

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%
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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: 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.

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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

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

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 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%	<div><div></div></div> 60%
Addressing the right issues and topics	0%	2%	11%	34%	53%	49%	<div><div></div></div> 53%
Locating events where I can access them	0%	5%	13%	27%	55%	51%	<div><div></div></div> 55%
Keeping me up to date on state and regional issues	0%	0%	10%	34%	56%	53%	<div><div></div></div> 56%
Providing connections to others in my field	2%	5%	10%	30%	54%	51%	<div><div></div></div> 54%
Providing easy access to information	0%	3%	10%	31%	56%	52%	<div><div></div></div> 56%
Chapter networking opportunities	0%	2%	15%	30%	54%	51%	<div><div></div></div> 54%
HFMA chapter overall	0%	2%	8%	34%	56%	55%	<div><div></div></div> 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%	<div><div></div></div> 16%
Accounting and financial reporting issues related to emerging payment models	33%	22%	<div><div></div></div> 33%
Improving front end revenue cycle processes	27%	23%	<div><div></div></div> 27%
Changes in Medicare reimbursement policies	20%	24%	<div><div></div></div> 20%
Compliance with Medicare regulations	20%	16%	<div><div></div></div> 20%
Managing and measuring the total cost of care	16%	21%	<div><div></div></div> 16%
Improving the patient financial experience	27%	22%	<div><div></div></div> 27%
Negotiating contracts with value based payment mechanisms	17%	12%	<div><div></div></div> 17%
Prevention and management of denials	25%	20%	<div><div></div></div> 25%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div><div></div></div> 17%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	16%	20%	<div><div></div></div> 16%
State Medicaid program	19%	17%	<div><div></div></div> 19%
Local payors and employers response to ongoing changes in healthcare	11%	17%	<div><div></div></div> 11%

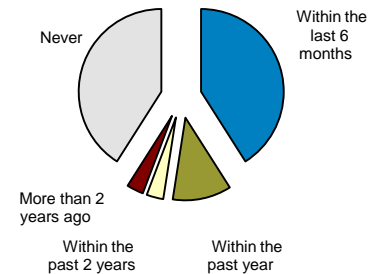
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Central Pennsylvania Chapter

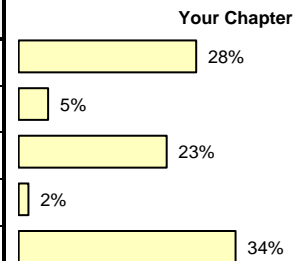
Attending an educational event

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

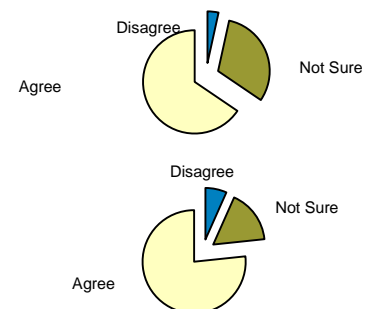
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Central Pennsylvania Chapter	All Chapters
Event content not relevant to my job or misses the mark	28%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to 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

	Central Pennsylvania Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
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.

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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!

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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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Central Pennsylvania 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	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

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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%
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
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	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	0%	8%	31%	60%	52%	<div><div></div></div> 60%
Addressing the right issues and topics	0%	2%	8%	40%	50%	47%	<div><div></div></div> 50%
Locating events where I can access them	0%	6%	10%	31%	52%	48%	<div><div></div></div> 52%
Keeping me up to date on state and regional issues	0%	0%	8%	33%	58%	52%	<div><div></div></div> 58%
Providing connections to others in my field	2%	4%	9%	32%	53%	50%	<div><div></div></div> 53%
Providing easy access to information	0%	4%	8%	31%	56%	51%	<div><div></div></div> 56%
Chapter networking opportunities	0%	2%	11%	30%	57%	50%	<div><div></div></div> 57%
HFMA chapter overall	0%	2%	6%	33%	58%	54%	<div><div></div></div> 58%

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	P/P All Chapters	
Profitability analysis by product or service line	14%	19%	<div><div></div></div> 14%
Accounting and financial reporting issues related to emerging payment models	29%	24%	<div><div></div></div> 29%
Improving front end revenue cycle processes	31%	23%	<div><div></div></div> 31%
Changes in Medicare reimbursement policies	20%	25%	<div><div></div></div> 20%
Compliance with Medicare regulations	24%	17%	<div><div></div></div> 24%
Managing and measuring the total cost of care	14%	22%	<div><div></div></div> 14%
Improving the patient financial experience	29%	20%	<div><div></div></div> 29%
Negotiating contracts with value based payment mechanisms	14%	13%	<div><div></div></div> 14%
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State legislative and regulatory update	16%	18%	<div><div></div></div> 16%
State Medicaid program	22%	18%	<div><div></div></div> 22%
Local payors and employers response to ongoing changes in healthcare	12%	17%	<div><div></div></div> 12%

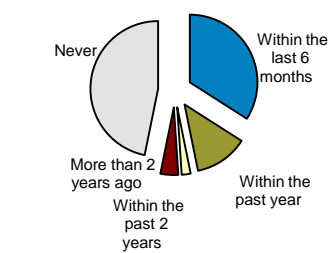
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Central Pennsylvania Chapter

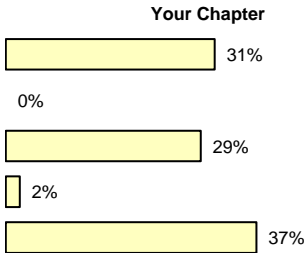
Attending an educational event

	Central Pennsylvania Chapter	P/P All Chapters
When was the last time that you attended a chapter event?		
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

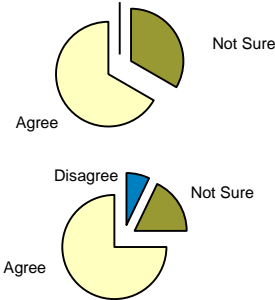
	Percent of time selected	
Which barriers prevent you from attending events more frequently?	Central Pennsylvania Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	31%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible 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%



New Member* Perceptions

	Central Pennsylvania Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
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.