

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

**Colorado Chapter**

Sample Size:	478
Responses Received:	51
Response Rate:	11%
FY20 Net Promoter Score:	41
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> 14%	<b>Passives</b> 31%	<b>Promoters</b> 55%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **82%**  
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

## HFMA Chapter Survey (FY20)

### Colorado 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	0	0	0	3	4	5	10	5	22
Percent	0%	0%	0%	0%	0%	6%	8%	10%	20%	10%	45%
Overall	14%							31%		55%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **41**

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	Colorado 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%	2%	10%	31%	<b>57%</b>	54%	57%
Addressing the right issues and topics	0%	2%	12%	37%	<b>49%</b>	49%	49%
Locating events where I can access them	2%	8%	18%	27%	<b>45%</b>	51%	45%
Keeping me up to date on state and regional issues	0%	6%	16%	33%	<b>45%</b>	53%	45%
Providing connections to others in my field	2%	6%	14%	31%	<b>47%</b>	51%	47%
Providing easy access to information	0%	2%	18%	27%	<b>53%</b>	52%	53%
Chapter networking opportunities	2%	8%	10%	31%	<b>49%</b>	51%	49%
HFMA chapter overall	0%	2%	16%	27%	<b>55%</b>	55%	55%

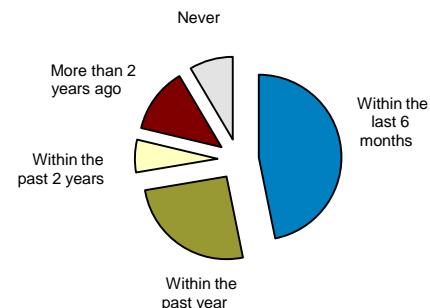
#### Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Colorado Chapter	All Chapters	
Profitability analysis by product or service line	14%	18%	14%
Accounting and financial reporting issues related to emerging payment models	27%	22%	27%
Improving front end revenue cycle processes	10%	23%	10%
Changes in Medicare reimbursement policies	20%	24%	20%
Compliance with Medicare regulations	14%	16%	14%
Managing and measuring the total cost of care	20%	21%	20%
Improving the patient financial experience	10%	22%	10%
Negotiating contracts with value based payment mechanisms	8%	12%	8%
Prevention and management of denials	14%	20%	14%
Operationalizing structures and processes to reflect changing payment models	22%	17%	22%
Business intelligence and data analytics	24%	28%	24%
State legislative and regulatory update	27%	20%	27%
State Medicaid program	27%	17%	27%
Local payors and employers response to ongoing changes in healthcare	25%	17%	25%

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Colorado Chapter**

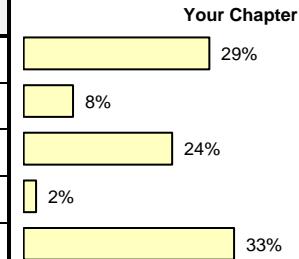
**Attending an educational event**

When was the last time that you attended a chapter event?	Colorado Chapter	All Chapters
Within the last 6 months	47%	43%
Within the past year	26%	18%
Within the past 2 years	6%	9%
More than 2 years ago	13%	8%
Never	9%	22%



**Attendance Barriers**

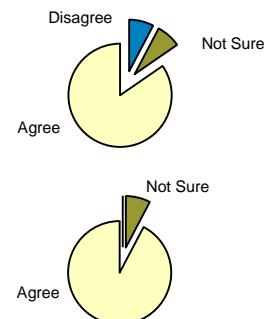
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Colorado Chapter	All Chapters
Event content not relevant to my job or misses the mark	29%	24%
The audience present does not support meaningful networking	8%	4%
The locations are not accessible to me	24%	22%
The 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.)	33%	41%



**New Member\* Perceptions**

Statement	Percent of Respondents	
	Colorado Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	8%	7%
Not Sure	8%	20%
Agree	85%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	8%	24%
Agree	92%	70%

Sample (new members):	13
Percent of Respondents:	25%



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

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Colorado 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	815	Provider/ Payer	Biggest problem I have is twofold - location and role. I'm in western Colorado; being more involved with HFMA in terms of networking and signing up for education requires travel to Denver primarily. My role primarily involves physician clinics so there is less connection on hospital topics. I do appreciate the fact HFMA has made efforts over time to factor in hospital-owned physician clinics into organization topics.
Never	816	Provider/ Payer	I am having trouble locating events near me. I would like to attend a conference but I was having trouble locating anything at all.
Within the past year	810	Provider/ Payer	I am located in Pueblo and there are limited opportunities. I don't blame HFMA, but I think there is enough technology to be creative in allowing for live webcast.
Within the past year	810	Provider/ Payer	I appreciate the increase in online information and education as it is not as easy for me to attend functions that take place in Denver or northern CO.
Within the last 6 months	802	Provider/ Payer	I think the chapter has improved a lot over the past few years. I don't receive e-mails on a regular basis, and didn't receive anything about the WIL conference.
Within the last 6 months	806	Provider/ Payer	Most of the focus of meetings etc. is the revenue cycle. Additional focus on other Finance topics would be of help. Locations of most meetings are far across town for me. Access to seminar materials was a little difficult to find, but I was able to get it eventually.
Within the past 2 years	800	Provider/ Payer	na
Within the past year	803	Provider/ Payer	Please consider Northern Colorado when you plan events or meetings
Within the last 6 months	801	Business Partner	<p>Relevant, timely information delivered in a streamlined format and more networking opportunities would be helpful. It may take really thinking outside of the box, and perhaps we need to engage the broader membership to take some responsibility in this, as there are only so many hours in the day for those who are already serving.</p> <p>A few suggestions:</p> <p>-Real time updates on key legislative decisions when they are made at the state or legislative level - this could even be a text (or email) for those who opt in. Nothing fancy. Kind of how Modern Healthcare sends out their emails. They don't miss a beat. Perhaps we could engage Modern Healthcare to help us with this. Would be great to have something more localized as well. (Becker's does some of this that localizes particularly to Chicago, but I don't find their info always relevant, they send too much, and it's not always completely accurate or up to date)</p> <p>-More networking opportunities. Perhaps we could expand the "networking" arm of the chapter to local neighborhoods to increase the number of events and have those same networking representatives keep their finger on the pulse of what the providers, payers, and professional orgs are doing locally that are innovative/exciting (or challenges?) that could be shared informally (5 min, perhaps via an informal panel). Wonder what the group would think about getting more physician perspective at the events also.</p> <p>-"Affinity groups" for those working on common challenges or initiatives such as virtual health, ED throughput, rolling budget, labor cost challenges, non-competitive type of conversations (perhaps survey the membership to see what topics are of most interest and what they would be willing to share with local colleagues). Additionally, there is a real opportunity to leverage the local vs. national HFMA reach to connect similar organizations from across the country and develop affinity groups/networks that way to avoid the competitive concerns you might find locally.</p>
	852	Business Partner	Retired and you are doing great. Keep up the good work.
	801	Provider/ Payer	Stop emailing me to much. I get 3-5 emails a day from HFMA. It's to the point of spam.
Within the last 6 months	816	Provider/ Payer	The location and timing of in-person events can be challenging for those of us that are outside of the Denver Metro area.

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**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	801	Provider/ Payer	There are no communications from the CO chapter where events or educational opportunities are shared. If you want to know what's going on you must remember to check the website.
Within the last 6 months	806	Business Partner	There are not enough providers in attendance. Too many of the same speakers No new topics
More than 2 years ago	801	Business Partner	Was promised to continue uninsured conference in another format and has not been done
Within the last 6 months	805	Provider/ Payer	You guys are great,

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**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	806	Business Partner	Revenue Integrity and the importance of this department Payer Panels
More than 2 years ago	801	Business Partner	State and Federal Legislative Issues Uninsured population and covering their healthcare needs Changes in Medicare and Medicaid Reimbursement
Within the last 6 months	801	Business Partner	Systems - how do we leverage all of the resources we've purchased (physician clinics, additional hospitals, etc.) that we thought would bring us some savings in scale but have not, and instead have created additional silos?  Partnerships - Where does it make sense to build vs. buy? Cancer partnerships, for example, retail clinic or virtual health partnerships with MDLive as another example - is it worth it?  Physician alignment - As physicians are taking our profitable cases to their ASCs, how do we address those challenges? What solutions should we be looking at to sustain our business and create a "win-win?"
Within the past year	803	Provider/ Payer	any new cost-saving, revenue-enhancing programs
Within the past year	801	Provider/ Payer	Denials management
Within the last 6 months	802	Provider/ Payer	Do more education with politicians and policy makers and explain that "price transparency" doesn't result in a greater knowledge about the actual cost to consumers or the cost of care at different institutions. As well, HFMA and its members could be more active in identifying how surprise billing legislation is one sided and rewards consumers that choose the cheapest premium plan but then scream when they get a bill for non covered services or providers.
Within the past year	802	Provider/ Payer	Managed Care
Within the past year	804	Provider/ Payer	Medicaid HTP Medicare Authorizations for CT and MRI processes with physicians engagement
Within the past year	810	Provider/ Payer	suggestions for managed care contracting, protection from the onslaught of payor policies that undermine contracts.

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Colorado 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	801	Business Partner	Because I've worked in strategy for so many years, the deeper finance topics are not always as relevant. That being said, I've signed up for the Women's Leadership conference on November 14th and I'm missing another meeting in order to attend (and am very excited about it!)
Within the last 6 months	806	Business Partner	Have a chapter meeting outside of the Denver metro area What happened to the Fall Rural Conference? Why are there no providers on the Leadership team or track? Too many of the same speakers present at every conference
More than 2 years ago	801	Business Partner	I am retired and only a few topics interest me
Within the last 6 months	801	Business Partner	More provider attendance
Never	805	Business Partner	Unable to attend due to job demands - was out of the state the majority of the week with prior job
More than 2 years ago	801	Provider/ Payer	break out sessions with focus on more specific or narrow topics change the location each time (north, south, etc.)
Within the last 6 months	805	Provider/ Payer	Budgetary constraints
Within the past year	804	Provider/ Payer	Cost of travel
Within the past year	803	Provider/ Payer	cost savings, revenue producing, located in Northern Colorado have not received HFM magazine in over a year, did not realize it was still being printed
Within the past year	810	Provider/ Payer	Finding availability to attend
Within the last 6 months	810	Provider/ Payer	If I don't attend it's due to finances.
Within the past 2 years	816	Provider/ Payer	My husband has been battling cancer the last 4 years. With his condition worsening, unfortunately I have not been able to attend any out-of-town events.
More than 2 years ago	815	Provider/ Payer	The conundrum is that if you did more events in western Colorado, you probably wouldn't get the level of attendance to make it worthwhile. In terms of event content - since 2008 my role in healthcare has been specific to physician clinics, not hospital, so attending an HFMA event doesn't provide me with the education I need to help the group I'm involved with, and doesn't provide the networking opportunities to make it worthwhile to attend.
More than 2 years ago	804	Provider/ Payer	Timing is an issue. April conference is in the middle of our budgeting cycle. It is a 3 hour trip to the location so it is hard to attend. Fall rural conference used to be on west slope, now on front range which is farther away.
More than 2 years ago	809	Provider/ Payer	Too busy/short handed at work to take time off to attend.
Within the past 2 years	800	Provider/ Payer	usually it conflicts with other events or things going on at work that prevent me from going

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

## Colorado Chapter

Provider/Payer Responses Received: 35  
Provider/Payer percent of all Responses Received: 69%

FY20 Net Promoter Score: 33  
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> 12%	<b>Passives</b> 42%	<b>Promoters</b> 45%
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detailed NPS information on page 2

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 Colorado 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	0	0	0	1	3	4	10	4	11
Percent	0%	0%	0%	0%	0%	3%	9%	12%	30%	12%	33%
Overall	12%							42%		45%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **33**

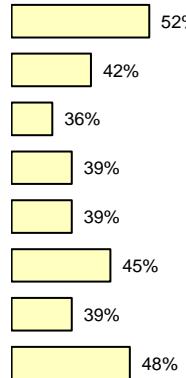
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Colorado Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	3%	9%	36%	<b>52%</b>	52%
Addressing the right issues and topics	0%	3%	12%	42%	<b>42%</b>	47%
Locating events where I can access them	3%	9%	24%	27%	<b>36%</b>	48%
Keeping me up to date on state and regional issues	0%	6%	21%	33%	<b>39%</b>	52%
Providing connections to others in my field	0%	9%	12%	39%	<b>39%</b>	50%
Providing easy access to information	0%	3%	21%	30%	<b>45%</b>	51%
Chapter networking opportunities	3%	9%	9%	39%	<b>39%</b>	50%
HFMA chapter overall	0%	3%	15%	33%	<b>48%</b>	54%

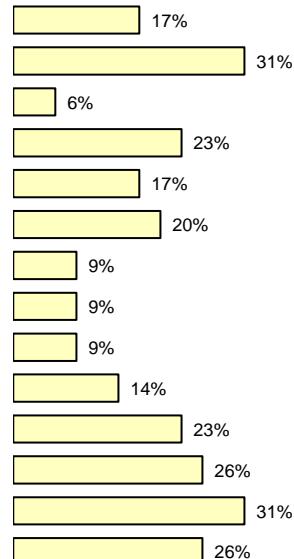
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Colorado Chapter	P/P All Chapters
Profitability analysis by product or service line	17%	19%
Accounting and financial reporting issues related to emerging payment models	31%	24%
Improving front end revenue cycle processes	6%	23%
Changes in Medicare reimbursement policies	23%	25%
Compliance with Medicare regulations	17%	17%
Managing and measuring the total cost of care	20%	22%
Improving the patient financial experience	9%	20%
Negotiating contracts with value based payment mechanisms	9%	13%
Prevention and management of denials	9%	21%
Operationalizing structures and processes to reflect changing payment models	14%	17%
Business intelligence and data analytics	23%	28%
State legislative and regulatory update	26%	18%
State Medicaid program	31%	18%
Local payors and employers response to ongoing changes in healthcare	26%	17%

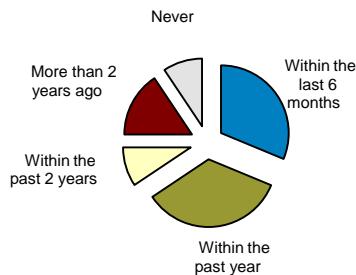
Your Chapter



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HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Colorado Chapter**

**Attending an educational event**

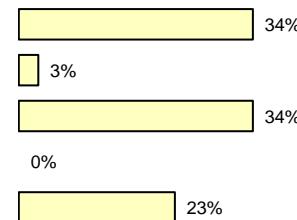
When was the last time that you attended a chapter event?	Colorado Chapter	P/P All Chapters
Within the last 6 months	31%	39%
Within the past year	34%	19%
Within the past 2 years	9%	10%
More than 2 years ago	16%	8%
Never	9%	23%



**Attendance Barriers**

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Colorado Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	34%	26%
The audience present does not support meaningful networking	3%	3%
The locations are not accessible to me	34%	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.)	23%	38%

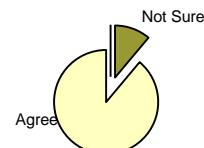
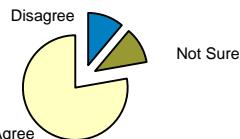
Your Chapter



**New Member\* Perceptions**

Statement	Percent of Respondents	
	Colorado Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	11%	6%
Not Sure	11%	21%
Agree	78%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	11%	24%
Agree	89%	69%

Sample (new members):	9
Percent of Respondents:	26%



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