

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

Hudson Valley NY Chapter

Sample Size:	206
Responses Received:	48
Response Rate:	23%
FY20 Net Promoter Score:	61
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 9%	Passives 22%	Promoters 70%
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[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **89%**
[details of star ratings on page 2](#)

Online survey conducted by HFMA on behalf of the chapter.
Sample is composed of regular chapter members not listed as chapter officers
or directors that have been HFMA members since at least August 31, 2019.

Survey Timeline:

First email request with link to online survey sent on October 15, 2019.
Second email with link to survey sent to non-respondents on October 22, 2019.
Third request to complete survey sent to non-respondents on November 11, 2019.
A fourth and final request to complete survey sent to non-respondents on November 22, 2019.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Hudson Valley NY Chapter

Net Promoter Score: an indicator of customer loyalty

Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?											
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	1	0	0	0	1	2	0	3	7	6	26
Percent	2%	0%	0%	0%	2%	4%	0%	7%	15%	13%	57%
Overall	9%							22%		70%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **61**

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	Hudson Valley NY 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%	2%	11%	28%	55%	54%	55%
Addressing the right issues and topics	2%	2%	11%	30%	55%	49%	55%
Locating events where I can access them	2%	2%	11%	34%	51%	51%	51%
Keeping me up to date on state and regional issues	2%	4%	4%	19%	70%	53%	70%
Providing connections to others in my field	6%	0%	13%	17%	64%	51%	64%
Providing easy access to information	4%	2%	9%	32%	53%	52%	53%
Chapter networking opportunities	4%	0%	11%	19%	66%	51%	66%
HFMA chapter overall	2%	4%	4%	26%	63%	55%	63%

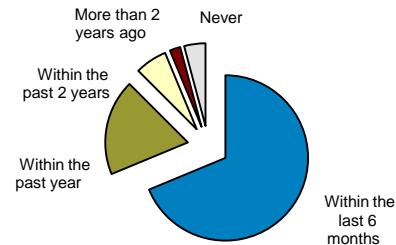
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Hudson Valley NY Chapter	All Chapters	
Profitability analysis by product or service line	10%	18%	10%
Accounting and financial reporting issues related to emerging payment models	25%	22%	25%
Improving front end revenue cycle processes	27%	23%	27%
Changes in Medicare reimbursement policies	42%	24%	42%
Compliance with Medicare regulations	10%	16%	10%
Managing and measuring the total cost of care	10%	21%	10%
Improving the patient financial experience	17%	22%	17%
Negotiating contracts with value based payment mechanisms	13%	12%	13%
Prevention and management of denials	29%	20%	29%
Operationalizing structures and processes to reflect changing payment models	15%	17%	15%
Business intelligence and data analytics	10%	28%	10%
State legislative and regulatory update	42%	20%	42%
State Medicaid program	25%	17%	25%
Local payors and employers response to ongoing changes in healthcare	17%	17%	17%

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Hudson Valley NY Chapter**

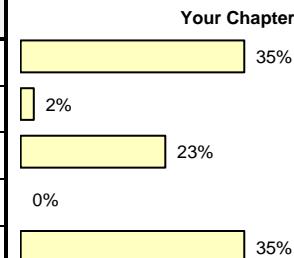
Attending an educational event

When was the last time that you attended a chapter event?	Hudson Valley NY Chapter	All Chapters
Within the last 6 months	69%	43%
Within the past year	19%	18%
Within the past 2 years	6%	9%
More than 2 years ago	2%	8%
Never	4%	22%



Attendance Barriers

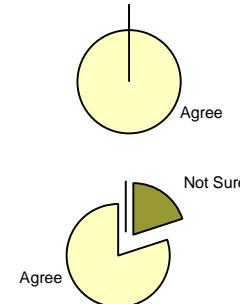
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Hudson Valley NY Chapter	All Chapters
Event content not relevant to my job or misses the mark	35%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	23%	22%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	35%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Hudson Valley NY Chapter	All Chapters
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	20%	24%
Agree	80%	70%

Sample (new members):	5
Percent of Respondents:	10%



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

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Hudson Valley NY 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	125	Provider/ Payer	Although I'm an HV chapter member I work in NYC, so access to information from the NYC chapter would be great.
Within the last 6 months	104	Provider/ Payer	I think the biggest challenge we are faced with are denials by payers. Somehow we have to get thru to the payers that they must pay something, even if it is a tiered payment. Getting the ED payment for 5days worth of services is not enough.
Within the past year	125	Provider/ Payer	Improve communication within the chapter.
Within the last 6 months	126	Business Partner	It has become more difficult to attend sessions. It seems there are too many events and would recommend fewer but more comprehensive with breakouts where I have alternatives in my area of specialty. I also feel improvement could be made to provide more timely notification for events since my schedule is often filled by the time I'm alerted to an event. Cost is always an issue, and would recommend some discounts for sending more attendees from our organization. I just simply don't have the budget to include some my team in education events. Overall the Chapter is very welcoming and friendly.
Within the last 6 months	105	Provider/ Payer	More communication from the chapter is really needed. The number of chapter e-mails has significantly decreased over the last few years. I still rely on chapter e-mails, and I have the chapter whitelisted so they come through my e-mail server. There used to be 1-2 communications a week. Now I'm lucky to see 1 every two weeks. Please get save the dates out sooner. I understand it's hard to get the full flyer out immediately, but my calendar books 3-4 months out. The first flyer for the legislative update came out about a month before the event.
Within the last 6 months	109	Provider/ Payer	More focus on physician practice matters, not only hospital
Within the last 6 months	371	Business Partner	More networking opportunities and connections.
Within the last 6 months	070	Business Partner	No suggestions, the Board does an excellent job with educational and networking events... I am very appreciative to be a member of this chapter.
Within the last 6 months	125	Business Partner	provide sessions on current topics many of the sessions are the same as previous years, and needs to be assessed for current issues
Within the last 6 months	125	Business Partner	The HFMA HV Chapter Legislative Update was spot on! The Chapter's participation at the Fall Institute and break out dinner was also fantastic!
Within the last 6 months	068	Business Partner	The Hudson Valley Chapter always distinguished itself from other Chapters by putting forth a product that clearly reflected dedication, thought and organizational structure from its leaders. Unfortunately, the Hudson Valley Chapter is beginning to show the tell-tale signs of going through the motions.
Within the last 6 months	105	Business Partner	There are times when the Metro session will offer more topics/speakers at their sessions. I've opted to go to those sessions instead of HV on occasion.
Within the last 6 months	125	Provider/ Payer	Website updates and better communication of multiple events on one email

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Hudson Valley NY 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	105	Business Partner	All good!
Within the last 6 months	126	Business Partner	New services. New types of billing opportunities.
Within the last 6 months	070	Business Partner	Price Transparency Long Term Care Medicaid
Within the last 6 months	126	Business Partner	Technology solutions, implementation strategies Staffing and resource allocation, benchmarks, performance management Best practices in revenue cycle Payer issues and strategies Vendor management 101 Courses for new managers and supervisors (Management, Finance, Etc.)
Within the past year	125	Provider/ Payer	Impact of consolidation among health systems.
Within the last 6 months	109	Provider/ Payer	Physician practice matters
Within the last 6 months	105	Provider/ Payer	Social determinants of health
Within the last 6 months	125	Provider/ Payer	Some soft skills such as time management, stress reduction, burnout, etc. The task oriented topics are good but HFMA is about growing in professionalism and personally as well.

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Hudson Valley NY 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	125	Business Partner	content that covers more current issues
Within the last 6 months	126	Business Partner	Many times the sessions only contain one session that I'm interested in learning about. The remainder of the general sessions are not pertinent. I preferred having breakout options with my areas of expertise, and options to attend different sessions.
Within the last 6 months	126	Business Partner	The chapter does a fine job. My focus right now is a little different. Still enjoy the education and I get there when I can.
Within the last 6 months	070	Business Partner	Typically, I have a conflict with client meetings that prevent me attending more sessions.
Within the last 6 months	104	Provider/ Payer	Busyness
Within the past year	125	Provider/ Payer	Events are often held at dates, times, and locations unavailable to me. Being in finance, it is difficult to break away during the month-end closing period.
Within the last 6 months	127	Provider/ Payer	Expectations and work-load in many of our lives within the healthcare world have evolved and grown greatly over the last years with most of us taking on significantly more responsibility and a broader scope of ownership of the process. Ultimately, the work/life balance leaves far less time to attend some programs and events that would probably add great value.
Within the last 6 months	125	Provider/ Payer	having events in the Fishkill area would be preferred as opposed to driving 1.5 hours away.
Within the last 6 months	125	Provider/ Payer	I usually attend, especially if it is around Managed Care.
Within the last 6 months	125	Provider/ Payer	It is usually due to the fact I cannot take time from work and the locations are a distance
Within the past year	109	Provider/ Payer	Local to the NY metro area
More than 2 years ago	125	Provider/ Payer	Only so many members go from my employer and I have not been chosen in a while.
Never	125	Provider/ Payer	Recently became a member.
Within the last 6 months	125	Provider/ Payer	There is no budget to allow for travel to locations that are far away from the office.
Within the last 6 months	125	Provider/ Payer	Timing of events fall during month end close

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

Hudson Valley NY Chapter

Provider/Payer Responses Received: 31
Provider/Payer percent of all Responses Received: 65%

FY20 Net Promoter Score: 62
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 7%	Passives 24%	Promoters 69%
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 HFMA Chapter Survey (FY20) - Provider/Payer Dataset
 Hudson Valley NY Chapter

Net Promoter Score: an indicator of customer loyalty

	Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?										
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	1	0	0	0	0	1	0	1	6	5	15
Percent	3%	0%	0%	0%	0%	3%	0%	3%	21%	17%	52%
Overall	7%							24%		69%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **62**

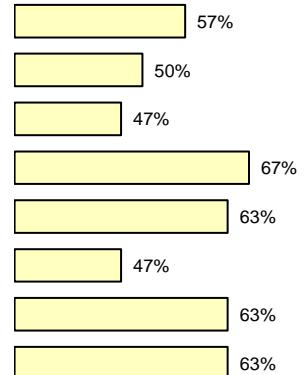
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Hudson Valley NY Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	3%	3%	13%	23%	57%	52%
Addressing the right issues and topics	3%	0%	17%	30%	50%	47%
Locating events where I can access them	3%	0%	17%	33%	47%	48%
Keeping me up to date on state and regional issues	3%	3%	3%	23%	67%	52%
Providing connections to others in my field	3%	0%	13%	20%	63%	50%
Providing easy access to information	3%	3%	10%	37%	47%	51%
Chapter networking opportunities	3%	0%	7%	27%	63%	50%
HFMA chapter overall	3%	0%	7%	27%	63%	54%

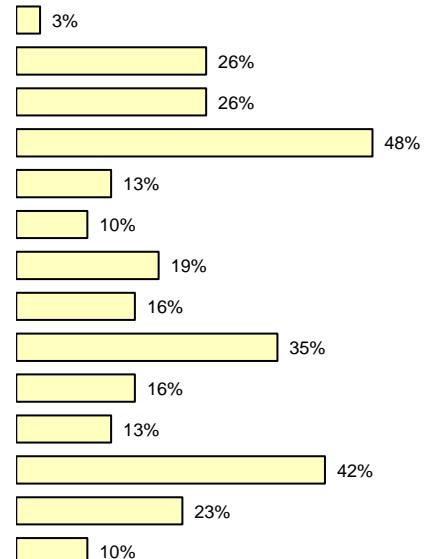
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Hudson Valley NY Chapter	P/P All Chapters
Profitability analysis by product or service line	3%	19%
Accounting and financial reporting issues related to emerging payment models	26%	24%
Improving front end revenue cycle processes	26%	23%
Changes in Medicare reimbursement policies	48%	25%
Compliance with Medicare regulations	13%	17%
Managing and measuring the total cost of care	10%	22%
Improving the patient financial experience	19%	20%
Negotiating contracts with value based payment mechanisms	16%	13%
Prevention and management of denials	35%	21%
Operationalizing structures and processes to reflect changing payment models	16%	17%
Business intelligence and data analytics	13%	28%
State legislative and regulatory update	42%	18%
State Medicaid program	23%	18%
Local payors and employers response to ongoing changes in healthcare	10%	17%

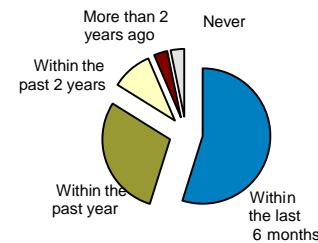
Your Chapter



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Hudson Valley NY Chapter**

Attending an educational event

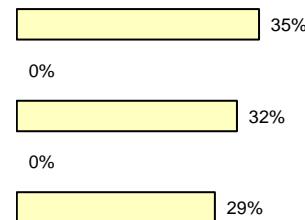
When was the last time that you attended a chapter event?	Hudson Valley NY Chapter	P/P All Chapters
Within the last 6 months	55%	39%
Within the past year	29%	19%
Within the past 2 years	10%	10%
More than 2 years ago	3%	8%
Never	3%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Hudson Valley NY Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	35%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	32%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	29%	38%

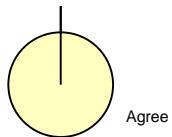
Your Chapter



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Respondents	
	Hudson Valley NY 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		
Disagree	0%	7%
Not Sure	33%	24%
Agree	67%	69%

Sample (new members):	3
Percent of Respondents:	10%



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