

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Hawaii Chapter

Sample Size: 91  
Responses Received: 29  
Response Rate: 32%

FY20 Net Promoter Score: 66  
FY20 All Chapter Average Net Promoter Score: 49

The average American company scores far lower on NPS than our average chapter, while the highest rated companies' **scores** range from 50 to 80. Many successful corporations have an NPS that is in the 50s or above. Superior performers such as Amazon.com had a score of 76 and Apple, Inc. had a score of 71. The median national membership experience scores at 48. Our top performing chapters (top quartile) scored over 59.

#### FY20 Net Promoter Score Benchmarks:

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
27	39	53	64	70

Your FY20 Net Promoter Score is composed of:

<b>Detractors</b> 7%	<b>Passives</b> 21%	<b>Promoters</b> 72%
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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: 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

## HFMA Chapter Survey (FY20)

### Hawaii 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	1	0	0	0	0	1	2	4	7	14
Percent	0%	3%	0%	0%	0%	0%	3%	7%	14%	24%	48%
Overall	7%							21%		72%	
All Chapters	12%							28%		60%	

**FY20 Net Promoter Score: 66**

**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	Hawaii Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	4%	4%	18%	18%	57%	54%	<div><div></div></div> 57%
Addressing the right issues and topics	3%	0%	14%	34%	48%	49%	<div><div></div></div> 48%
Locating events where I can access them	7%	7%	10%	17%	59%	51%	<div><div></div></div> 59%
Keeping me up to date on state and regional issues	3%	0%	14%	38%	45%	53%	<div><div></div></div> 45%
Providing connections to others in my field	3%	3%	21%	14%	59%	51%	<div><div></div></div> 59%
Providing easy access to information	3%	0%	14%	10%	72%	52%	<div><div></div></div> 72%
Chapter networking opportunities	3%	3%	7%	17%	69%	51%	<div><div></div></div> 69%
HFMA chapter overall	3%	3%	7%	24%	62%	55%	<div><div></div></div> 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
	Hawaii Chapter	All Chapters	
Profitability analysis by product or service line	7%	18%	<div><div></div></div> 7%
Accounting and financial reporting issues related to emerging payment models	24%	22%	<div><div></div></div> 24%
Improving front end revenue cycle processes	17%	23%	<div><div></div></div> 17%
Changes in Medicare reimbursement policies	38%	24%	<div><div></div></div> 38%
Compliance with Medicare regulations	34%	16%	<div><div></div></div> 34%
Managing and measuring the total cost of care	14%	21%	<div><div></div></div> 14%
Improving the patient financial experience	14%	22%	<div><div></div></div> 14%
Negotiating contracts with value based payment mechanisms	14%	12%	<div><div></div></div> 14%
Prevention and management of denials	31%	20%	<div><div></div></div> 31%
Operationalizing structures and processes to reflect changing payment models	10%	17%	<div><div></div></div> 10%
Business intelligence and data analytics	24%	28%	<div><div></div></div> 24%
State legislative and regulatory update	14%	20%	<div><div></div></div> 14%
State Medicaid program	21%	17%	<div><div></div></div> 21%
Local payors and employers response to ongoing changes in healthcare	14%	17%	<div><div></div></div> 14%

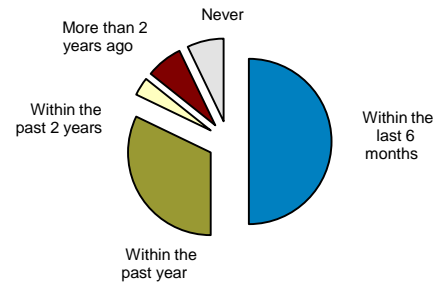
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Hawaii Chapter

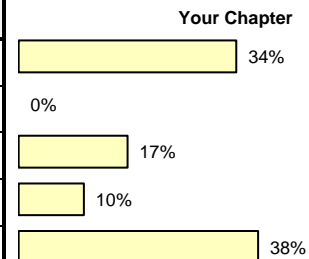
#### Attending an educational event

When was the last time that you attended a chapter event?	Hawaii Chapter	All Chapters
Within the last 6 months	50%	43%
Within the past year	32%	18%
Within the past 2 years	4%	9%
More than 2 years ago	7%	8%
Never	7%	22%



#### Attendance Barriers

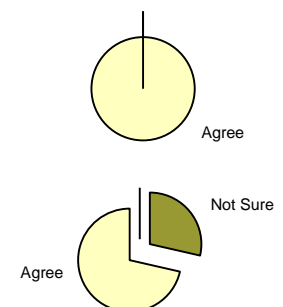
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Hawaii Chapter	All Chapters
Event content not relevant to my job or misses the mark	34%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	17%	22%
The quality of events does not meet expectations	10%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	38%	41%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Hawaii Chapter	All Chapters
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter	Hawaii Chapter	All Chapters
Disagree	0%	7%
Not Sure	29%	24%
Agree	71%	70%

Sample (new members):	8
Percent of Respondents:	28%



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

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**HFMA Chapter Survey (FY20)**  
**Hawaii 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	967	Provider/ Payer	Best board yet!
Never	969	Provider/ Payer	Hawaii was our closest chapter location but it has no desire to extend to the Pacific.
Within the past year	968	Provider/ Payer	I would like to have HFMA Hawaii Chapter to expand their seminars and networking to include dental as it is becoming a norm that clinics are expanding their business to have dental clinics. I would be essentials to include the dental billing and coding, along with the how dental is affected by the healthcare reform. This would be great to expand and have more members in the HFMA program with dental.
More than 2 years ago	967	Business Partner	Members in the outer islands are disadvantaged since all of the programs are conducted on Oahu. Although it is probably not practical to conduct significant training programs, the chapter should try to link members on each of the islands through short lunch programs, after hours meet and greet or similar activities. I would be willing to try to organize an event or two for the Big Island in Kona or Hilo, if there are a reasonable number of members interested in an exchange.
Within the past year	NULL	Provider/ Payer	More frequent local events for additional networking opportunities.
	967	Provider/ Payer	This may be the first local chapter email I have received
Within the last 6 months	968	Provider/ Payer	We need a Charge Description Master (CDM) networking group
Within the last 6 months	968	Provider/ Payer	Whenever an email gets sent out to the membership regarding an event, it would be ideal to include a little verbiage like "Check out the Hawaii Chapter website (include website link) to see what's been going on!" But of course, the website needs to be updated with the current events, pictures from previous events & would be good to have interesting articles, too. I know...it's easier said than done.
More than 2 years ago	968	Provider/ Payer	Would like to see more regional educational events on a regular schedule. For example, quarterly luncheon events featuring guest speakers covering various topics.

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**Hawaii 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	968	Business Partner	payer panel to be able to meet the leaders of the top payers.
Within the past year	968	Provider/ Payer	Dental topics. I have been in the healthcare industry, mainly in dental for over 12 years with various roles such as clinical assisting, office management, and billing and coding for dental. This would be a great opportunity for HFMA to expand their membership to the dental industry to get more members.
Within the past year	NULL	Provider/ Payer	Leadership and management styles and techniques Understanding cost, pricing and markups-the convoluted process that makes our communities distrust us When Medicaid beneficiaries are financially responsible
Within the last 6 months	968	Provider/ Payer	Leadership topics such as succession planning.
Within the last 6 months	968	Provider/ Payer	Pricing Transparency regulation compliance
Within the last 6 months	968	Provider/ Payer	Reality if there was Medicare for ALL
Within the last 6 months	968	Provider/ Payer	Topics related to community health centers-RHCs, FQHCs, Medicare cost reporting.

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**Hawaii 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	563	Business Partner	I live in Minnesota.
Within the past year	968	Business Partner	Scheduling conflicts with work or other commitments. Otherwise, attend when i can.  Than you to all of the chapter leadership and volunteers for all of their hard work to provide the educational and networking opportunities for our chapter and all of the other work to keep our chapter running.
More than 2 years ago	967	Business Partner	See my earlier comments. It is costly to fly to Honolulu and back, taking a full day for a two to four hour seminar, etc.
Within the past year	968	Provider/ Payer	Due to workload, not able to attend as many as I would like and attend the annual conference.
Within the last 6 months	968	Provider/ Payer	I work 2 jobs, sometimes I'm not able to take the time off. I'm also a Medical coder, many topics don't directly relate to my job position, however I am looking to gain more knowledge on the big picture of healthcare and gain management experience.
Within the past year	NULL	Provider/ Payer	Sponsor events on the outer islands

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

### Hawaii Chapter

Provider/Payer Responses Received: 22  
Provider/Payer percent of all Responses Received: 76%

FY20 Net Promoter Score: 73  
FY20 All Chapter Average Net Promoter Score: 47

#### FY20 Net Promoter Score Benchmarks:

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
25	36	54	62	69

Your FY20 Net Promoter Score is composed of:

<b>Detractors</b> 5%	<b>Passives</b> 18%	<b>Promoters</b> 77%
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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.

#### Survey Timeline:

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Healthcare Financial Management Association  
HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Hawaii 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	1	0	0	0	0	0	1	3	5	12
Percent	0%	5%	0%	0%	0%	0%	0%	5%	14%	23%	55%
Overall	5%							18%		77%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 73 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	Hawaii 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	5%	5%	14%	14%	62%	52%	<div><div></div></div> 62%
Addressing the right issues and topics	5%	0%	14%	27%	55%	47%	<div><div></div></div> 55%
Locating events where I can access them	5%	9%	14%	9%	64%	48%	<div><div></div></div> 64%
Keeping me up to date on state and regional issues	5%	0%	14%	36%	45%	52%	<div><div></div></div> 45%
Providing connections to others in my field	5%	0%	23%	9%	64%	50%	<div><div></div></div> 64%
Providing easy access to information	5%	0%	18%	9%	68%	51%	<div><div></div></div> 68%
Chapter networking opportunities	5%	0%	9%	14%	73%	50%	<div><div></div></div> 73%
HFMA chapter overall	5%	0%	9%	18%	68%	54%	<div><div></div></div> 68%

Top Topics: members asked to select their top three topics

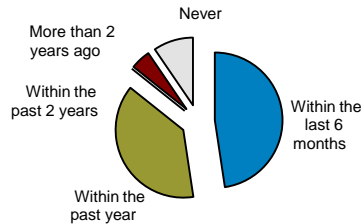
Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Hawaii Chapter	P/P All Chapters	
Profitability analysis by product or service line	9%	19%	<div><div></div></div> 9%
Accounting and financial reporting issues related to emerging payment models	27%	24%	<div><div></div></div> 27%
Improving front end revenue cycle processes	18%	23%	<div><div></div></div> 18%
Changes in Medicare reimbursement policies	45%	25%	<div><div></div></div> 45%
Compliance with Medicare regulations	41%	17%	<div><div></div></div> 41%
Managing and measuring the total cost of care	14%	22%	<div><div></div></div> 14%
Improving the patient financial experience	9%	20%	<div><div></div></div> 9%
Negotiating contracts with value based payment mechanisms	9%	13%	<div><div></div></div> 9%
Prevention and management of denials	41%	21%	<div><div></div></div> 41%
Operationalizing structures and processes to reflect changing payment models	5%	17%	<div><div></div></div> 5%
Business intelligence and data analytics	27%	28%	<div><div></div></div> 27%
State legislative and regulatory update	14%	18%	<div><div></div></div> 14%
State Medicaid program	14%	18%	<div><div></div></div> 14%
Local payors and employers response to ongoing changes in healthcare	9%	17%	<div><div></div></div> 9%



Healthcare Financial Management Association  
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 Hawaii Chapter

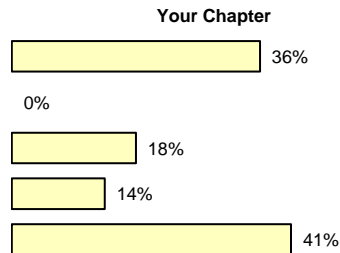
Attending an educational event

When was the last time that you attended a chapter event?	Hawaii Chapter	P/P All Chapters
Within the last 6 months	48%	39%
Within the past year	38%	19%
Within the past 2 years	0%	10%
More than 2 years ago	5%	8%
Never	10%	23%



Attendance Barriers

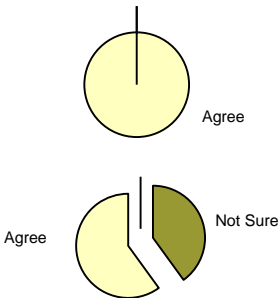
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Hawaii Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	36%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	18%	25%
The quality of events does not meet expectations	14%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	41%	38%



New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Hawaii Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter	Hawaii Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	40%	24%
Agree	60%	69%

Sample (new members):	6
Percent of Respondents:	27%



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