

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Greater Heartland Chapter

Sample Size: 4,275
Responses Received: 216
Response Rate: 5%

FY20 Net Promoter Score: 30
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 19%	Passives 32%	Promoters 49%
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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: 81%

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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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	3	1	1	2	4	18	9	26	38	35	64
Percent	1%	0%	0%	1%	2%	9%	4%	13%	19%	17%	32%
Overall	19%							32%		49%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 30

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	Greater Heartland 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%	3%	16%	30%	50%	54%	<div><div></div></div> 50%
Addressing the right issues and topics	2%	1%	15%	33%	48%	49%	<div><div></div></div> 48%
Locating events where I can access them	1%	4%	25%	31%	39%	51%	<div><div></div></div> 39%
Keeping me up to date on state and regional issues	1%	1%	15%	32%	50%	53%	<div><div></div></div> 50%
Providing connections to others in my field	2%	2%	22%	30%	43%	51%	<div><div></div></div> 43%
Providing easy access to information	1%	1%	17%	35%	45%	52%	<div><div></div></div> 45%
Chapter networking opportunities	2%	1%	24%	30%	43%	51%	<div><div></div></div> 43%
HFMA chapter overall	1%	1%	17%	36%	45%	55%	<div><div></div></div> 45%

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
	Greater Heartland Chapter	All Chapters	
Profitability analysis by product or service line	13%	18%	<div><div></div></div> 13%
Accounting and financial reporting issues related to emerging payment models	18%	22%	<div><div></div></div> 18%
Improving front end revenue cycle processes	32%	23%	<div><div></div></div> 32%
Changes in Medicare reimbursement policies	27%	24%	<div><div></div></div> 27%
Compliance with Medicare regulations	19%	16%	<div><div></div></div> 19%
Managing and measuring the total cost of care	19%	21%	<div><div></div></div> 19%
Improving the patient financial experience	27%	22%	<div><div></div></div> 27%
Negotiating contracts with value based payment mechanisms	11%	12%	<div><div></div></div> 11%
Prevention and management of denials	24%	20%	<div><div></div></div> 24%
Operationalizing structures and processes to reflect changing payment models	15%	17%	<div><div></div></div> 15%
Business intelligence and data analytics	26%	28%	<div><div></div></div> 26%
State legislative and regulatory update	14%	20%	<div><div></div></div> 14%
State Medicaid program	17%	17%	<div><div></div></div> 17%
Local payors and employers response to ongoing changes in healthcare	17%	17%	<div><div></div></div> 17%

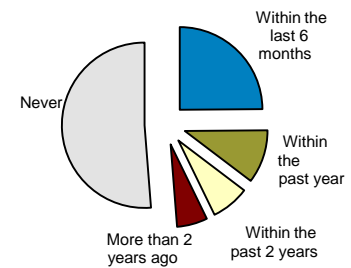
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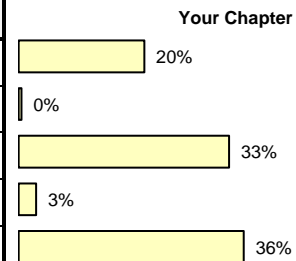
Attending an educational event

When was the last time that you attended a chapter event?	Greater Heartland Chapter	All Chapters
Within the last 6 months	25%	43%
Within the past year	10%	18%
Within the past 2 years	7%	9%
More than 2 years ago	6%	8%
Never	51%	22%



Attendance Barriers

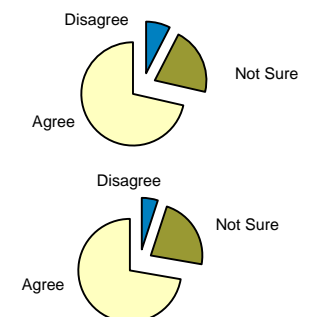
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Greater Heartland Chapter	All Chapters
Event content not relevant to my job or misses the mark	20%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	33%	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.)	36%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Greater Heartland Chapter	All Chapters
Disagree	8%	7%
Not Sure	21%	20%
Agree	71%	74%
I understand how to become more engaged with my HFMA chapter	Greater Heartland Chapter	All Chapters
Disagree	5%	7%
Not Sure	23%	24%
Agree	72%	70%

Sample (new members):	146
Percent of Respondents:	68%



* 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
Never	641	Business Partner	A better form of communication would be great for introducing people to the chapter
	631	Provider/Payer	A few to many emails, but great topics and detailed information to share. Looking forward to several conferences.
Never	630	Provider/Payer	A lot of information is on Facebook and our Company blocks Facebook on our computer, so we cannot access the information. I wish it came on a different format, YouTube maybe.
Never	631	Provider/Payer	AWESOME!!
Within the last 6 months	662	Provider/Payer	Chapter communication is improving! At first, it was difficult to find information. I would like to know dates and times of meetings much earlier so that I can block my calendar. We have fewer chapter events in the KC metro now than when HOA was a separate chapter.
Within the last 6 months	630	Provider/Payer	Easier ways to study online
Within the past year	662	Provider/Payer	Enjoy the events that are located in KC for Revenue Cycle. Looking forward to next year !
Never	NULL	Provider/Payer	I am a new member, therefore my experience is limited; hence my inability to rate the quality of programming. The one event since I joined that was located in St. Louis was cancelled. I do look forward to future events and opportunities to connect with others in our field.
	631	Business Partner	I am a very new member and still learning about what this HFMA chapter offers.
Never	630	Provider/Payer	I am fairly new to HFMA, I think overall they do a great job.
Never	631	Provider/Payer	I am new to HFMA, but there are great online resources and certifications. Thank you!
Never	631	Provider/Payer	I am unable to read all of the wonderful material that is sent to us weekly. It is just too much volume. Could we get weekly e-mails instead? I love the content though - many pertinent pieces of information.
Never	631	Provider/Payer	I do not have any suggestions on how to improve. I enjoy my daily updates it has become my daily morning routine.
Never	630	Provider/Payer	I don't even understand why I am receiving emails from you all. I have inquired with my company and no one seemed to know. I usually delete all of your emails without even looking at them....
Within the last 6 months	640	Provider/Payer	I don't receive many notices about events even though I have "safe listed" the group with my employer so I can receive email notifications. I have heard from many colleagues that don't receive any notifications.
Within the last 6 months	655	Provider/Payer	I greatly appreciate and enjoy the updates and networking with HFMA. Always able to get information and resources when needed.
Within the past 2 years	660	Provider/Payer	I have not had a desire to attend events because the last few I went to seemed more like sales pitches than educational.
Never	631	Provider/Payer	I honestly have not had time to participate to any degree at all at this point.
Never	641	Business Partner	I just don't leverage the networking enough to be able to speak to it
Never	646	Provider/Payer	I only gave a 3 star in access to information because I was disappointed not have more slide handouts on information I thought was important by the speaker. Contact information is very important for follow up.
Never	631	Provider/Payer	I think you do a great job providing the information you send.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
More than 2 years ago	652	Provider/Payer	I will need to make time to get more involved. Would be great to hear more about CPE opportunities (conferences, webinars, online classes).
Never	660	Provider/Payer	I would like better and more opportunities for continuing education, specifically in the areas of cost reporting and billing if possible.
Never	631	Provider/Payer	I would like to be advised professional non-clinical opportunities within Medical/Hospital systems as I am developing this industry as an other career focus. Specifically, the ones which require BS of Business Management degrees. Also, I appreciate the opportunities to explore more professional non-clinical business networking.
Never	655	Provider/Payer	I would like to see more things available in my area. I know that Mountain View, Missouri is off the beaten path, so you really do a great job, considering!
Within the last 6 months	631	Provider/Payer	I'd like to see us reach out to more small and middle sized providers, as well as mental health providers. We need more provider representation, and having a more inclusive base opens up so many more opportunities for knowledge sharing and net-working!
Never	652	Provider/Payer	If all of the webinars could be recorded, that would be helpful.
Never	633	Provider/Payer	in person i m happy with the service
Never	658	Provider/Payer	It's impossible to keep up on all aspects of the medical field because there are changes all the time. You do a great job at what you do. I have found many articles very helpful and informative.
Within the last 6 months	641	Business Partner	KC lost the local networking and benefits of membership when the chapter combined and everything was not organized. Unfortunately, it is going to be harder to get back and we will need stronger leadership in the KC region.
Within the last 6 months	622	Provider/Payer	More education in all locations. Don't cancel events at last minute.
Within the past 2 years	631	Provider/Payer	More networking opportunities, especially low/no-cost to the member events.
Within the last 6 months	631	Provider/Payer	My employer has enrolled everyone under the Compliance umbrella in HFMA. My ratings are probably not typical. I am an IT auditor, not a financial auditor, so I do not find the topics very relevant. I do enjoy reading some of the articles as they help me stay on top of healthcare business issues. But I am more likely to recommend ISACA or ISC2 to my peers.
Never	630	Provider/Payer	N/A
	631	Provider/Payer	N/A
Within the past year	630	Business Partner	Need more frequent meetings in each region of the chapter.
Never	648	Provider/Payer	no suggestions
Within the past year	652	Business Partner	Outstanding chapter.....have done many positives in past few years.. Good job!!
Never	631	Provider/Payer	Since I am approaching retirement age, I am not as interested in many of your offerings as I would have been earlier in my career.
Never	658	Provider/Payer	So many of the articles in the emails are political in nature. It's a big turn-off.
Within the last 6 months	664	Provider/Payer	The fall conference speakers were awesome, legal insights and the Mo Healthnet speakers were the highlights.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	640	Provider/Payer	The Kansas City program chairs did very poorly at the September function and in general. Glad to see them resign their roles as one of them has a history of committing to and then resigning from their HFMA volunteer role and responsibilities. With the Cerner / HFMA partnership, this is not a good reflection on their commitment to the Chapter.
Within the last 6 months	641	Business Partner	The move to a shared regional web site has been an adjustment.
Never	631	Provider/Payer	The My Learning Education Certificate programs need to be updated with current information. Such as the Affordable Care Act and where it stands today not 5 years ago. Also, the learning chapters are too long to sufficiently complete one assessment at the end. I recommend an assessment after every couple of chapters to provide an overall score to pass. Because the test is not 'open' book there is way too much data to commit to memory for one test.
Within the last 6 months	631	Business Partner	The website is a little clunky and difficult to find event information. I would also like to see more small group local meetings to give more frequent opportunity to network locally.
Never	631	Provider/Payer	This is a great tool to have. HFMA offers a wide variety of opportunities.
Never	641	Business Partner	Through HFMA, I am able to gather information on an array of current event topics in the industry, keeping me updated on information outside of my immediate job that I may not get otherwise. Thanks!
Never	631	Provider/Payer	Too many emails, Could be changed to once a week newsletter. Add some interactive material, where people feel engaged.
More than 2 years ago	631	Provider/Payer	Topics cater to hospital-based managers. Haven't found any opportunities to attend an educational program in a few years. Thinking of dropping my membership.
Within the past 2 years	637	Provider/Payer	Would like to see more events down in the southeastern corner of Missouri
Never	631	Provider/Payer	You are doing a great job! Thank you CFoutz
More than 2 years ago	630	Business Partner	You are doing very well. I am retired and fairly inactive.

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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	648	Business Partner	Leadership growth
Never	641	Business Partner	Maybe a topic over RevCycle EHR efficiency
Within the last 6 months	641	Business Partner	More for financial leaders and less revenue cycle
Within the past year	630	Business Partner	Reimbursement methodologies--HCCs.
Within the last 6 months	652	Provider/ Payer	Clinical costs wasting at the bedside direct pt. care Advocating for patient financial resources Collaborative Decision-making to reduce patient financial distress
Within the last 6 months	631	Provider/ Payer	Expanding educational opportunities (webinars, etc.) on simple systems like Excel and Access. Just about every company has these, but not everyone knows how to use them well. Have classes for all levels, so newer users can learn more of the basics (filters, simple formulas like vlookups, etc.) and more advanced users can increase their knowledge (If and Ifs statements, If-Then, Power Pivot, Power Query, etc.)
Within the last 6 months	622	Provider/ Payer	Federal changes in healthcare. Reducing costs Addressing labor costs
Never	631	Provider/ Payer	I would like to see more insurance information as far as updated information on ICD codes.
Within the last 6 months	631	Provider/ Payer	Medicaid expansion efforts i
Never	630	Provider/ Payer	n/a
Never	630	Provider/ Payer	N/A
Never	NULL	Provider/ Payer	no additional topics at this time
Never	648	Provider/ Payer	none at this time.
Within the last 6 months	640	Provider/ Payer	Pricing Transparency, price mark up rates
Within the past 2 years	636	Provider/ Payer	productivity analysis - how do you determine standards?
More than 2 years ago	631	Provider/ Payer	revenue cycle best practices
Within the last 6 months	630	Provider/ Payer	Revenue Cycle Education - classes, seminars, certificates, etc.
More than 2 years ago	652	Provider/ Payer	Revenue Integrity best practices
Within the last 6 months	631	Provider/ Payer	Risk management topics.
More than 2 years ago	657	Provider/ Payer	Separate primary care clinics out from the hospital when talking about calculating total costs of care. Remove the facility component to support clinics which may be stand-alone.

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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	641	Business Partner	child care issues
Within the last 6 months	648	Business Partner	Cost
Within the past year	652	Business Partner	I am retired
Never	641	Business Partner	I travel 24/7 so I cant really attend most events that are available.
Never	641	Business Partner	I travel for work so I typically can't make the time available to travel outside of my immediate job duties
Within the last 6 months	658	Business Partner	It is hard to get away from work to attend outside functions
Within the last 6 months	641	Business Partner	Lack of timely and clear communications on events - newsletter is disorganized and not direct - I'll click a link for more information but I am not going to search through that long e-mail to maybe find relevant details about upcoming events in my area.
Within the past 2 years	641	Business Partner	Live out of the area
Never	641	Business Partner	The events have been during work hours and or far away... and haven't had the time to go.
Never	640	Business Partner	Usually the multi-day events are at locations in which it would be necessary to book a hotel room for an overnight stay.
Within the last 6 months	655	Provider/ Payer	At times they conflict with another MHA meeting
Within the past 2 years	637	Provider/ Payer	Closest has been St. Louis, and that is still 2 hours away. Makes it difficult to get there when working.
More than 2 years ago	631	Provider/ Payer	cost
Never	631	Provider/ Payer	Didn't notice to much in St Louis area....conflict with time as well.
Within the last 6 months	631	Provider/ Payer	Difficult to find the time on my calendar to attend full-day events
Within the past year	662	Provider/ Payer	Difficult to travel for events. If the event is in KC, and topic related to my field, will attend
Never	658	Provider/ Payer	I am a remote worker living in Michigan.
Never	631	Provider/ Payer	I am an administrative assistant and I feel I would not have enough knowledge to attend.
Within the last 6 months	631	Provider/ Payer	I am an IT auditor, so the financial topics are not too appealing to me.
Never	NULL	Provider/ Payer	I am in St. Louis metro area, so events in Columbia, KC, etc. are not accessible. The one recent event in St. Louis was cancelled. I am also less interested in evening activities; prefer daytime (business hours) events.
Within the last 6 months	640	Provider/ Payer	I attend sessions relevant to my job and located in Kansas City. I don't typically attend events in other parts of the state as it is difficult to take time away from work.
Never	631	Provider/ Payer	I have never thought about attending an event.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
More than 2 years ago	646	Provider/ Payer	I live about 2 hours from the nearest location events are typically held. The last two conferences have conflicted with other plans
More than 2 years ago	657	Provider/ Payer	I maintain my membership because I still want to stay abreast of what impacts hospitals, but I work for an independent clinic now so topics that would focus on independent practices or clinics without the hospital component would be nice. Or how independent clinics and hospitals can work together.
Never	631	Provider/ Payer	I support the systems but I like reading the articles provided that keep me up to date in the operations.
Never	655	Provider/ Payer	I think the closest one to me was appr 5 hours away on a day I was working.
Never	658	Provider/ Payer	I was not a member of HFMA and now we have an enterprise membership.
Never	658	Provider/ Payer	I work 40 hours a week and go to school 45 hors a week working towards my Cca certification.
Never	658	Provider/ Payer	I work the hours they are.
More than 2 years ago	641	Provider/ Payer	I would like to attend the meetings but my company will not pay for it.
Within the last 6 months	631	Provider/ Payer	I'm a single mom of 3, so the evening events are often difficult for me to attend. Please continue to offer the opportunities on shifting days of the week. I am trying to make arrangements to attend.
Within the past 2 years	641	Provider/ Payer	I'm unable to miss work to attend.
Within the past 2 years	653	Provider/ Payer	It is more the timing of the events conflicts with other commitments
Never	631	Provider/ Payer	It is not so much that the locations are inaccessible - I live and work in the St. Louis area. It is that I do not have enough time to attend the events.
Never	641	Provider/ Payer	Just moved to new job in this region 7 months ago.
Never	658	Provider/ Payer	Location and expense.
Never	646	Provider/ Payer	Location is a big factor on which I attend or don't attend. Finding the time.
Within the past year	658	Provider/ Payer	Most events are located at areas not close to where I am at.
Within the past year	640	Provider/ Payer	Most things are geared towards hospitals and I work for a community mental health center rather than a hospital
Never	631	Provider/ Payer	My current budget does not allow for these conferences.
More than 2 years ago	652	Provider/ Payer	n/a
Within the last 6 months	631	Provider/ Payer	Networking seems to be either lightly attended, or features the same people/organizations.
Never	631	Provider/ Payer	No time allotted for extra events/not a current priority

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Never	630	Provider/ Payer	No time with work and family obligations relating to health
Never	631	Provider/ Payer	Not clear of what HFMA can benefit me on my personal concerns.
Never	631	Provider/ Payer	One of the main reasons I have not attended an event it do to scheduling.
Within the past year	652	Provider/ Payer	Primarily, it is current workload prevents me from attending HFMA conferences more frequently. But, when I do attend, I do enjoy them.
More than 2 years ago	652	Provider/ Payer	Promoting within the accounting/finance function at the University of Missouri, especially the School of Medicine and UM Health Care.
Within the last 6 months	640	Provider/ Payer	Revenue Integrity touches every area of the rev cycle including compliance, new procedure planning, and reimbursement. But HFMA ignores our contribution for the most part, perpetuating the myth that we are " just the CDM"
Never	658	Provider/ Payer	Saturday events with multiple hour CEUs with information that was applicable to me
Within the past 2 years	636	Provider/ Payer	Some meetings are just geared towards areas that are outside of my scope
Within the past 2 years	660	Provider/ Payer	The last few events I attended seemed more sales than educational. They seemed to be attended more by vendors than peers.
Within the past year	370	Provider/ Payer	The locations are fine but my company doesn't allow much travel and all events require travel for me.
More than 2 years ago	631	Provider/ Payer	THE TIME THE CHAPTER'S EVENTS ARE, IS USUAL DURING MY WORKING HOURS AND THEN I JUST FORGOT TO ASK FOR A REPLACEMENT
Never	631	Provider/ Payer	The travel to other states is not feasible in my company for my position
Never	658	Provider/ Payer	There are financial constraints that prevent me from attending, as well as providing coverage in my office.
Within the last 6 months	647	Provider/ Payer	Time constraints with my job
Within the last 6 months	622	Provider/ Payer	Too much focus on revenue cycle topics.
Within the last 6 months	647	Provider/ Payer	Travel of 1.5-2 hours for short event isn't feasible most of the time.
Never	631	Provider/ Payer	Travel outside my metropolitan area, i.e. St. Louis Missouri Webinar's - after hours or Saturday mornings and/or access to them for 24 hours
Within the past 2 years	637	Provider/ Payer	Travel time as well as price is mostly what prevents me from coming more often.....but also just the climate within our hospital....I haven't been able to be away from my job/desk.
Never	648	Provider/ Payer	Unable to attend
Within the past year	650	Provider/ Payer	Wasn't allowed to attend per work
Within the last 6 months	652	Provider/ Payer	Work/life balance
Within the last 6 months	662	Provider/ Payer	Would like to know dates and times of local meetings much earlier to block my calendar.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Greater Heartland Chapter

Provider/Payer Responses Received: 168
Provider/Payer percent of all Responses Received: 78%

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Keeping me up to date on state and regional issues	2%	0%	15%	35%	49%	52%	<div><div></div></div> 49%
Providing connections to others in my field	3%	1%	22%	31%	42%	50%	<div><div></div></div> 42%
Providing easy access to information	1%	1%	16%	36%	45%	51%	<div><div></div></div> 45%
Chapter networking opportunities	2%	1%	23%	30%	43%	50%	<div><div></div></div> 43%
HFMA chapter overall	1%	1%	16%	37%	45%	54%	<div><div></div></div> 45%

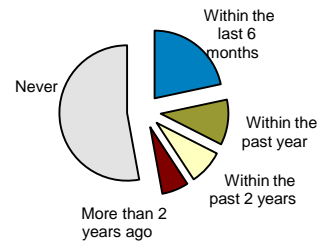
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Greater Heartland Chapter	P/P All Chapters	
Profitability analysis by product or service line	15%	19%	<div><div></div></div> 15%
Accounting and financial reporting issues related to emerging payment models	17%	24%	<div><div></div></div> 17%
Improving front end revenue cycle processes	31%	23%	<div><div></div></div> 31%
Changes in Medicare reimbursement policies	27%	25%	<div><div></div></div> 27%
Compliance with Medicare regulations	19%	17%	<div><div></div></div> 19%
Managing and measuring the total cost of care	20%	22%	<div><div></div></div> 20%
Improving the patient financial experience	28%	20%	<div><div></div></div> 28%
Negotiating contracts with value based payment mechanisms	11%	13%	<div><div></div></div> 11%
Prevention and management of denials	22%	21%	<div><div></div></div> 22%
Operationalizing structures and processes to reflect changing payment models	14%	17%	<div><div></div></div> 14%
Business intelligence and data analytics	25%	28%	<div><div></div></div> 25%
State legislative and regulatory update	12%	18%	<div><div></div></div> 12%
State Medicaid program	19%	18%	<div><div></div></div> 19%
Local payors and employers response to ongoing changes in healthcare	16%	17%	<div><div></div></div> 16%

Healthcare Financial Management Association
 HFMA Chapter Survey (FY20) - Provider/Payer Dataset
 Greater Heartland Chapter

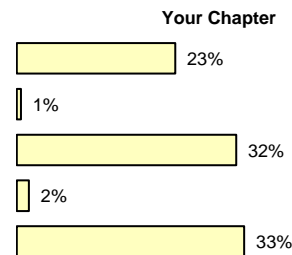
Attending an educational event

When was the last time that you attended a chapter event?	Greater Heartland Chapter	P/P All Chapters
Within the last 6 months	22%	39%
Within the past year	11%	19%
Within the past 2 years	8%	10%
More than 2 years ago	6%	8%
Never	53%	23%



Attendance Barriers

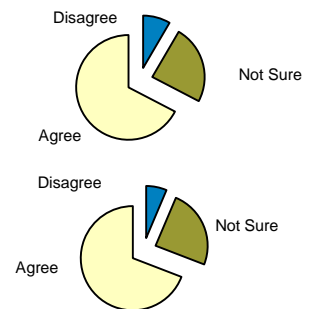
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Greater Heartland Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	23%	26%
The audience present does not support meaningful networking	1%	3%
The locations are not accessible to me	32%	25%
The quality of events does not meet expectations	2%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	33%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Greater Heartland Chapter	P/P All Chapters
Disagree	8%	6%
Not Sure	24%	21%
Agree	67%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Greater Heartland Chapter	P/P All Chapters
Disagree	6%	7%
Not Sure	24%	24%
Agree	69%	69%

Sample (new members):	116
Percent of Respondents:	69%



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