

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

Central Pennsylvania Chapter

| | |
|--|-----|
| Sample Size: | 433 |
| Responses Received: | 64 |
| Response Rate: | 15% |
| | |
| FY20 Net Promoter Score: | 53 |
| 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 12% | Passives 24% | Promoters 64% |
|--------------------------|------------------------|-------------------------|



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **90%**
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
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Central Pennsylvania 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 | 2 | 4 | 4 | 10 | 14 | 24 |
| Percent | 2% | 0% | 0% | 0% | 0% | 3% | 7% | 7% | 17% | 24% | 41% |
| Overall | 12% | | | | | | | 24% | | 64% | |
| All Chapters | 12% | | | | | | | 28% | | 60% | |

FY20 Net Promoter Score: **53**

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 | Central Pennsylvania 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% | 8% | 32% | 60% | 54% | 60% |
| Addressing the right issues and topics | 0% | 2% | 11% | 34% | 53% | 49% | 53% |
| Locating events where I can access them | 0% | 5% | 13% | 27% | 55% | 51% | 55% |
| Keeping me up to date on state and regional issues | 0% | 0% | 10% | 34% | 56% | 53% | 56% |
| Providing connections to others in my field | 2% | 5% | 10% | 30% | 54% | 51% | 54% |
| Providing easy access to information | 0% | 3% | 10% | 31% | 56% | 52% | 56% |
| Chapter networking opportunities | 0% | 2% | 15% | 30% | 54% | 51% | 54% |
| HFMA chapter overall | 0% | 2% | 8% | 34% | 56% | 55% | 56% |

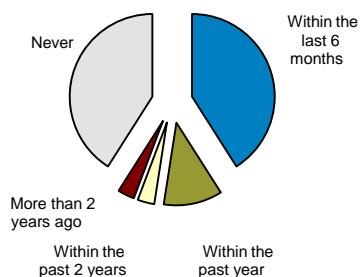
Top Topics: members asked to select their top three topics

| Please select your top three preferred topics from the list | Percent of time selected | | Your Chapter |
|--|------------------------------|--------------|--------------|
| | Central Pennsylvania Chapter | All Chapters | |
| Profitability analysis by product or service line | 16% | 18% | 16% |
| Accounting and financial reporting issues related to emerging payment models | 33% | 22% | 33% |
| Improving front end revenue cycle processes | 27% | 23% | 27% |
| Changes in Medicare reimbursement policies | 20% | 24% | 20% |
| Compliance with Medicare regulations | 20% | 16% | 20% |
| Managing and measuring the total cost of care | 16% | 21% | 16% |
| Improving the patient financial experience | 27% | 22% | 27% |
| Negotiating contracts with value based payment mechanisms | 17% | 12% | 17% |
| Prevention and management of denials | 25% | 20% | 25% |
| Operationalizing structures and processes to reflect changing payment models | 17% | 17% | 17% |
| Business intelligence and data analytics | 23% | 28% | 23% |
| State legislative and regulatory update | 16% | 20% | 16% |
| State Medicaid program | 19% | 17% | 19% |
| Local payors and employers response to ongoing changes in healthcare | 11% | 17% | 11% |

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Central Pennsylvania Chapter**

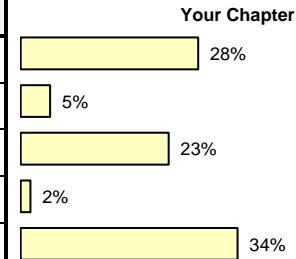
Attending an educational event

| When was the last time that you attended a chapter event? | Central Pennsylvania Chapter | All Chapters |
|---|------------------------------|--------------|
| Within the last 6 months | 41% | 43% |
| Within the past year | 11% | 18% |
| Within the past 2 years | 3% | 9% |
| More than 2 years ago | 3% | 8% |
| Never | 41% | 22% |



Attendance Barriers

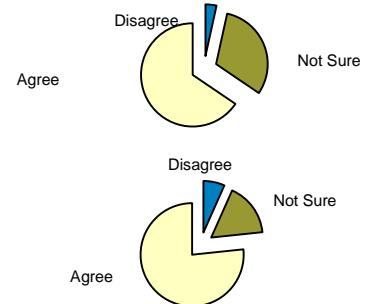
| Which barriers prevent you from attending events more frequently? | Percent of time selected | |
|---|------------------------------|--------------|
| | Central Pennsylvania Chapter | All Chapters |
| Event content not relevant to my job or misses the mark | 28% | 24% |
| The audience present does not support meaningful networking | 5% | 4% |
| The locations are not accessible to me | 23% | 22% |
| The quality of events does not meet expectations | 2% | 3% |
| N/A: (I usually attend / live out of the area / I work in a different field / etc.) | 34% | 41% |



New Member* Perceptions

| I received a personal welcome from my HFMA chapter | Central Pennsylvania Chapter | All Chapters |
|--|------------------------------|--------------|
| Disagree | 3% | 7% |
| Not Sure | 31% | 20% |
| Agree | 66% | 74% |
| I understand how to become more engaged with my HFMA chapter | | |
| Disagree | 7% | 7% |
| Not Sure | 17% | 24% |
| Agree | 77% | 70% |

| | |
|-------------------------|-----|
| Sample (new members): | 33 |
| Percent of Respondents: | 52% |



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

**Healthcare Financial Management Association
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Central Pennsylvania 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 | 176 | Provider/ Payer | Because so much information is now available online, the chapter membership isn't as valuable as it once was. The educational opportunities are available to non-members which also makes membership less valuable. Because of the reduced attendance by non-vendors, the networking opportunities have become less valuable as well. |
| Within the last 6 months | 170 | Business Partner | Education is the highest priority service the chapter can provide to the members. As it is becoming more difficult for hospitals to send staff to all day meetings, to a location needing travel, I think a schedule of web based programs needs to be offered and a reduction made to the number of remote education programs. The remote programs should not be eliminated as they remain the primary networking opportunity. Installation of officers should still be done with group attendance. |
| Never | 170 | Provider/ Payer | Everything is ok in my opinion |
| Within the last 6 months | 168 | Provider/ Payer | Glad to see education sessions becoming educational again instead entertainment. Something needs done about the dues increase way to high now for an individual membership. Cheaper to come to meetings as non member the pay new dues level. If something doesn't change I will not be a member next year. |
| Within the past year | 170 | Business Partner | I am more interested in accounting, tax, technology and legal updates. |
| Within the last 6 months | 175 | Provider/ Payer | I would like to see a "LinkedIn" style contact list of members willing to provide their information. This would allow us to stay in contact more easily and reach out to individuals we feel may be able to aid us with issues that may arise that their expertise or background is suited for. |
| Never | 178 | Business Partner | I've used the 3-star rating to indicate areas where I don't have much experience with HFMA, as I am a fairly new member. |
| Within the last 6 months | 178 | Provider/ Payer | Keep on providing high quality education topics and networking opportunities. |
| Within the last 6 months | 178 | Provider/ Payer | No suggestions - very happy! |

**Healthcare Financial Management Association
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Central Pennsylvania 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 |
|---|-----------------------------|--------------------|---|
| Never | 159 | Business Partner | Medicare Compliance Regulations PA Medicaid Changes |
| Within the last 6 months | 178 | Provider/ Payer | Emotional intelligence and stress awareness topics are great as well as anything to do with bending the cost curve for both physician and hospital practices. |
| Within the last 6 months | 178 | Provider/ Payer | N/A |
| More than 2 years ago | 179 | Provider/ Payer | Operationalizing structures and processes to align with CARC code denials |
| Within the last 6 months | 171 | Provider/ Payer | Provider compensation models with changing and emerging payment models |
| Never | 177 | Provider/ Payer | The various ways to handle posting PLBs to patient accounts or clearing accounts. I am particularly interested in offsets (FB, WO, CS) and acknowledgement of refunds (72 and WO-72). |

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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 |
|---|-----------------------------|-------------------|--|
| Within the last 6 months | 170 | Business Partner | Work schedule is typically my only conflict when not attending meetings |
| Never | 180 | Provider/ Payer | Dates did not work out for me! Conflicts. |
| Never | 177 | Provider/ Payer | I am a hospital supervisor (Sr. Accountant) in a cash application department. I have not seen much content related to issues with 835 remittance advice or paper EOBS. |
| Within the last 6 months | 175 | Provider/ Payer | I try to attend as often as I can. Being new to the field of Healthcare Finance, I am trying to build my knowledge and make contacts as quickly as possible. |
| Never | 170 | Provider/ Payer | I work during the day, and I really can't attend different things while I work. |
| More than 2 years ago | 179 | Provider/ Payer | More than location, within my organization only a certain amount of people can attend. |
| Within the last 6 months | 178 | Provider/ Payer | N/A |
| Within the past year | 178 | Provider/ Payer | Not all HFMA members work in the reimbursement and revenue cycle fields. |
| Never | 171 | Provider/ Payer | Not quite sure who the attendees are.....relevant to my field or not? |
| Within the past year | 180 | Provider/ Payer | Sometimes I can't attend due to work conflicts |
| Never | 171 | Provider/ Payer | Was unable to attend event due to just moving to the area and a conflict with work due dates |

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

Central Pennsylvania Chapter

Provider/Payer Responses Received: 49
Provider/Payer percent of all Responses Received: 77%

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 13% | Passives 22% | Promoters 65% |
|--------------------------|------------------------|-------------------------|



detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.
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or directors that have been HFMA members since at least August 31, 2019.

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 Central Pennsylvania 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 | 1 | 4 | 3 | 7 | 10 | 20 |
| Percent | 2% | 0% | 0% | 0% | 0% | 2% | 9% | 7% | 15% | 22% | 43% |
| Overall | 13% | | | | | | | 22% | | 65% | |
| P/P All Chapters | 12% | | | | | | | 29% | | 59% | |

FY20 Net Promoter Score: **52**

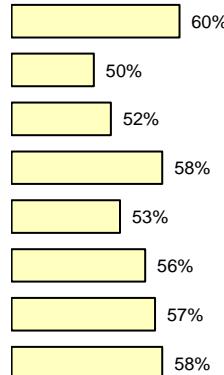
P/P All Chapters FY20 Average Net Promoter Score: **47**



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 Pennsylvania Chapter | | | | | P/P All Chapters 5 Star |
|--|------------------------------|---------|---------|---------|------------|-------------------------|
| | 1 Star | 2 Stars | 3 Stars | 4 Stars | 5 Stars | |
| Producing quality educational programming | 0% | 0% | 8% | 31% | 60% | 52% |
| Addressing the right issues and topics | 0% | 2% | 8% | 40% | 50% | 47% |
| Locating events where I can access them | 0% | 6% | 10% | 31% | 52% | 48% |
| Keeping me up to date on state and regional issues | 0% | 0% | 8% | 33% | 58% | 52% |
| Providing connections to others in my field | 2% | 4% | 9% | 32% | 53% | 50% |
| Providing easy access to information | 0% | 4% | 8% | 31% | 56% | 51% |
| Chapter networking opportunities | 0% | 2% | 11% | 30% | 57% | 50% |
| HFMA chapter overall | 0% | 2% | 6% | 33% | 58% | 54% |

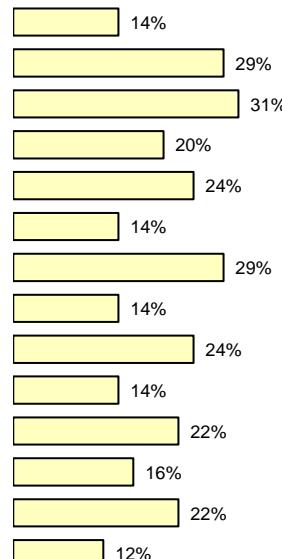
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

| Please select your top three preferred topics from the list | Percent of time selected | |
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| | Central Pennsylvania Chapter | P/P All Chapters |
| Profitability analysis by product or service line | 14% | 19% |
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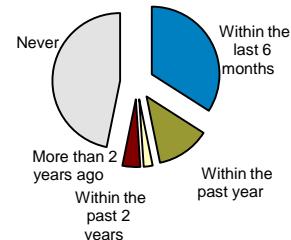
Your Chapter



**Healthcare Financial Management Association
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Central Pennsylvania Chapter**

Attending an educational event

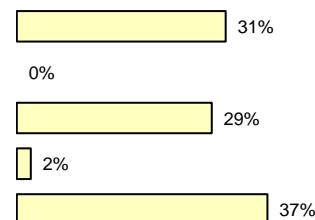
| When was the last time that you attended a chapter event? | Central Pennsylvania Chapter | P/P All Chapters |
|---|------------------------------|------------------|
| Within the last 6 months | 34% | 39% |
| Within the past year | 13% | 19% |
| Within the past 2 years | 2% | 10% |
| More than 2 years ago | 4% | 8% |
| Never | 47% | 23% |



Attendance Barriers

| Which barriers prevent you from attending events more frequently? | Percent of time selected | |
|---|------------------------------|------------------|
| | Central Pennsylvania Chapter | P/P All Chapters |
| Event content not relevant to my job or misses the mark | 31% | 26% |
| The audience present does not support meaningful networking | 0% | 3% |
| The locations are not accessible to me | 29% | 25% |
| The quality of events does not meet expectations | 2% | 3% |
| N/A: (I usually attend / live out of the area / I work in a different field / etc.) | 37% | 38% |

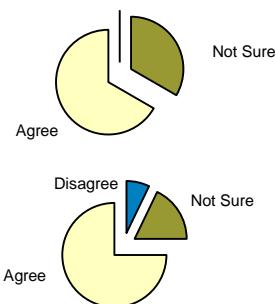
Your Chapter



New Member* Perceptions

| I received a personal welcome from my HFMA chapter | Central Pennsylvania Chapter | P/P All Chapters |
|--|------------------------------|------------------|
| Disagree | 0% | 6% |
| Not Sure | 33% | 21% |
| Agree | 67% | 73% |
| I understand how to become more engaged with my HFMA chapter | | |
| Disagree | 7% | 7% |
| Not Sure | 18% | 24% |
| Agree | 75% | 69% |

| | |
|-------------------------|-----|
| Sample (new members): | 30 |
| Percent of Respondents: | 61% |



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