

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Georgia Chapter

Sample Size: 691
Responses Received: 87
Response Rate: 13%

FY20 Net Promoter Score: 48
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 11%	Passives 30%	Promoters 59%
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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: **92%**

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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Georgia 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	7	2	10	15	9	40
Percent	0%	0%	0%	0%	0%	8%	2%	12%	18%	11%	48%
Overall	11%						30%		59%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: 48

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	Georgia 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%	0%	15%	29%	54%	54%	<div><div></div></div> 54%
Addressing the right issues and topics	1%	2%	11%	35%	51%	49%	<div><div></div></div> 51%
Locating events where I can access them	0%	5%	20%	21%	54%	51%	<div><div></div></div> 54%
Keeping me up to date on state and regional issues	0%	2%	13%	33%	52%	53%	<div><div></div></div> 52%
Providing connections to others in my field	0%	2%	19%	29%	49%	51%	<div><div></div></div> 49%
Providing easy access to information	0%	1%	7%	41%	51%	52%	<div><div></div></div> 51%
Chapter networking opportunities	0%	2%	13%	28%	56%	51%	<div><div></div></div> 56%
HFMA chapter overall	0%	4%	5%	38%	54%	55%	<div><div></div></div> 54%

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
	Georgia Chapter	All Chapters	
Profitability analysis by product or service line	15%	18%	<div><div></div></div> 15%
Accounting and financial reporting issues related to emerging payment models	17%	22%	<div><div></div></div> 17%
Improving front end revenue cycle processes	31%	23%	<div><div></div></div> 31%
Changes in Medicare reimbursement policies	25%	24%	<div><div></div></div> 25%
Compliance with Medicare regulations	7%	16%	<div><div></div></div> 7%
Managing and measuring the total cost of care	17%	21%	<div><div></div></div> 17%
Improving the patient financial experience	25%	22%	<div><div></div></div> 25%
Negotiating contracts with value based payment mechanisms	14%	12%	<div><div></div></div> 14%
Prevention and management of denials	41%	20%	<div><div></div></div> 41%
Operationalizing structures and processes to reflect changing payment models	16%	17%	<div><div></div></div> 16%
Business intelligence and data analytics	32%	28%	<div><div></div></div> 32%
State legislative and regulatory update	16%	20%	<div><div></div></div> 16%
State Medicaid program	8%	17%	<div><div></div></div> 8%
Local payors and employers response to ongoing changes in healthcare	14%	17%	<div><div></div></div> 14%

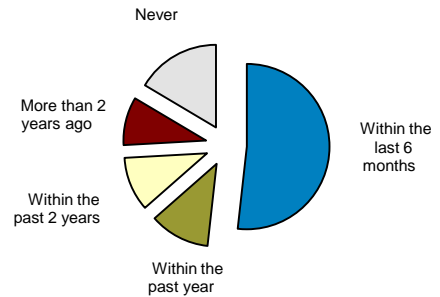
Healthcare Financial Management Association

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Georgia Chapter

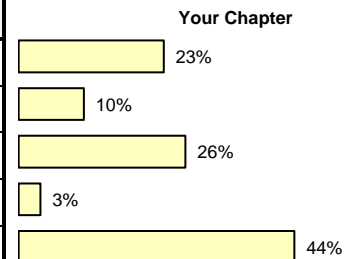
Attending an educational event

When was the last time that you attended a chapter event?	Georgia Chapter	All Chapters
Within the last 6 months	52%	43%
Within the past year	12%	18%
Within the past 2 years	11%	9%
More than 2 years ago	9%	8%
Never	16%	22%



Attendance Barriers

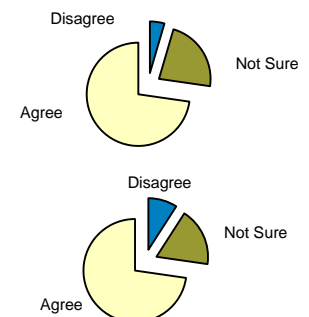
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Georgia Chapter	All Chapters
Event content not relevant to my job or misses the mark	23%	24%
The audience present does not support meaningful networking	10%	4%
The locations are not accessible to me	26%	22%
The 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.)	44%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Georgia Chapter	All Chapters
Disagree	5%	7%
Not Sure	23%	20%
Agree	73%	74%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Georgia Chapter	All Chapters
Disagree	9%	7%
Not Sure	18%	24%
Agree	73%	70%

Sample (new members):	24
Percent of Respondents:	28%



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

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Georgia 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	300	Provider/ Payer	A couple of things that struck me when I first started attending HFMA events - I'd like to see some racial diversity on the Board. The current board is made up of wonderful and talented people, but does not resemble the organizations that I have been a part of. This would go a long way towards inclusivity and perhaps greater membership. I would say the same about the significant focus on (specifically Christian) prayer at education events. I would advise a slow shift away from that as many younger members do not identify as religious.
Within the past 2 years	303	Provider/ Payer	Additional local events. More events held on Mon/Tues and Thurs/Friday vs. midweek.
Within the past 2 years	454	Business Partner	Although my travel interferes with my ability to join the local chapter, I do read about all the great things they are doing
Within the last 6 months	301	Business Partner	As a chapter, we need to be more consistent and timely with sharing and reporting updates on state and regional issues. And what is a timely and relevant topic to one might not be to another. It's an ongoing challenge to come up with topics that are going to pull people out of their offices or onto a call.
Within the last 6 months	302	Provider/ Payer	Continue to focus on growing the membership, so other providers and healthcare organizations will see value in participating in the organization. It may be helpful to survey people and organizations who you like would to join, so you can get feedback regarding what they are looking for in a healthcare organization.
Within the past year	301	Provider/ Payer	Have events in other parts of GA (i.e. North GA).
Within the last 6 months	368	Business Partner	I am a vendor, but I do not enjoy vendors presenting what is supposed to be an educational session that primarily sells their product(s). We need more "in the weeds" sessions from payers and revenue integrity team members who can speak to specific reimbursement issues in Georgia; and share successful strategies for compliant processes that result in payment. Particularly the Medicaid CMOs (HMOs). We need to know the Georgia Hospital Association understands reimbursement short falls, and is working with the Insurance Commissioner to highlight and resolve the issues with payers. We also need to emphasize the effect clinical outcomes are having on payment, and bring "Patient Care Management" (Cast Mgt., UR, DC Planning and CDI) members into the Chapter to present ways to collaborate with / or as part of the Rev Cycle to not only optimize payment but to meet quality reporting and evaluation methodologies. Also need to expand our Mid-Revenue Cycle (physician ordering through EHR, coding of diagnoses and procedures under ICD-10-CM and PCS, and documentation improvement) educational offerings.
Within the past 2 years	317	Provider/ Payer	I would like to see more educational events that are not attended by vendors.
Within the past 2 years	300	Business Partner	It would be nice to expand on the website to provide more information on those areas of which are rated less than 5. I don't see much info on the website for state and regional issues and I would like to see more focus on revenue cycle.
Within the last 6 months	300	Provider/ Payer	Keep offering excellent education, webinars, and networking.
Within the past year	317	Business Partner	More events outside of Atlanta would be nice.
Within the last 6 months	303	Business Partner	More providers and organizations attending, instead of mainly vendors
Within the last 6 months	303	Provider/ Payer	N/A
Within the last 6 months	314	Provider/ Payer	Need more providers driving the organization and better educational topics
Within the past year	306	Provider/ Payer	Need to develop an approach to bringing CFOs back into Chapter events.

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Georgia 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 2 years	303	Business Partner	Provide finance/accounting topics Reach out directly to hospital finance/acctg staff to see how to meet their educational interests and needs Provide good content and A&A Be aware of calendar conflicts like month end close times, filing deadlines, etc. Specifically invite finance/acctg staff, CFOs, etc. and maybe provide free registration to increase attendance
Within the past year	312	Provider/Payer	provide managed care contracting education, provide more CMS related education regarding fee schedules and coding, many things regarding value-based methodology is often vague
Never	NULL	Business Partner	Provide more remote opportunities for networking. Provide more opportunities outside the Atlanta area.
Within the last 6 months	371	Business Partner	The chapter could be more inclusive of outsiders. HFMA GA is a fantastic resource, but it can be very intimidating to come into this group.
Within the last 6 months	303	Provider/Payer	The GA chapter always provides a first class experience with everything I've participated in, including institutes, forums, education, etc. The only improvement I can suggest is to provide more education for Accounting/Finance provider staff...Medicare Cost Report sessions, survey education, state reimbursements topics such as ICTF and Tier II. Provide sessions based on the CHFP educational materials. I saw one session, maybe from a different state's chapter, that was tailored to new healthcare professionals. I'd like to see similar sessions in GA.
Within the last 6 months	303	Business Partner	The venue at the recent payer forum held at Emory Saint Joseph's auditorium made it very difficult to network. A conference room with tables, like at WellStar allows for meeting people.
Within the past year	300	Provider/Payer	Too many vendors. Nothing the chapter can do about this. the battle was lost many years ago.
Within the last 6 months	303	Provider/Payer	When an institute is schedule, it will be helpful to review all the details regarding the event before registration.
Within the last 6 months	301	Business Partner	Would like to see more participation from the provider groups outside of the few that are always represented

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HFMA Chapter Survey (FY20)
Georgia 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	301	Business Partner	How can vendors and providers better connect?
Within the last 6 months	368	Business Partner	I'm sorry -- repeating myself, but . . . Mid-revenue Cycle -- EHR outpatient ordering of services, diagnoses to meet medical necessity, and Coding / CDI Patient Care Mgt. -- Authorizations and Georgia payer requirements for inpatient days and outpatient diagnostic / therapeutic services Georgia Hospital Association initiatives and accomplishments
Never	300	Business Partner	Lobbying senators to be provider advocates and take on issues with the payors.
Within the past 2 years	300	Business Partner	Other topics include focusing on how admissions will decrease as there are options CMS has proposed for treating patients from home to lessen hospitalization.
Within the last 6 months	379	Business Partner	Utilization of the HFMA membership in regards to certification programs.
Within the last 6 months	314	Provider/ Payer	A.I.
Within the last 6 months	301	Provider/ Payer	AI and Bots in Rev Cycle operations
More than 2 years ago	300	Provider/ Payer	Improving Middle and Back-end Revenue Cycle and Complying with Price Transparency.
Within the last 6 months	302	Provider/ Payer	-Referenced based payers and health sharing plans -Ways to improve CMI -Readmission rates/rules -Methods to reduce denial rates for authorizations, patient status and how to improve the peer to peer process between facility and payer providers -future of healthcare and the effects of mergers and acquisitions in the market
Within the last 6 months	303	Provider/ Payer	What are some of the unique things other systems are doing to enhance net revenue and drive collections.

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Georgia 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	368	Business Partner	Although I generally do attend, I think more events in Atlanta or surrounding areas at an affordable location would be beneficial.
Within the last 6 months	303	Business Partner	Excellent to have a finance track. Please keep that going.
More than 2 years ago	308	Business Partner	I am retired
Within the last 6 months	301	Business Partner	I do my best to attend as many of the chapter's events as I can.
More than 2 years ago	301	Business Partner	I specialize in Medicare DSH and there are very few events that discuss my area of expertise.
Within the past 2 years	300	Business Partner	I travel a lot for work so it would be nice to have some Friday events instead of having during the week most of the time to accommodate those who travel. I understand however, most members are probably working locally Mon - Fri.
Within the past 2 years	454	Business Partner	I travel exclusively for my job; flying around the country and not available for local events. Plus I just moved back to Ohio from Georgia, so my chapter might change but still will have the same issue due to the demands of my job
Within the last 6 months	301	Business Partner	I usually try to attend certain events when it does not conflict with my family commitments or work schedule.
Never	300	Business Partner	Make events on Friday's or Saturdays. I travel during the week.
Within the past year	317	Business Partner	Need more events outside of Atlanta
Never	303	Business Partner	Prices and locations
Within the last 6 months	303	Business Partner	Primarily vendors
Within the last 6 months	300	Business Partner	Travelling schedule makes it difficult to attend events during the week.
Within the last 6 months	303	Business Partner	You all do a phenomenal job at the events. The job gets in the way sometimes precluding me from further participation.
Within the last 6 months	301	Provider/ Payer	At times there is a conflict with my schedule, otherwise I come.
More than 2 years ago	304	Provider/ Payer	Budget constraints
Within the past 2 years	303	Provider/ Payer	conflicts
Within the last 6 months	318	Provider/ Payer	Cost
Within the last 6 months	302	Provider/ Payer	I think the team makes a great effort to try to offer a variety of in person events and webinars. Program participants are often from a limited number of local organizations and vendors. Unfortunately, many of the providers, finance and executive healthcare leaders in the state are not participating in the local chapter. Developing events to attract them to HFMA and to provide value that will meet their needs is key. Getting feedback from non members and increasing their participation would add value to the chapter and possibly lead to more organizational sponsorships and overall chapter growth.
Within the last 6 months	300	Provider/ Payer	I usually attend, but if I don't it's due to scheduling conflicts
Never	315	Provider/ Payer	I usually do on-line education in years where it may not be fiscally stable enough in my organization to travel.
Within the past 2 years	317	Provider/ Payer	Install of new system has prevent ability to travel in the past couple of years

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Georgia 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
Never	309	Provider/ Payer	It seems like majority of the events that I have heard about are in Atlanta or Savannah. Both locations are more than 2 hours away. Example, the axe throwing event would be nice to go to but it's on a Tuesday from 6pm to 9 pm. I would have to leave work early enough to make it to Atlanta and to try and avoid rush hour traffic. The I would be driving back late so that I could make it to work the next day. Having some weekend events would be great.
Within the last 6 months	303	Provider/ Payer	Just getting out of the office and we needing more providers to attend. Providers learn from other providers and not necessarily vendors.
Within the past 2 years	303	Provider/ Payer	Locations inside the Perimeter.
Never	304	Provider/ Payer	Many of the GA events are held in North GA, and the ones held in Savannah and/or Augusta do not usually meet my needs.
Within the last 6 months	309	Provider/ Payer	Organizational speakers who can share ways to accomplish optimal revenue improvements and cost reductions in health care with case study material that could be taken back to our facilities.
More than 2 years ago	300	Provider/ Payer	There's usually not a lot of content on Middle Revenue Cycle at the in-person events.
Within the past year	318	Provider/ Payer	Timing of events make it difficult for those outside of major metropolitan areas.
Within the last 6 months	303	Provider/ Payer	Topics directly related to financial reporting, new regs addressing bad debt reporting, changes in the calculation or availability of funds for the Tier II reimbursement,
Within the last 6 months	314	Provider/ Payer	Would prefer to hear from provider speakers on new ideas to improve the revenue cycle.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Georgia Chapter

Provider/Payer Responses Received: 48
Provider/Payer percent of all Responses Received: 55%

FY20 Net Promoter Score: 45
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 9%	Passives 36%	Promoters 55%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.

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Georgia 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	4	0	7	9	5	19
Percent	0%	0%	0%	0%	0%	9%	0%	16%	20%	11%	43%
Overall	9%							36%		55%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 45 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	Georgia 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%	0%	17%	35%	46%	52%	<div><div></div></div> 46%
Addressing the right issues and topics	2%	2%	13%	37%	46%	47%	<div><div></div></div> 46%
Locating events where I can access them	0%	4%	26%	17%	52%	48%	<div><div></div></div> 52%
Keeping me up to date on state and regional issues	0%	2%	15%	39%	43%	52%	<div><div></div></div> 43%
Providing connections to others in my field	0%	2%	24%	30%	43%	50%	<div><div></div></div> 43%
Providing easy access to information	0%	0%	4%	52%	43%	51%	<div><div></div></div> 43%
Chapter networking opportunities	0%	2%	15%	30%	52%	50%	<div><div></div></div> 52%
HFMA chapter overall	0%	4%	7%	41%	48%	54%	<div><div></div></div> 48%

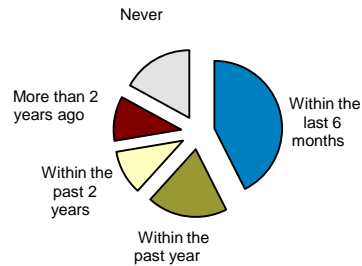
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Georgia Chapter	P/P All Chapters	
Profitability analysis by product or service line	13%	19%	<div><div></div></div> 13%
Accounting and financial reporting issues related to emerging payment models	17%	24%	<div><div></div></div> 17%
Improving front end revenue cycle processes	35%	23%	<div><div></div></div> 35%
Changes in Medicare reimbursement policies	21%	25%	<div><div></div></div> 21%
Compliance with Medicare regulations	6%	17%	<div><div></div></div> 6%
Managing and measuring the total cost of care	19%	22%	<div><div></div></div> 19%
Improving the patient financial experience	19%	20%	<div><div></div></div> 19%
Negotiating contracts with value based payment mechanisms	15%	13%	<div><div></div></div> 15%
Prevention and management of denials	48%	21%	<div><div></div></div> 48%
Operationalizing structures and processes to reflect changing payment models	13%	17%	<div><div></div></div> 13%
Business intelligence and data analytics	27%	28%	<div><div></div></div> 27%
State legislative and regulatory update	15%	18%	<div><div></div></div> 15%
State Medicaid program	13%	18%	<div><div></div></div> 13%
Local payors and employers response to ongoing changes in healthcare	21%	17%	<div><div></div></div> 21%

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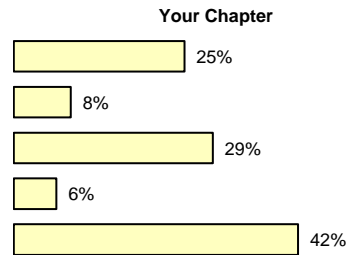
Attending an educational event

When was the last time that you attended a chapter event?	Georgia Chapter	P/P All Chapters
Within the last 6 months	43%	39%
Within the past year	19%	19%
Within the past 2 years	11%	10%
More than 2 years ago	11%	8%
Never	17%	23%



Attendance Barriers

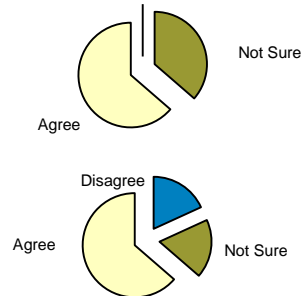
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Georgia Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	25%	26%
The audience present does not support meaningful networking	8%	3%
The locations are not accessible to me	29%	25%
The quality of events does not meet expectations	6%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	42%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Georgia Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	36%	21%
Agree	64%	73%
I understand how to become more engaged with my HFMA chapter	Georgia Chapter	P/P All Chapters
Disagree	18%	7%
Not Sure	18%	24%
Agree	64%	69%

Sample (new members):	11
Percent of Respondents:	23%



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