to go to
Within the past year	432	Business Partner	I am not a part of a hospital system so many of the topics are too specialized for me. I attend more of the Medicare/ Medicaid meetings.
Within the last 6 months	432	Business Partner	I am still confused on the new membership pricing. If it is all inclusive, why was there a fee for the A&A session
Never	430	Business Partner	I had a prior event when I was invited to the new members event
Within the past 2 years	431	Business Partner	I now travel for work and it is difficult to get off-site time to attend
Within the past year	430	Business Partner	I would add work conflicts related to hospitals usually have month end close the first seven business days of the month and a lot of cost report due dates of February, May, and November.
Within the last 6 months	432	Business Partner	Like I said previously, just having content that actually relates to my field of work.
Within the past 2 years	433	Provider/ Payer	My current position is less financial than in the past.
Within the past year	430	Provider/ Payer	A better variety of topics which address more areas of healthcare, other than accounting and auditing.
Never	432	Provider/ Payer	Biggest issue is I don't attend events primarily held at bars. I also have a lot of family conflicts, so events in the evening are not appealing to me.
Within the last 6 months	430	Provider/ Payer	Due to our organization being so budget driven sometimes its hard to come to the events that require a fee. The other events that don't have a fee are wonderful, some just aren't in the area in which I live or feel comfortable driving alone.
Within the past 2 years	432	Provider/ Payer	Events are great, but time is limited and I have to choose very wisely.
Within the past year	997	Provider/ Payer	Great Representatives
Within the last 6 months	432	Provider/ Payer	I am not an accountant, I am in Finance, hospital support & real estate so some of the accounting topics, while useful/important to others aren't as relevant to me.
Within the last 6 months	420	Provider/ Payer	I am retired
Within the past year	432	Provider/ Payer	I don't need CE credits so a majority of the events don't apply to me.
Within the last 6 months	432	Provider/ Payer	I think it is more repetitive than what I would like. Sometimes I don't feel like I learned anything new on topics.
Never	433	Provider/ Payer	just time
Within the past year	432	Provider/ Payer	More non-financial specific content mixed in with financial content.

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Central Ohio 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	430	Provider/ Payer	More technical and usable content
Within the last 6 months	432	Provider/ Payer	More than anything, the meeting content is sometimes not relevant to my job.
Within the last 6 months	430	Provider/ Payer	My busy schedule does not always allow me the time to attend
Within the last 6 months	430	Provider/ Payer	N/A
Within the past year	432	Provider/ Payer	No time with workload
Within the last 6 months	432	Provider/ Payer	none - other than personal calendar conflicts
Within the past year	432	Provider/ Payer	not offered - schedule; only so much free time - so have to pick and choose what to attend.
Within the past 2 years	432	Provider/ Payer	scheduling conflicts in the past
Within the past year	432	Provider/ Payer	some of the topics do not relate to auditing directly, but it seems like there is always 1 part per event that is relevant. That said, the cost does not support me attending for only one area of interest unfortunately.
Never	457	Provider/ Payer	The local chapter is over an hour away, and the hours of the meeting are during my work schedule.
Within the last 6 months	432	Provider/ Payer	You do a great job!

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Central Ohio Chapter

Provider/Payer Responses Received: 57
Provider/Payer percent of all Responses Received: 72%

FY20 Net Promoter Score: 52
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 6%	Passives 37%	Promoters 57%
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Sample is composed of regular chapter members not listed as chapter officers or directors that have been HFMA members since at least August 31, 2019.

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Central Ohio 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	1	0	0	1	7	13	8	23
Percent	2%	0%	0%	2%	0%	0%	2%	13%	24%	15%	43%
Overall	6%							37%		57%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 52

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	Central Ohio 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	2%	4%	9%	30%	56%	52%	<div><div></div></div> 56%
Addressing the right issues and topics	2%	4%	13%	38%	45%	47%	<div><div></div></div> 45%
Locating events where I can access them	2%	0%	2%	29%	67%	48%	<div><div></div></div> 67%
Keeping me up to date on state and regional issues	2%	4%	9%	32%	54%	52%	<div><div></div></div> 54%
Providing connections to others in my field	2%	0%	7%	35%	56%	50%	<div><div></div></div> 56%
Providing easy access to information	2%	0%	5%	32%	61%	51%	<div><div></div></div> 61%
Chapter networking opportunities	2%	0%	9%	33%	56%	50%	<div><div></div></div> 56%
HFMA chapter overall	2%	0%	5%	25%	68%	54%	<div><div></div></div> 68%

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
	Central Ohio Chapter	P/P All Chapters	
Profitability analysis by product or service line	26%	19%	<div><div></div></div> 26%
Accounting and financial reporting issues related to emerging payment models	32%	24%	<div><div></div></div> 32%
Improving front end revenue cycle processes	12%	23%	<div><div></div></div> 12%
Changes in Medicare reimbursement policies	11%	25%	<div><div></div></div> 11%
Compliance with Medicare regulations	12%	17%	<div><div></div></div> 12%
Managing and measuring the total cost of care	30%	22%	<div><div></div></div> 30%
Improving the patient financial experience	28%	20%	<div><div></div></div> 28%
Negotiating contracts with value based payment mechanisms	9%	13%	<div><div></div></div> 9%
Prevention and management of denials	16%	21%	<div><div></div></div> 16%
Operationalizing structures and processes to reflect changing payment models	21%	17%	<div><div></div></div> 21%
Business intelligence and data analytics	37%	28%	<div><div></div></div> 37%
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Local payors and employers response to ongoing changes in healthcare	14%	17%	<div><div></div></div> 14%

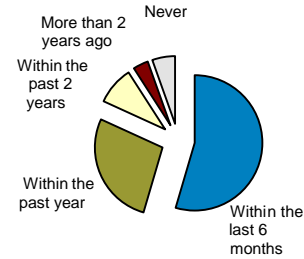
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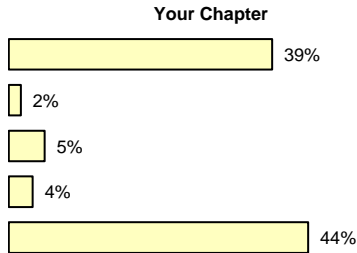
Attending an educational event

When was the last time that you attended a chapter event?	Central Ohio Chapter	P/P All Chapters
Within the last 6 months	55%	39%
Within the past year	27%	19%
Within the past 2 years	9%	10%
More than 2 years ago	4%	8%
Never	5%	23%



Attendance Barriers

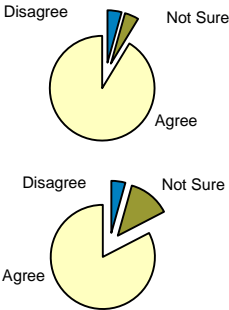
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Central Ohio Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	39%	26%
The audience present does not support meaningful networking	2%	3%
The locations are not accessible to me	5%	25%
The quality of events does not meet expectations	4%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	44%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Central Ohio Chapter	P/P All Chapters
Disagree	4%	6%
Not Sure	4%	21%
Agree	91%	73%
I understand how to become more engaged with my HFMA chapter	Central Ohio Chapter	P/P All Chapters
Disagree	4%	7%
Not Sure	13%	24%
Agree	83%	69%

Sample (new members):	23
Percent of Respondents:	40%



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