

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

Kentucky Chapter

Sample Size:	418
Responses Received:	62
Response Rate:	15%
FY20 Net Promoter Score:	41
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 10%	Passives 38%	Promoters 52%
--------------------------	------------------------	-------------------------



[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)

Kentucky 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	4	1	9	13	6	24
Percent	2%	0%	0%	0%	0%	7%	2%	16%	22%	10%	41%
Overall	10%							38%		52%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **41**

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	Kentucky 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%	15%	35%	48%	54%	48%
Addressing the right issues and topics	2%	0%	17%	37%	45%	49%	45%
Locating events where I can access them	2%	5%	12%	22%	60%	51%	60%
Keeping me up to date on state and regional issues	0%	3%	12%	30%	55%	53%	55%
Providing connections to others in my field	2%	0%	17%	35%	47%	51%	47%
Providing easy access to information	0%	2%	17%	33%	48%	52%	48%
Chapter networking opportunities	2%	2%	13%	43%	40%	51%	40%
HFMA chapter overall	2%	0%	8%	37%	53%	55%	53%

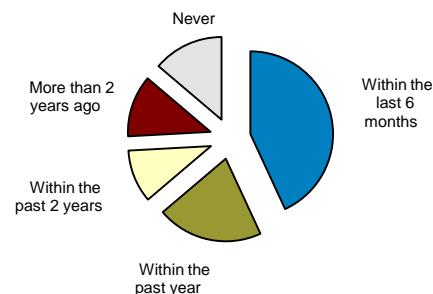
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Kentucky Chapter	All Chapters	
Profitability analysis by product or service line	10%	18%	10%
Accounting and financial reporting issues related to emerging payment models	10%	22%	10%
Improving front end revenue cycle processes	11%	23%	11%
Changes in Medicare reimbursement policies	23%	24%	23%
Compliance with Medicare regulations	10%	16%	10%
Managing and measuring the total cost of care	21%	21%	21%
Improving the patient financial experience	21%	22%	21%
Negotiating contracts with value based payment mechanisms	13%	12%	13%
Prevention and management of denials	16%	20%	16%
Operationalizing structures and processes to reflect changing payment models	23%	17%	23%
Business intelligence and data analytics	40%	28%	40%
State legislative and regulatory update	29%	20%	29%
State Medicaid program	31%	17%	31%
Local payors and employers response to ongoing changes in healthcare	24%	17%	24%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Kentucky Chapter**

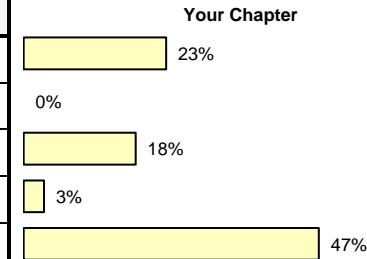
Attending an educational event

When was the last time that you attended a chapter event?	Kentucky Chapter	All Chapters
Within the last 6 months	43%	43%
Within the past year	21%	18%
Within the past 2 years	10%	9%
More than 2 years ago	12%	8%
Never	14%	22%



Attendance Barriers

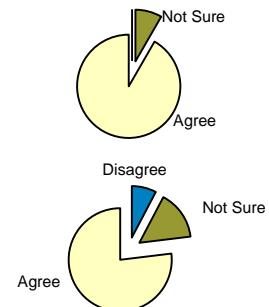
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Kentucky Chapter	All Chapters
Event content not relevant to my job or misses the mark	23%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	18%	22%
The 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.)	47%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Kentucky Chapter	All Chapters
Disagree	0%	7%
Not Sure	8%	20%
Agree	92%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	8%	7%
Not Sure	15%	24%
Agree	77%	70%

Sample (new members):	14
Percent of Respondents:	23%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Kentucky 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 past year	402	Provider/ Payer	Better educational programming that draws executives to participate in chapter events and meetings.
Never	404	Provider/ Payer	Full disclosure, I do not take full advantage in the chapter offerings, therefore, my marks may be skewed because of that. -Corey
	411	Provider/ Payer	I recently joined KHA after working in Ohio for a few years. In comparison, OHA seemed to provide more educational opportunities than what I have received from KHA so far this year.
Within the past year	402	Business Partner	I think the KY Chapter of the HFMA is doing a wonderful job! I look forward to upcoming 2020 events.
Within the last 6 months	424	Provider/ Payer	I work in Henderson, all events are at least hour and a half drive for me.
Within the past 2 years	402	Provider/ Payer	I've had a difficult time getting my personal information updated in the local directory. There's always some excuse as to why they couldn't get it updated timely.
Within the last 6 months	402	Business Partner	More topics related to the future of healthcare.
Within the past year	402	Business Partner	na
Never	452	Provider/ Payer	na
Never	423	Provider/ Payer	Overall I think it's more of a "me" problem rather than HFMA. I haven't done the best job using the resources HFMA provides, however, I hope to do more with this chapter in the future.
Never	417	Provider/ Payer	Provide more information on educational opportunities and events.
Within the last 6 months	402	Business Partner	Provider participation is always a concern.
Never	410	Business Partner	The only reason I didn't give 5 stars is that I'm new to the chapter and haven't fully experienced all that is available.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Kentucky 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 past year	402	Business Partner	Keeping compliant with the ongoing changes in technology.
Within the last 6 months	402	Business Partner	n/a
Never	410	Business Partner	n/a
Within the last 6 months	402	Provider/ Payer	340b pricing and billing Revenue Cycle organization charts and leadership
Never	404	Provider/ Payer	A deep dive on the S-10, 990, and DSH Survey impacts.
Within the last 6 months	402	Provider/ Payer	i would also like to hear topics related to 340B and transparency
Within the last 6 months	420	Provider/ Payer	In my Revenue Cycle career, accurate reporting continues to be challenging no matter the system, organization or leadership. Even if there is a report writer on top of the system, it is too difficult to learn. The most effective reporting tool ever was a process by which a data dump was delivered daily to an outside vendor who was able, through Access (believe it or not), to get us anything we needed at an executive, mid or front end level. This is something I hear no matter where I go.
Within the past 2 years	402	Provider/ Payer	Interesting education topic might be Original Medicare verses Medicare Advantage, since about 10,000 baby boomers are hitting Medicare everyday now.
Within the last 6 months	400	Provider/ Payer	Kentucky DMS proposed changes to 340B Policy and Procedures.
Within the past year	405	Provider/ Payer	Negotiating contracts with value based payment mechanisms
Within the last 6 months	402	Provider/ Payer	Unable to drag topics into box when box is scrolled up off my screen. I am using iOS

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Kentucky 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	402	Business Partner	I think it is great when there are keynote speakers that discuss a general topic that everyone can relate to and this encourages conversation amongst the group. (Nice ice-breaker)
Never	410	Business Partner	Again, I'm just new to the chapter and haven't fully taken advantage of the resources.
More than 2 years ago	400	Business Partner	I am head of internal audit in Long-term Care. Everything at your events is geared toward hospitals only. Also, most of the time the speakers are not from the industry and instead are consultants trying to sell their services. I want to hear from those in the trenches about what is and is not working and where they are running into headwinds.
Within the past year	421	Business Partner	I am located in Bowling Green, and have to travel at least 2 hours to events
Within the past year	472	Business Partner	I'm a consultant and am often out of town when events are scheduled.
Within the last 6 months	402	Business Partner	just too busy
Within the last 6 months	402	Business Partner	n/a
Within the past year	402	Business Partner	The cost of the conference.
Within the last 6 months	423	Provider/ Payer	Almost every event is in central KY. I understand that's where the largest concentration of members is, but it makes it difficult to attend due to travel time and cost. Maybe a discounted rate to live stream sessions of interest?
Within the last 6 months	402	Provider/ Payer	content and timing are the most relevant for me
Within the past 2 years	403	Provider/ Payer	Event timing and calendar conflicts
Within the last 6 months	420	Provider/ Payer	Expense.
Never	417	Provider/ Payer	For some reason I am not receiving information on events and when they are happening. I would definitely be interested in attending some events.
Within the last 6 months	402	Provider/ Payer	i usually attend
Never	404	Provider/ Payer	It is not that the locations are undoable, but it is difficult for a single father of two. There is nothing that HFMA can do about that, but that is a driver for me, more than other issues. Since I live in a rural part of the state, Louisville/Lexington travel is hard to make happen often. And when one does not participate often, it becomes harder to see the value when one can.
Within the last 6 months	452	Provider/ Payer	live outside the area
Never	423	Provider/ Payer	Most events are in Louisville, which makes sense, so I never really feel the need to travel there for an event. I'm not saying to move it from Louisville as I'm sure they're well attended, but it's just not something I'm interested at this time.
Within the past 2 years	405	Provider/ Payer	My workload prohibits me from attending as much as I would like. This is an excellent chapter.
More than 2 years ago	400	Provider/ Payer	Retired
Within the past 2 years	402	Provider/ Payer	This particular year there just weren't any topics relevant to my job - and the training is too expensive to blow on unrelated content.
Within the last 6 months	402	Provider/ Payer	Time constraints due to recent divestiture and insourcing initiatives.

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

Kentucky Chapter

Provider/Payer Responses Received: 42
Provider/Payer percent of all Responses Received: 68%

FY20 Net Promoter Score: 40
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 13%	Passives 35%	Promoters 53%
--------------------------	------------------------	-------------------------



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:

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) - Provider/Payer Dataset
 Kentucky 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	3	1	6	8	5	16
Percent	3%	0%	0%	0%	0%	8%	3%	15%	20%	13%	40%
Overall	13%							35%		53%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **40**

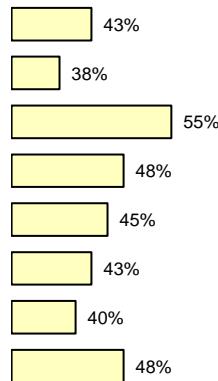
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Kentucky Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	3%	0%	15%	40%	43%	52%
Addressing the right issues and topics	3%	0%	18%	43%	38%	47%
Locating events where I can access them	3%	3%	18%	23%	55%	48%
Keeping me up to date on state and regional issues	0%	3%	13%	38%	48%	52%
Providing connections to others in my field	3%	0%	15%	38%	45%	50%
Providing easy access to information	0%	3%	18%	38%	43%	51%
Chapter networking opportunities	3%	0%	15%	43%	40%	50%
HFMA chapter overall	3%	0%	8%	43%	48%	54%

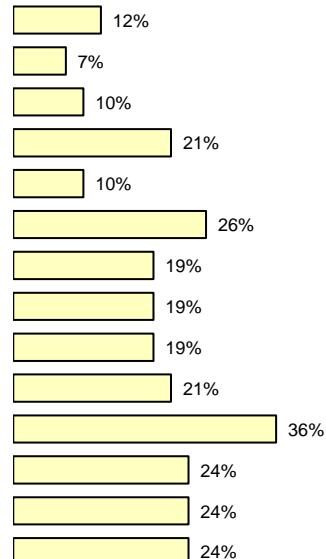
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Kentucky Chapter	P/P All Chapters
Profitability analysis by product or service line	12%	19%
Accounting and financial reporting issues related to emerging payment models	7%	24%
Improving front end revenue cycle processes	10%	23%
Changes in Medicare reimbursement policies	21%	25%
Compliance with Medicare regulations	10%	17%
Managing and measuring the total cost of care	26%	22%
Improving the patient financial experience	19%	20%
Negotiating contracts with value based payment mechanisms	19%	13%
Prevention and management of denials	19%	21%
Operationalizing structures and processes to reflect changing payment models	21%	17%
Business intelligence and data analytics	36%	28%
State legislative and regulatory update	24%	18%
State Medicaid program	24%	18%
Local payors and employers response to ongoing changes in healthcare	24%	17%

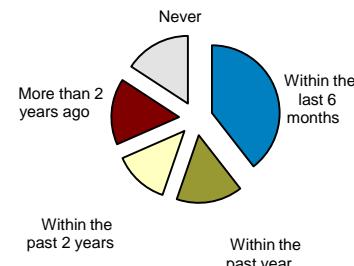
Your Chapter



**Healthcare Financial Management Association
HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Kentucky Chapter**

Attending an educational event

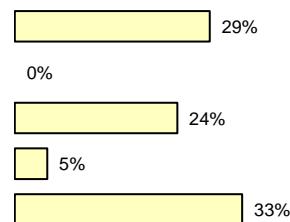
When was the last time that you attended a chapter event?	Kentucky Chapter	P/P All Chapters
Within the last 6 months	39%	39%
Within the past year	16%	19%
Within the past 2 years	13%	10%
More than 2 years ago	16%	8%
Never	16%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Kentucky Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	29%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	24%	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.)	33%	38%

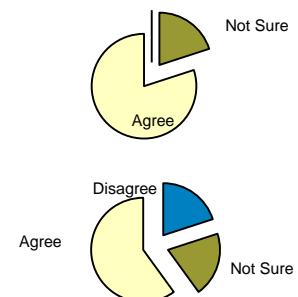
Your Chapter



New Member* Perceptions

Statement	Percent of Respondents	
	Kentucky Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	20%	21%
Agree	80%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	20%	7%
Not Sure	20%	24%
Agree	60%	69%

Sample (new members):	6
Percent of Respondents:	14%



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