

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

Great Lakes Chapter

Sample Size:	328
Responses Received:	45
Response Rate:	14%
FY20 Net Promoter Score:	37
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 14%	Passives 35%	Promoters 51%
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[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **86%**
[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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Great Lakes 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	1	1	2	2	4	11	10	12
Percent	0%	0%	0%	2%	2%	5%	5%	9%	26%	23%	28%
Overall	14%							35%		51%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **37**

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	Great Lakes Chapter					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%	24%	31%	42%	54%	42%
Addressing the right issues and topics	2%	4%	24%	27%	42%	49%	42%
Locating events where I can access them	2%	4%	33%	31%	29%	51%	29%
Keeping me up to date on state and regional issues	4%	2%	13%	40%	40%	53%	40%
Providing connections to others in my field	2%	7%	24%	24%	42%	51%	42%
Providing easy access to information	0%	4%	20%	33%	42%	52%	42%
Chapter networking opportunities	2%	7%	20%	42%	29%	51%	29%
HFMA chapter overall	0%	2%	11%	44%	42%	55%	42%

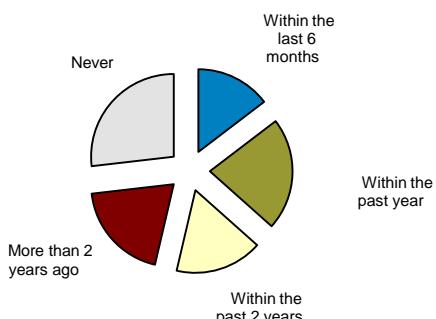
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Great Lakes Chapter	All Chapters	
Profitability analysis by product or service line	31%	18%	31%
Accounting and financial reporting issues related to emerging payment models	31%	22%	31%
Improving front end revenue cycle processes	24%	23%	24%
Changes in Medicare reimbursement policies	13%	24%	13%
Compliance with Medicare regulations	13%	16%	13%
Managing and measuring the total cost of care	22%	21%	22%
Improving the patient financial experience	22%	22%	22%
Negotiating contracts with value based payment mechanisms	4%	12%	4%
Prevention and management of denials	13%	20%	13%
Operationalizing structures and processes to reflect changing payment models	16%	17%	16%
Business intelligence and data analytics	38%	28%	38%
State legislative and regulatory update	16%	20%	16%
State Medicaid program	13%	17%	13%
Local payors and employers response to ongoing changes in healthcare	13%	17%	13%

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Great Lakes Chapter**

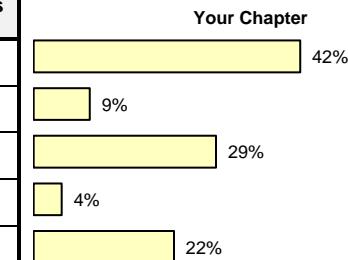
Attending an educational event

When was the last time that you attended a chapter event?	Great Lakes Chapter	All Chapters
Within the last 6 months	15%	43%
Within the past year	22%	18%
Within the past 2 years	17%	9%
More than 2 years ago	20%	8%
Never	27%	22%



Attendance Barriers

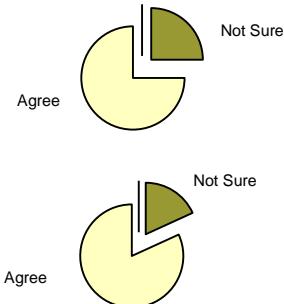
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Great Lakes Chapter	All Chapters
Event content not relevant to my job or misses the mark	42%	24%
The audience present does not support meaningful networking	9%	4%
The locations are not accessible to me	29%	22%
The quality of events does not meet expectations	4%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	22%	41%



New Member* Perceptions

Statement	Percent of Respondents	
	Great Lakes Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	25%	20%
Agree	75%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	18%	24%
Agree	82%	70%

Sample (new members):	14
Percent of Respondents:	31%



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

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Great Lakes 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	499	Provider/ Payer	Distance for us is the issue. Most often we have to drive 6+ hours for many events.
Never	496	Provider/ Payer	Every organization has room for improvement
More than 2 years ago	486	Provider/ Payer	HFMA is a great organization providing members with tremendous resources, connections to industry experts, peers and educational tools which are outstanding. I am a long time member and think the consolidation of chapters makes sense in our world today. I was happy to serve on the certification committee and will continue my membership in HFMA for the remainder of my working career and hope to attend the Annual Conference in 2020.
Never	496	Provider/ Payer	I am a newbie so I didn't have enough experience to answer effectively.
	487	Provider/ Payer	I would love to see some events closer
Within the past year	488	Provider/ Payer	I would suggest building out more combined events with other HFMA chapters across the state. There doesn't seem to be that much participation in the Great Lakes Chapter, so potentially merging events might produce some unique networking opportunities. I've enjoyed the few statewide events I've been to, and I think that enjoyment was greatly driven by the uptick in participation.
Within the past year	484	Provider/ Payer	Local education/training opportunities are sent. I find out about other training opportunities through contacts at another job I had.
Never	486	Business Partner	No recommendations at this time. Nice work!
Never	486	Provider/ Payer	Provide more free events.
Never	496	Provider/ Payer	<p>This was a difficult survey and I don't know quite how to grade our chapter when it's the only chapter I've been in and qualify to be in based on where I work. Also I'm an accountant so many of the topics HFMA covers do not deal directly with my work and are sometimes way over my head.</p> <p>Networking opportunities seem to only arise if you attend conferences and seminars in person, otherwise there is no conversation to network. Sure, I could add speakers from webinars on LinkedIn but that's not my idea of networking. I do think the HFMA website in general could be more user friendly so that info is more readily available.</p> <p>It might be beneficial to look into ways on catering to members based on title/job description. For example, maybe advertise a bit more to people in accounting on webinars or articles that focus on FASB/GASB changes but advertise to this group less on Revenue Cycle efficiencies. To that point, I don't think I've seen anything from the HFMA that dealt with FASB changes and financial statement presentation.</p>

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Great Lakes 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
More than 2 years ago	486	Provider/ Payer	I think HFMA should expand coverage to the EMS industry. You may have an opportunity to increase membership as a result and could provide the EMS with much needed expertise
Within the past 2 years	496	Provider/ Payer	Robotics in the Revenue Cycle Revenue Integrity Programs
Never	496	Provider/ Payer	SKILLED NURSING FACILITY
Within the past year	484	Provider/ Payer	State Legislative and regulatory update Changes in Medicare reimbursement policies State Medicaid programs Negotiating contracts with value based payment mechanisms
More than 2 years ago	499	Provider/ Payer	State Medicaid program changes including QAAP.
Never	496	Provider/ Payer	Webinars that cover the legislative aspects would be awesome!! They don't even need to be worth CPE or a full hour, just a general update of what's being discussed at the state and federal level and how it could impact our industry

Healthcare Financial Management Association

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Great Lakes 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	486	Business Partner	Moved to Metro Detroit shortly after joining the group, and sometimes event is out of the area and / or at times that don't fit my availability. Otherwise - events are meaningful, and align with desired learnings.
Within the last 6 months	481	Business Partner	Much of the focus seems to be on Medicare issues. Issues related to contracting with commercial payers could prove very beneficial.
Within the past 2 years	486	Provider/ Payer	a lot of it comes down to my schedule and finding time to be away for a day. Not a good excuse, but real-life excuse!
Within the past 2 years	497	Provider/ Payer	Closer to our area or accessible by internet.
More than 2 years ago	499	Provider/ Payer	Generally the events are 6+ hours away. Winter also makes travel difficult at times. Reimbursement topics are the most compelling for me.
Within the past 2 years	496	Provider/ Payer	Have a one day Revenue Cycle Program
Within the past year	484	Provider/ Payer	I am aware of only one event. More events throughout the year. I do like the computer courses being offered.
Within the last 6 months	496	Provider/ Payer	I believe we need to explore more virtual attendance opportunities as the other chapters appear to be dominating the schedules.
Never	496	Provider/ Payer	I deal with the Treasury area of Hospital Finance and would like to see something that touches this subject.
More than 2 years ago	486	Provider/ Payer	I typically attend the annual conference when possible.
Within the past year	486	Provider/ Payer	If I am going to spend money and time, I want CPEs and content relevant to my position (not all reimbursement related). I also do not care that much about networking and do not need several hours of time built in for that purpose.
Never	496	Provider/ Payer	If there were topics covering accounting and not just reimbursement. I feel like if I went to one of the annual conferences I wouldn't understand 70% of the material and it wouldn't change what I do or how I do it. Topics could be about cash control in a hospital system with best practices and segregation of duties, PP&E and how to measure its efficiency, the shift of independent practices wanting to become employed by the hospital while others want to separate and create their own OP surgery center, etc.
Never	496	Provider/ Payer	It can be difficult to attend events in person due to time constraints and/or location.
Never	496	Provider/ Payer	Live stream events
More than 2 years ago	497	Provider/ Payer	Nearing retirement.
Never	496	Provider/ Payer	Staffing issues and time constraints keep me from attending.
More than 2 years ago	486	Provider/ Payer	There are 2 reasons I don't attend chapter meetings. 1 - often the content is not applicable. For example, I am not in revenue cycle or reimbursement. But - I do think those topics are very valuable for the greater membership. 2- I may sign up, but then cannot get away from my office. Meetings get scheduled that I need to attend or projects with a pressing timeline. This is probably the biggest reason.
Never	496	Provider/ Payer	TOPIC DRIVES ATTENDANCE

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

Great Lakes Chapter

Provider/Payer Responses Received: 40
Provider/Payer percent of all Responses Received: 89%

FY20 Net Promoter Score: 36
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	Passives	Promoters
15%	33%	51%



detailed NPS information 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.

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 Great Lakes 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	1	1	2	2	3	10	10	10
Percent	0%	0%	0%	3%	3%	5%	5%	8%	26%	26%	26%
Overall	15%							33%		51%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **36**

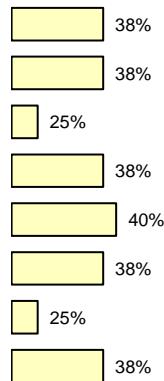
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Great Lakes Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	3%	0%	28%	33%	38%	52%
Addressing the right issues and topics	3%	5%	25%	30%	38%	47%
Locating events where I can access them	0%	5%	38%	33%	25%	48%
Keeping me up to date on state and regional issues	5%	3%	15%	40%	38%	52%
Providing connections to others in my field	3%	8%	25%	25%	40%	50%
Providing easy access to information	0%	5%	23%	35%	38%	51%
Chapter networking opportunities	0%	8%	23%	45%	25%	50%
HFMA chapter overall	0%	3%	13%	48%	38%	54%

Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

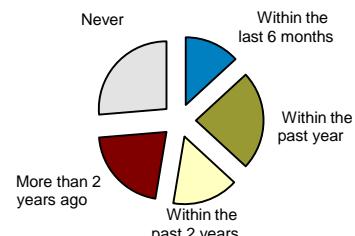
Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Great Lakes Chapter	P/P All Chapters	
Profitability analysis by product or service line	35%	19%	35%
Accounting and financial reporting issues related to emerging payment models	33%	24%	33%
Improving front end revenue cycle processes	28%	23%	28%
Changes in Medicare reimbursement policies	13%	25%	13%
Compliance with Medicare regulations	15%	17%	15%
Managing and measuring the total cost of care	25%	22%	25%
Improving the patient financial experience	25%	20%	25%
Negotiating contracts with value based payment mechanisms	3%	13%	3%
Prevention and management of denials	13%	21%	13%
Operationalizing structures and processes to reflect changing payment models	18%	17%	18%
Business intelligence and data analytics	40%	28%	40%
State legislative and regulatory update	15%	18%	15%
State Medicaid program	13%	18%	13%
Local payors and employers response to ongoing changes in healthcare	10%	17%	10%

Your Chapter

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Great Lakes Chapter**

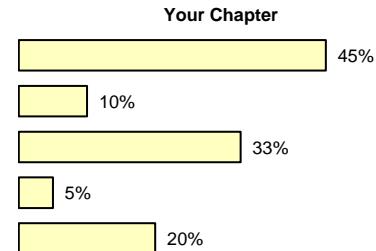
Attending an educational event

When was the last time that you attended a chapter event?	Great Lakes Chapter	P/P All Chapters
Within the last 6 months	13%	39%
Within the past year	24%	19%
Within the past 2 years	16%	10%
More than 2 years ago	21%	8%
Never	26%	23%



Attendance Barriers

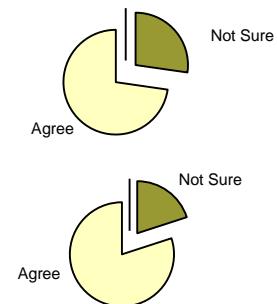
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Great Lakes Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	45%	26%
The audience present does not support meaningful networking	10%	3%
The locations are not accessible to me	33%	25%
The quality of events does not meet expectations	5%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	20%	38%



New Member* Perceptions

	Great Lakes Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	27%	21%
Agree	73%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	20%	24%
Agree	80%	69%

Sample (new members):	12
Percent of Respondents:	30%



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