

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

Florida Chapter

Sample Size:	2,466
Responses Received:	168
Response Rate:	7%
FY20 Net Promoter Score:	64
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 19%	Promoters 72%
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[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **89%**
[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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Florida 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	1	0	2	6	3	12	18	22	89
Percent	1%	0%	1%	0%	1%	4%	2%	8%	12%	14%	58%
Overall	8%							19%		72%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **64**

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	Florida 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%	2%	10%	28%	60%	54%	60%
Addressing the right issues and topics	1%	1%	10%	32%	56%	49%	56%
Locating events where I can access them	2%	5%	10%	30%	52%	51%	52%
Keeping me up to date on state and regional issues	1%	4%	9%	22%	65%	53%	65%
Providing connections to others in my field	2%	5%	10%	26%	57%	51%	57%
Providing easy access to information	1%	2%	7%	28%	62%	52%	62%
Chapter networking opportunities	2%	4%	9%	29%	55%	51%	55%
HFMA chapter overall	1%	2%	8%	27%	62%	55%	62%

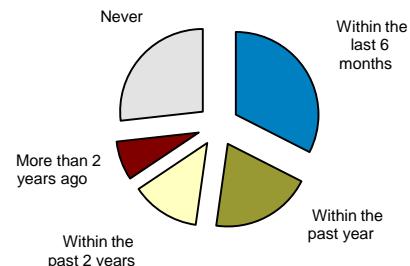
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Florida Chapter	All Chapters	
Profitability analysis by product or service line	19%	18%	19%
Accounting and financial reporting issues related to emerging payment models	13%	22%	13%
Improving front end revenue cycle processes	29%	23%	29%
Changes in Medicare reimbursement policies	23%	24%	23%
Compliance with Medicare regulations	15%	16%	15%
Managing and measuring the total cost of care	16%	21%	16%
Improving the patient financial experience	24%	22%	24%
Negotiating contracts with value based payment mechanisms	13%	12%	13%
Prevention and management of denials	31%	20%	31%
Operationalizing structures and processes to reflect changing payment models	15%	17%	15%
Business intelligence and data analytics	28%	28%	28%
State legislative and regulatory update	25%	20%	25%
State Medicaid program	13%	17%	13%
Local payors and employers response to ongoing changes in healthcare	16%	17%	16%

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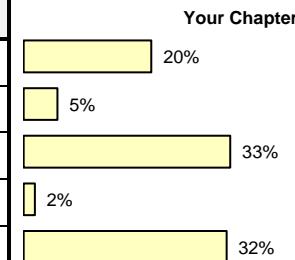
Attending an educational event

When was the last time that you attended a chapter event?	Florida Chapter	All Chapters
Within the last 6 months	32%	43%
Within the past year	20%	18%
Within the past 2 years	13%	9%
More than 2 years ago	8%	8%
Never	27%	22%



Attendance Barriers

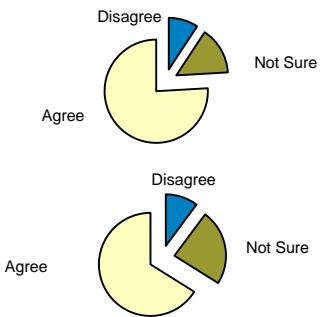
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Florida Chapter	All Chapters
Event content not relevant to my job or misses the mark	20%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	33%	22%
The 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.)	32%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Florida Chapter	All Chapters
Disagree	9%	7%
Not Sure	15%	20%
Agree	76%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	10%	7%
Not Sure	24%	24%
Agree	66%	70%

Sample (new members):	70
Percent of Respondents:	42%



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

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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
Within the last 6 months	331	Provider/ Payer	Amazing Service and Educational , Networking platform
Within the past year	342	Business Partner	As a new member to this chapter, it's unclear what the calendar of events is, how the chapter is structure, and how decisions are made.
Within the past year	342	Provider/ Payer	As a state chapter, more support around Florida specific updates, such as legislative and regulatory concerns would be helpful. FHA typically takes lead on these items, and maybe FLHFMA could coordinate or co-sponsor with FHA. Webinar/remote events might gain more participation from members. Much more likely to join and hour long call/webinar than travel and attend an event.
	328	Provider/ Payer	better temperature control
Within the past 2 years	342	Provider/ Payer	Doesn't seem that there are many events on the southwest Florida area. Additional doesn't seem like many topics about physician groups are held.
Within the last 6 months	329	Business Partner	Enhancing your web site would be beneficial.
Within the last 6 months	339	Business Partner	From a vendor perspective, it all comes down to provider attendance at the conferences and educational sessions. My feeling is that provider attendance has been declining for several years now. I know that leadership is aware of this issue, and has been attempting to address it.
Within the last 6 months	334	Business Partner	Great job FL HFMA
Within the last 6 months	325	Provider/ Payer	Have more events in North Florida. Have a legislative update at all the major conferences. Have more lectures that are prepared & researched & less panel discussions.
Within the last 6 months	NULL	Business Partner	Hello! Very fortunate for this chapter and organization. I feel as if the online education material could be enhanced or more engaging.
Within the past year	328	Provider/ Payer	Hold more education events in Central Florida. Do a better job advertising those events. Offer role/area specific education so that I can connect with people who perform the same job function I do. An example would be "Preventing registration related denials: What can Access Managers Do?". Can be open to everyone but targets access managers. Include this fact in the course description.
Never	323	Provider/ Payer	I am a new member trying to engage more with HFMA. I live in Tallahassee, and to my knowledge there are no events in the panhandle, everything seems to be in central and south Florida. I plan on pursuing the CHFP certification, and would like to be more involved. I tried to sign up for the mentorship program, but the link did not work. Thanks, Paul
More than 2 years ago	335	Business Partner	I am retired. I keep my membership current; for now. I do not attend HFMA meetings anymore; and as a result, I would not be able to give you accurate feedback.
More than 2 years ago	322	Provider/ Payer	I never score the highest. There is always room for improvement for everything.
Never	331	Provider/ Payer	I reached out to the several times to the Miami Chapter to volunteer. On September 12th, 2019, I was able to talk to the director who advised me that he was going to put me in contact with colleagues from my field of work. Unfortunately, I never heard back from him.
Within the last 6 months	346	Business Partner	I think it would be beneficial to know how many providers and how many vendors sign up for events.
Within the last 6 months	342	Provider/ Payer	I was disappointed that the Fall Conference did not include any sessions on legislative updates. Not only was the IPPS final rule issued prior to the conference but the OPPS proposed rule was also issued prior to the conference. I would normally plan to attend the Fall Conference but I just didn't feel the "meat" on the agenda was worth my travel time to the other side of the state.

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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
Within the past year	326	Provider/ Payer	I wonder if the chapter could create interest groups that focus on special topics, such as best practices for financial budgeting, cost accounting, reimbursement and hospital billing. In the reimbursement arena, hospital personnel are dealing with Medicare S-10 and wage index audit reviews and Medicaid DSH and LIP Cost Limit Surveys, as well as Medicaid GME Statewide Residency and GME Physician Shortage reporting. These are topics that may not be of interest to the overall membership, but would be of interest to a subset of the members.
Within the past 2 years	335	Provider/ Payer	I would like to see an increase in communication and membership focus.
Within the last 6 months	346	Provider/ Payer	I would like to see more of the education focus on state and federal legislative issues.
Within the last 6 months	334	Business Partner	Keep Cheryl as our president for two years!
Within the past year	342	Provider/ Payer	Keep trying to have as many half day or one day events as possible, spread throughout the regions.
Never	328	Provider/ Payer	Keep up the good work!
Never	328	Provider/ Payer	Keep up the great work!
Within the past year	337	Provider/ Payer	Little opportunities for discovering how other chapters are managing their net revenue and reimbursement explanations
Never	341	Provider/ Payer	Locate some events in Southwest, FL. (i.e., Naples)
Within the last 6 months	328	Provider/ Payer	Maybe you can Skype the meeting, I normally only go to one a year, due to the locations.
Within the last 6 months	339	Provider/ Payer	More immediate briefing on legislative updates Ask the members on topics that need to be presented or webinar available
Within the past year	301	Provider/ Payer	Need a lot more provider participation.
Within the last 6 months	191	Business Partner	Need more CFO level programs (e.g. capital finance), less revenue cycle.
Within the last 6 months	326	Provider/ Payer	Need more connections to Behavioral Health
Never	328	Provider/ Payer	No events to engage students. need to host student events
Within the past 2 years	330	Provider/ Payer	Nothing in particular
Within the past year	335	Provider/ Payer	selecting several location for events which will open the participation during the year education opportunities to attract several levels including directors and above
Within the past year	334	Business Partner	stop charging vendors more than providers. We are all in the healthcare business.
Within the last 6 months	333	Provider/ Payer	Thanks for all that you do!
Within the last 6 months	330	Provider/ Payer	The FL chapter does a great job!
Never	328	Provider/ Payer	The HFMA is geared to professional who are already in leadership positions but are very poor at increasing educational opportunities to people who are trying to advance their career. The majority of the content does not pertain to me or my field and leaves my inbox overwhelmed with emails that I end up deleting because there is nothing that would assist me. My department falls under Revenue Management but the HFMA seems very limited in the scope that full entails RM. I am positive that this chapter is directed towards select individuals whom benefit greatly, however I am not one of them. Best of luck with your chapter and continued success with all you endeavors.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the past 2 years	347	Provider/ Payer	The research is very helpful and the models that usually go w/them. Thanks
Never	NULL	Provider/ Payer	The website and on-line information has been helpful. I have not seen any local events and have not been involved with any live education or networking events.
Within the past 2 years	338	Provider/ Payer	<p>There is less time for members to attend events due to competing priorities. I would suggest experimenting with recording off site sessions for those who cannot attend but would really benefit from hearing the session.</p> <p>The individual WebEx sessions in the area I have explored are lead by consultants. I'm not looking for a sales pitch, but for information in totality on the topics.</p>
Never	327	Provider/ Payer	We should add content that pertains to Clinical Trials Billing and Compliance.
Within the last 6 months	328	Business Partner	With the shift from fee for service to VBC and Capitation will create a need to manage the True Cost of Care as a key variable for the financial health of the organization. Healthcare Financial leadership is key to providing the leadership to help organizations navigate this shift and the other unknown variables.

**Healthcare Financial Management Association
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Florida 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 year	322	Business Partner	Compliance with audits
Within the last 6 months	191	Business Partner	None of these topics relate to our business. Need more capital finance.
Within the past 2 years	333	Business Partner	Taxation Issues
Within the past year	326	Provider/ Payer	1. Medicare S-10; Uncompensated and Indigent Care Costs 2. Reporting of Medicare Bad Debts as an Expense 3. Medicare Wage Index and Occupational Mix Survey
Never	327	Provider/ Payer	A great job of covering all bases!
Within the last 6 months	339	Provider/ Payer	Above
Within the past 2 years	335	Provider/ Payer	An increase in Revenue Integrity topics.
Within the past year	329	Provider/ Payer	Appropriate Use Criteria Interoperability as it pertains to Meaningful Use Updates on Prior Authorization requirements/regulation
Never	342	Provider/ Payer	Charge Master - Transparency, best practice
Never	327	Provider/ Payer	Clinical Trials Billing and Compliance
Within the last 6 months	328	Provider/ Payer	collections team member retention
Within the past year	328	Provider/ Payer	Compliance updates for 501c(3) facilities Serving the LGBTQ+ community Assisting patients with securing funding for cancer treatment Thru grants/agencies/pharma programs
Within the last 6 months	346	Provider/ Payer	Continued updates on telemedicine and how different hospitals/practices are currently implementing it
Within the past 2 years	338	Provider/ Payer	Doing more with less in accounting and revenue cycle.
Within the past 2 years	326	Provider/ Payer	Florida HIE and how providers (not insurance companies) are using this information Telemedicine - reimbursement and operations
Within the last 6 months	336	Provider/ Payer	HCCs and Risk Adjustment methodology - Best practices
Within the past year	342	Provider/ Payer	How the front end users (Patient Access) has changed the face of Revenue Cycle and how it impacts Reimbursement.
Within the last 6 months	326	Provider/ Payer	Integrative Healthcare Meeting the Triple Aim
Never	328	Provider/ Payer	Physician coding.
Within the past year	320	Provider/ Payer	Profitability analysis by product line. Wanted to drag this to the box but my screen is not long enough for me to do so. This can be something that can be improved too—more streamlined experience when using a cell phone.
Never	328	Provider/ Payer	Regulating bodies governing policies and ease of access into gaining new information regarding updates and changes on a State and Federal level.

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Florida 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 year	335	Provider/ Payer	Revenue Integrity - opportunities, challenges, innovation
Within the past year	342	Provider/ Payer	Technology vendors: impact of mergers & acquisitions; SOC reports; reputation for over selling and under delivering
Within the last 6 months	325	Provider/ Payer	the process of creating an accurate patient estimate & the things required to do so.
Within the past 2 years	347	Provider/ Payer	Transforming your strategy - finding the right approach Listening to the business needs to identify strategy w/in IT Mergers and Acquisitions - how to work them into the current business model
Within the last 6 months	342	Provider/ Payer	You've got some good topics above, so please be sure to present them at the next conference.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Florida 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	335	Business Partner	Events closer to the west coast of FL
Within the last 6 months	NULL	Business Partner	Great chapter with organization and structure.
Within the last 6 months	334	Business Partner	I attend the majority of Florida HFMA events
Within the past year	342	Business Partner	I did not receive adequate communication of upcoming events so was unable to plan in advance to attend.
Within the past year	322	Business Partner	I have a conflict in my schedule, or otherwise would attend more regularly.
Within the past year	352	Business Partner	I live in Birmingham, AL and love the Florida HFMA and am a member there but accessibility is difficult.
Within the last 6 months	329	Business Partner	I only recently started receiving emails from the chapter on the educational events. I attended the recent event in Stuart, which was well done. I'm looking forward to some of the future events, but the distance to some will keep me from attending.
Within the last 6 months	334	Business Partner	I possibly attend every event I can
Within the last 6 months	347	Business Partner	I usually attend
Within the last 6 months	322	Business Partner	I've usually been able to attend all three of the statewide events each year since Fall 2013. However, every now and then I'll have to miss one due to scheduling conflicts.
Within the last 6 months	191	Business Partner	Per prior comments, need more CFO-level topics, less revenue cycle.
Within the last 6 months	322	Business Partner	Scheduling conflicts
Within the past year	322	Business Partner	The only focus seems to be on Rev Cycle and my company deals with financials pertaining more to the facilities of health care systems
Within the past year	327	Business Partner	too much focus on revenue cycle management
Within the past 2 years	337	Business Partner	Travel for consulting opportunities and personal travel
Within the past 2 years	335	Provider/ Payer	An increased emphasis on membership and relevant topics.
Within the last 6 months	342	Provider/ Payer	As I indicated previously, I would normally attend the Fall Conference but there were no legislative updates on the agenda or anything related to reimbursement, so it wasn't worth the time to drive to the other side of the state, particularly for only a 1-1/2 day program.
More than 2 years ago	324	Provider/ Payer	bad timing usually
Within the last 6 months	337	Provider/ Payer	budgeting constraints
Within the past 2 years	338	Provider/ Payer	Changed jobs in past year. Difficult for me to take 3 days off to attend a conference.
Within the past 2 years	347	Provider/ Payer	Changing my role - moving more into management so hope to attend more going forward.
Within the last 6 months	339	Provider/ Payer	Consider focused groups or ability to ask questions online
Within the last 6 months	334	Provider/ Payer	Due to me traveling frequently, webinars work better.
Within the past year	342	Provider/ Payer	Events tend to have a broad focus, so half the materials is relevant and the other half is not. This diminishes the value when you include time away from work and family plus travel costs. A narrow focus on specific topics at a monthly call/webinar might gain traction with members and drive engagement to events annually.

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Florida 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 past 2 years	320	Provider/ Payer	Getting out of the office to travel. A lot of initiatives at organization. Open to webinars and looking for more ceu opps in Dec.
Within the last 6 months	325	Provider/ Payer	Have an event at a hotel on Pensacola Beach.
Never	328	Provider/ Payer	Having the events locally would be ideal for me.
Within the past 2 years	338	Provider/ Payer	Honestly, I don't have a good answer. Just brainstorming, if we establish a mentor program with smaller focus groups to schedule a time to discuss an hour a quarter a pre determined agenda of issues suggested by the group.
Never	328	Provider/ Payer	host events in the Orlando area that promote student networking opportunities
Never	347	Provider/ Payer	I am a new member of the Florida Chapter; previously with the Wisconsin and Illinois Chapters. I hear great things about the Florida Chapter and look forward to being part of the group.
Never	327	Provider/ Payer	I am unable to leave work due to deadlines at work.
Never	322	Provider/ Payer	I cannot typically travel due to work and family limitations
Within the past year	326	Provider/ Payer	I work in the reimbursement field, so I am especially interested in reimbursement topics. While a chapter event may have a single presentation on a reimbursement topic, the costs in time and money do not make attending such a conference worth attending.
Within the past 2 years	330	Provider/ Payer	I'm not working in the provider setting anymore, so most of the topics are not relevant to my current role
Within the past year	337	Provider/ Payer	In order to receive approval to attend an event the majority of the content needs to be relevant to my job. The value of building contacts with others that attend who have the same or similar views or situations could be of assistance. I rarely find the opportunity to find out who might fit that category since events are primarily driven to find a vendor to assist with our business needs. I would like to network with others in the same field versus consultants and vendors with the goal of taking work away from our employees.
Within the past 2 years	328	Provider/ Payer	It is difficult to attend the events due to work demands.
Within the last 6 months	333	Provider/ Payer	It is difficult to travel outside on the tri-county area for events in other parts of the state due to the nature of my work responsibilities. Not the fault of HFMA.
Never	342	Provider/ Payer	It is more the expense versus location. And we have multiple members so we can't all leave at same time.
Within the past year	328	Provider/ Payer	Love the scholarship option but, unfortunately, that doesn't help with time away from the office. Being able to come back with flyers that contain high level/key points that I can share with my peers would help my director clearly see the type of education I am getting at these events.
Within the past year	335	Provider/ Payer	mix of education topics - content and level of complexity will attract a more diverse audience
More than 2 years ago	322	Provider/ Payer	Mostly my problem is time.
Never	328	Provider/ Payer	My position does not offer the benefit to attend events. These events are directed to members in leadership positions only and do not extend to the employees below those positions.
Never	331	Provider/ Payer	Need to make time to attend events.
Within the past year	342	Provider/ Payer	Once you mention you are Patient Access people don't seem interested and kind of shun you. for a better word.
Within the past year	320	Provider/ Payer	Our department was budgeted for one annual conference per person which is the main reason that I do not attend more than that. I try to register for online seminars if they are at no cost to me. It would be great if the conference sessions (could be any of the spring/fall/winter conferences) could be broadcast live and/or recorded for members to watch online (free or for minimal fee).
Within the last 6 months	326	Provider/ Payer	Really don't have the time to attend events outside of Florida (Dixie, national, etc.)

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Within the past year	322	Provider/ Payer	Schedule conflicts have been an issue.
Within the past year	342	Provider/ Payer	Some locations are not the most convenient, however, I usually try to attend all state-wide conferences; however, other priorities at work and at home prevented more frequent attendance over the past year.
Never	327	Provider/ Payer	Some of the events do not coincide with my work or after work schedule.
Within the last 6 months	328	Provider/ Payer	The only barrier would be location, distance from my home.
Within the last 6 months	347	Provider/ Payer	time away from office is biggest barrier for me. Many look great - state mtgs, regional, national - can't attend all.
Never	322	Provider/ Payer	Timing has not been right, distance has been an issue, also schedule conflicts with job related demands.
Within the last 6 months	346	Provider/ Payer	Timing of meetings
Within the past 2 years	342	Provider/ Payer	Topics involving accounting and physician groups seem to be lacking
Within the last 6 months	330	Provider/ Payer	Work
Within the past 2 years	347	Provider/ Payer	Work always gets in the way. I have better chance of attending webinars or monthly informational meetings.
Within the past 2 years	333	Provider/ Payer	Work schedule prevents attending events. I try to attend when time permits.

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

Florida Chapter

Provider/Payer Responses Received: 117
Provider/Payer percent of all Responses Received: 70%

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Florida Chapter**

Net Promoter Score: an indicator of customer loyalty

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Percent	1%	0%	1%	0%	2%	4%	2%	8%	15%	17%	51%
Overall	9%							23%		68%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **58**

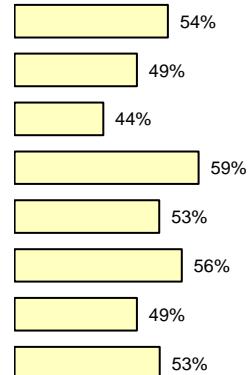
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Star ratings of various aspects of chapter services to members

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Keeping me up to date on state and regional issues	1%	4%	11%	25%	59%	52%
Providing connections to others in my field	2%	6%	11%	29%	53%	50%
Providing easy access to information	2%	2%	8%	32%	56%	51%
Chapter networking opportunities	3%	5%	11%	32%	49%	50%
HFMA chapter overall	1%	3%	10%	34%	53%	54%

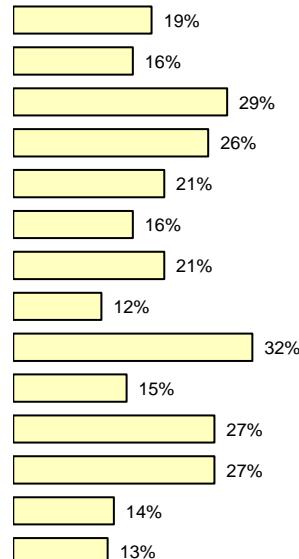
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Florida Chapter	P/P All Chapters
Profitability analysis by product or service line	19%	19%
Accounting and financial reporting issues related to emerging payment models	16%	24%
Improving front end revenue cycle processes	29%	23%
Changes in Medicare reimbursement policies	26%	25%
Compliance with Medicare regulations	21%	17%
Managing and measuring the total cost of care	16%	22%
Improving the patient financial experience	21%	20%
Negotiating contracts with value based payment mechanisms	12%	13%
Prevention and management of denials	32%	21%
Operationalizing structures and processes to reflect changing payment models	15%	17%
Business intelligence and data analytics	27%	28%
State legislative and regulatory update	27%	18%
State Medicaid program	14%	18%
Local payors and employers response to ongoing changes in healthcare	13%	17%

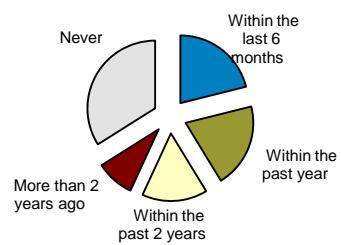
Your Chapter



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

Attending an educational event

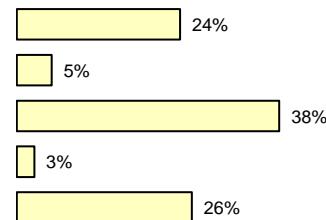
When was the last time that you attended a chapter event?	Florida Chapter	P/P All Chapters
Within the last 6 months	21%	39%
Within the past year	20%	19%
Within the past 2 years	16%	10%
More than 2 years ago	9%	8%
Never	34%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Florida Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	24%	26%
The audience present does not support meaningful networking	5%	3%
The locations are not accessible to me	38%	25%
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.)	26%	38%

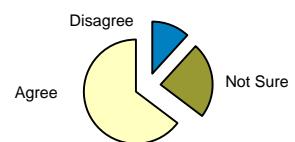
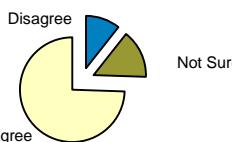
Your Chapter



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Florida Chapter		P/P All Chapters	
	Disagree	Not Sure	Agree	Not Sure
Disagree	11%	6%	74%	73%
Not Sure	15%	21%		
Agree				
I understand how to become more engaged with my HFMA chapter				
Disagree	12%	7%		
Not Sure	24%	24%		
Agree	65%	69%		

Sample (new members):	58
Percent of Respondents:	50%



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