

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Idaho Chapter

Sample Size: 127  
Responses Received: 30  
Response Rate: 24%

FY20 Net Promoter Score: 57  
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> 30%	<b>Promoters</b> 63%
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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: 90%

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)

### Idaho 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	1	1	2	7	5	14
Percent	0%	0%	0%	0%	0%	3%	3%	7%	23%	17%	47%
Overall	7%						30%		63%		
All Chapters	12%						28%		60%		

**FY20 Net Promoter Score: 57**

**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	Idaho Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	0%	7%	50%	43%	54%	<div><div></div></div> 43%
Addressing the right issues and topics	0%	0%	7%	57%	37%	49%	<div><div></div></div> 37%
Locating events where I can access them	0%	0%	37%	13%	50%	51%	<div><div></div></div> 50%
Keeping me up to date on state and regional issues	0%	0%	20%	30%	50%	53%	<div><div></div></div> 50%
Providing connections to others in my field	0%	0%	27%	27%	47%	51%	<div><div></div></div> 47%
Providing easy access to information	0%	0%	17%	30%	53%	52%	<div><div></div></div> 53%
Chapter networking opportunities	0%	0%	20%	40%	40%	51%	<div><div></div></div> 40%
HFMA chapter overall	0%	0%	10%	40%	50%	55%	<div><div></div></div> 50%

### 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
	Idaho Chapter	All Chapters	
Profitability analysis by product or service line	33%	18%	<div><div></div></div> 33%
Accounting and financial reporting issues related to emerging payment models	13%	22%	<div><div></div></div> 13%
Improving front end revenue cycle processes	33%	23%	<div><div></div></div> 33%
Changes in Medicare reimbursement policies	23%	24%	<div><div></div></div> 23%
Compliance with Medicare regulations	0%	16%	<div><div></div></div> 0%
Managing and measuring the total cost of care	30%	21%	<div><div></div></div> 30%
Improving the patient financial experience	23%	22%	<div><div></div></div> 23%
Negotiating contracts with value based payment mechanisms	27%	12%	<div><div></div></div> 27%
Prevention and management of denials	17%	20%	<div><div></div></div> 17%
Operationalizing structures and processes to reflect changing payment models	27%	17%	<div><div></div></div> 27%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	0%	20%	<div><div></div></div> 0%
State Medicaid program	10%	17%	<div><div></div></div> 10%
Local payors and employers response to ongoing changes in healthcare	17%	17%	<div><div></div></div> 17%

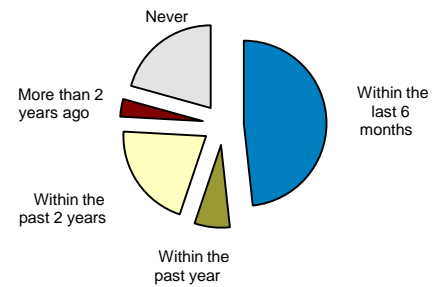
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Idaho Chapter

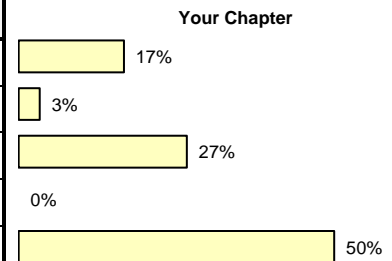
#### Attending an educational event

When was the last time that you attended a chapter event?	Idaho Chapter	All Chapters
Within the last 6 months	48%	43%
Within the past year	7%	18%
Within the past 2 years	21%	9%
More than 2 years ago	3%	8%
Never	21%	22%



#### Attendance Barriers

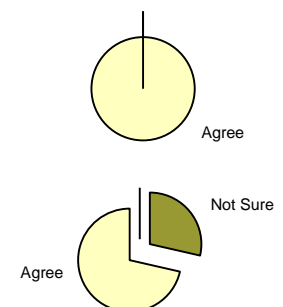
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Idaho Chapter	All Chapters
Event content not relevant to my job or misses the mark	17%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	27%	22%
The 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.)	50%	41%



#### New Member\* Perceptions

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

Sample (new members):	8
Percent of Respondents:	27%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Idaho 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	838	Provider/Payer	Because of the differences within the state and even regions some topics are not applicable to all providers. Most meetings and conferences held in southern part of the state.
Within the last 6 months	836	Provider/Payer	I am a new member and have enjoyed very much the meetings I have been able to attend.
Never	830	Provider/Payer	I was unable to locate the agenda easily on the webpage prior to the conference Great presenters and right on spot for topics. Looking forward to next year annual meeting - love the idea combining it with IHA and perfect location as well Thank you for putting this together
Within the past year	NULL	Provider/Payer	It is a difficult balance but work with employers to provide enterprise memberships or to get them to be more willing to send/sponsor employees to attend HFMA conferences. I would attend more HFMA activities but don't have a personal or business budget to do so. I also know that the chapter is small particularly when you compare it the geographical area it covers and makes it difficult to plan activities where all can attend.
Within the last 6 months	837	Provider/Payer	Look at new locations that may allow more membership to attend the meetings by reducing the travel expense.
Within the past 2 years	836	Provider/Payer	Provide an online ethics course to supplement the limited course offered at the various meetings so that CPAs can get in their required semi-annual ethics training.
Within the last 6 months	837	Provider/Payer	The education programming has improved 200% in the last year. I appreciate new speakers and new relevant topics that cross the spectrum of finance (not just rev cycle). I would encourage the chapter to continue with this new approach!
More than 2 years ago	838	Provider/Payer	Would like to see more topics addressing CAH hospitals (Accounting & Revenue)

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Idaho 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	833	Business Partner	Updates on all payer rules - especially Medicare Advantage and why it is different than Traditional
Within the past 2 years	836	Provider/ Payer	Ethics
Within the past year	NULL	Provider/ Payer	This is more of a national agenda but one I would love, is a legitimate training/certification program that can add significant value to someone who is trying to become a controller or a CFO of a small hospital, or a CAH.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Idaho 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	833	Business Partner	Need plenty of notice sent to all the members - so the dates are known early. if they are just posted, members don't know the dates. An blast to the members telling of the dates early would help best.
Never	838	Provider/ Payer	Competing priorities w/ facility/job needs to get away to events
Within the past year	834	Provider/ Payer	Currently unemployed
Within the past 2 years	836	Provider/ Payer	Health issues and job change affected my ability to attend. I usually attend at least once to twice a year.
Within the last 6 months	836	Provider/ Payer	Home life on ranch sometimes can't get away
Within the past 2 years	832	Provider/ Payer	I am retired and generally have conflicts on meeting dates
Never	838	Provider/ Payer	I just joined and have not had an opportunity
Never	835	Provider/ Payer	I live in North Idaho, so travel time is a big concern. Also, the first 10 days of the month are our busiest times in order to close the prior month and it seems like most of the conferences are held during those days.
Within the past 2 years	836	Provider/ Payer	I travel for work and am always out of the area.
Within the last 6 months	837	Provider/ Payer	Look at new locations that might draw larger attendance.
More than 2 years ago	838	Provider/ Payer	Most events are too expensive for a small CAH hospital's budget
Within the past year	NULL	Provider/ Payer	Primary reason is to control cost employer only sponsors a limited number of employees to attend events.
Within the last 6 months	838	Provider/ Payer	Would love to see some chapter events held in Northern Idaho. Possibly switching one of the winter meeting between Boise and Coeur d'Alene each year. Meeting in Sun Valley in conjunction with IHA conference is great, but not always easily assessable travel wise.

# Healthcare Financial Management Association

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

January 2020

### Idaho Chapter

Provider/Payer Responses Received: 28  
Provider/Payer percent of all Responses Received: 93%

FY20 Net Promoter Score: 57  
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> 7%	<b>Passives</b> 29%	<b>Promoters</b> 64%
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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.

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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Healthcare Financial Management Association  
HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Idaho 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	1	1	2	6	4	14
Percent	0%	0%	0%	0%	0%	4%	4%	7%	21%	14%	50%
Overall	7%							29%		64%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 57 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	Idaho 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	0%	0%	7%	46%	46%	52%	<div><div></div></div> 46%
Addressing the right issues and topics	0%	0%	7%	54%	39%	47%	<div><div></div></div> 39%
Locating events where I can access them	0%	0%	36%	11%	54%	48%	<div><div></div></div> 54%
Keeping me up to date on state and regional issues	0%	0%	18%	32%	50%	52%	<div><div></div></div> 50%
Providing connections to others in my field	0%	0%	25%	25%	50%	50%	<div><div></div></div> 50%
Providing easy access to information	0%	0%	18%	29%	54%	51%	<div><div></div></div> 54%
Chapter networking opportunities	0%	0%	18%	39%	43%	50%	<div><div></div></div> 43%
HFMA chapter overall	0%	0%	11%	36%	54%	54%	<div><div></div></div> 54%

Top Topics: members asked to select their top three topics

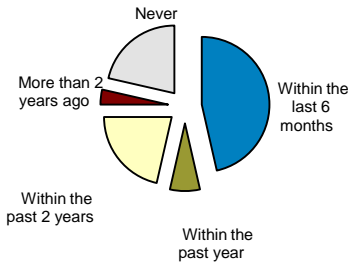
Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Idaho Chapter	P/P All Chapters	
Profitability analysis by product or service line	36%	19%	<div><div></div></div> 36%
Accounting and financial reporting issues related to emerging payment models	14%	24%	<div><div></div></div> 14%
Improving front end revenue cycle processes	36%	23%	<div><div></div></div> 36%
Changes in Medicare reimbursement policies	25%	25%	<div><div></div></div> 25%
Compliance with Medicare regulations	0%	17%	<div><div></div></div> 0%
Managing and measuring the total cost of care	32%	22%	<div><div></div></div> 32%
Improving the patient financial experience	25%	20%	<div><div></div></div> 25%
Negotiating contracts with value based payment mechanisms	25%	13%	<div><div></div></div> 25%
Prevention and management of denials	18%	21%	<div><div></div></div> 18%
Operationalizing structures and processes to reflect changing payment models	29%	17%	<div><div></div></div> 29%
Business intelligence and data analytics	25%	28%	<div><div></div></div> 25%
State legislative and regulatory update	0%	18%	<div><div></div></div> 0%
State Medicaid program	11%	18%	<div><div></div></div> 11%
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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 Idaho Chapter

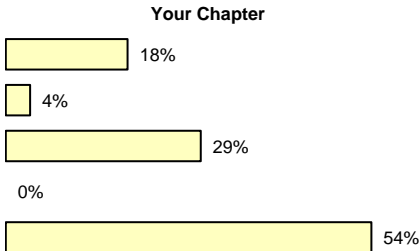
Attending an educational event

When was the last time that you attended a chapter event?	Idaho Chapter	P/P All Chapters
Within the last 6 months	46%	39%
Within the past year	7%	19%
Within the past 2 years	21%	10%
More than 2 years ago	4%	8%
Never	21%	23%



Attendance Barriers

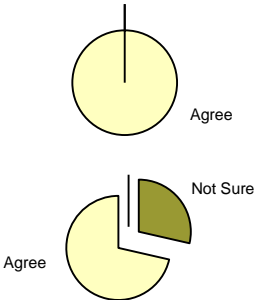
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Idaho Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	18%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	29%	25%
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.)	54%	38%



New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Idaho 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	Percent of time selected	
	Idaho Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	29%	24%
Agree	71%	69%

Sample (new members):	7
Percent of Respondents:	25%



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