

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

Metropolitan New York Chapter

Sample Size:	763
Responses Received:	73
Response Rate:	10%
FY20 Net Promoter Score:	55
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 14%	Passives 17%	Promoters 69%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **84%**
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)

Metropolitan New York 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	1	0	2	3	3	2	10	14	35
Percent	1%	0%	1%	0%	3%	4%	4%	3%	14%	20%	49%
Overall	14%							17%		69%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **55**

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	Metropolitan New York 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%	0%	13%	30%	56%	54%	56%
Addressing the right issues and topics	1%	1%	13%	31%	54%	49%	54%
Locating events where I can access them	0%	4%	21%	27%	47%	51%	47%
Keeping me up to date on state and regional issues	1%	1%	13%	33%	51%	53%	51%
Providing connections to others in my field	3%	6%	13%	26%	51%	51%	51%
Providing easy access to information	1%	6%	15%	28%	49%	52%	49%
Chapter networking opportunities	6%	0%	19%	26%	50%	51%	50%
HFMA chapter overall	1%	4%	10%	30%	54%	55%	54%

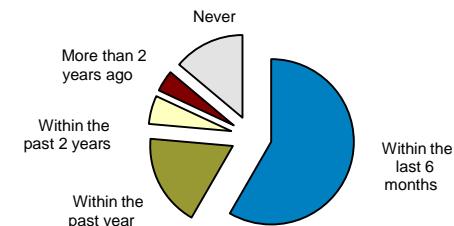
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Metropolitan New York Chapter	All Chapters	
Profitability analysis by product or service line	11%	18%	11%
Accounting and financial reporting issues related to emerging payment models	18%	22%	18%
Improving front end revenue cycle processes	22%	23%	22%
Changes in Medicare reimbursement policies	33%	24%	33%
Compliance with Medicare regulations	27%	16%	27%
Managing and measuring the total cost of care	14%	21%	14%
Improving the patient financial experience	21%	22%	21%
Negotiating contracts with value based payment mechanisms	12%	12%	12%
Prevention and management of denials	21%	20%	21%
Operationalizing structures and processes to reflect changing payment models	15%	17%	15%
Business intelligence and data analytics	29%	28%	29%
State legislative and regulatory update	25%	20%	25%
State Medicaid program	18%	17%	18%
Local payors and employers response to ongoing changes in healthcare	15%	17%	15%

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Metropolitan New York Chapter**

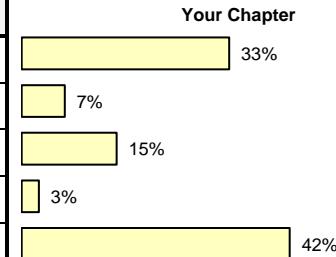
Attending an educational event

When was the last time that you attended a chapter event?	Metropolitan New York Chapter	All Chapters
Within the last 6 months	58%	43%
Within the past year	18%	18%
Within the past 2 years	6%	9%
More than 2 years ago	4%	8%
Never	14%	22%



Attendance Barriers

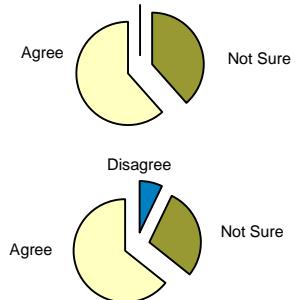
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Metropolitan New York Chapter	All Chapters
Event content not relevant to my job or misses the mark	33%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	15%	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.)	42%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Metropolitan New York Chapter	All Chapters
Disagree	0%	7%
Not Sure	38%	20%
Agree	62%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	7%	7%
Not Sure	29%	24%
Agree	64%	70%

Sample (new members):	15
Percent of Respondents:	21%



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

**Healthcare Financial Management Association
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Metropolitan New York 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	117	Provider/ Payer	Addressing the right issues and topics...need to be the resource for Healthcare Finance folks. Have to be involved in State topics and do it timely. Federal Updates and State Updates should be more frequent and current. Managed Care conferences detailing best practices/how to and provisions in contracts bringing in experts from outside the region.
	104	Provider/ Payer	create CFO/VP Finance events
Within the last 6 months	100	Provider/ Payer	Events are not that welcoming to people who are not in an inner circle.
Within the past year	115	Provider/ Payer	Have more events that include Health Care Internal Audit areas such as Risk Management and Fraud.
Within the past year	118	Provider/ Payer	<p>I have concerns regarding chapter participation. I have tired to volunteer, but all calls are done during commuting hours, and I commute in areas that lose contact easily. The access to dial in for me is poor. As committee meetings times on committees I have volunteered for are always scheduled for this time, I cannot participate.</p> <p>I think the chapter does a poor job on health care innovation. It is most often focused on administrative issues. I think we have the most to gain from integrating financial and medical. The health care industry has been slow to do this due to fear of change, and will pay a large price for it. We should be the leaders.</p> <p>Health care financial leaders should be at the forefront of fostering medical innovations that improve quality and value by offering guidance on the best ways to move forward with innovative ideas; from collaborating with innovators, to introducing new products to market, to working to obtain adequate and continuous reimbursement, and developing financial models that will help with the implementation of worth while programs.</p>
Never	119	Provider/ Payer	I am a new member so I am still finding my way around.
Within the last 6 months	NULL	Provider/ Payer	I am looking for more local events - My employer limits conference attendance at this time. I would also like more managed care and legal updates - I am building a new department and this education would be helpful and may be a way for me to promote more memberships here.
Never	117	Provider/ Payer	<p>I feel that I should be more involved as I have not attended a meeting as of yet.</p> <p>Completing this survey is not fair of me do to my lack of participation.</p>
Within the past 2 years	112	Provider/ Payer	i have not received cpa credit for any webinar this year and have not received response to emails in which i requested credit. I completed 3 webinar courses and the survey for each course, but no certificate or response to emails or phone calls...
Within the last 6 months	105	Business Partner	I think the Chapter leaders and volunteers are doing a terrific job despite a changing industry.
Within the last 6 months	100	Business Partner	It's hard to break in as vendor especially a new one Take so long with sales cycle Would be nice to get more encouragement with this
Within the past year	104	Business Partner	Nothing comes to mind.
Within the last 6 months	088	Business Partner	Please focus on more diversity of program locations, membership and leadership. I think those are critical elements to sustain Metro NY HFMA as a viable professional organization for the future.

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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
Within the past year	070	Provider/ Payer	The chapter has gotten increasingly Long Island centric. It make it very difficult for those who work in NY but live in NJ, Westchester, or Rockland to be active in the Chapter.
Within the last 6 months	114	Business Partner	The Chapter provides excellent educational programming. The right issues and topics are presented. The chapter does provide some social activities but very little true networking, compared to other groups to which I belong. The Chapter is accessible to Long Island, less so to Brooklyn/Queens. I have not made connections to others in my field through the Chapter.
Within the last 6 months	110	Provider/ Payer	The landscape is changing and there is a need to figure out how to get more provider participation at HFMA events. I'm not certain what the percentage split of vendors to providers is at events but it seems there is always a higher vendor attendance
Within the last 6 months	070	Business Partner	The members of this chapter tend to be cold and unwelcoming. There are little to no events in NYC except at Belmont Racetrack. There are many social events but my wife does not share in my professional interests and we are not about to give up an evening with people who barely acknowledge you. As a vendor, everything seems to be on a pay to play basis. Many of my competitors are nicer to me than members representing medical institutions etc.
Within the last 6 months	100	Provider/ Payer	This is a wonderful chapter with many selfless individuals who contribute to its success. I'm proud to be a member of the Metro NY Chapter of HFMA.

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Metropolitan New York 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	114	Business Partner	1. Charge Description Master and pricing strategies 2. Revenue Integrity Management
Within the last 6 months	105	Business Partner	Coding & Documentation Compliance in Revenue Cycle 101 level sessions for entry level RCM staff.
Within the last 6 months	100	Business Partner	Physician Burnout Patient Outcomes
More than 2 years ago	054	Business Partner	Responding to Ransomware -- Prepare, Insure, or Pay?
Within the past year	117	Business Partner	technology with epic and soarian
Within the last 6 months	100	Provider/ Payer	Advocacy issues such as accessibility to services for the under and uninsured. Issues related to non-traditional providers. HIT innovations.
Within the last 6 months	117	Provider/ Payer	Bundles/ Medicare reimbursement policies and analytics
Within the last 6 months	NULL	Provider/ Payer	how to improve standard managed care language behavioral health contracting and denials
Within the past year	118	Provider/ Payer	Please see previous comments on medical innovation.

**Healthcare Financial Management Association
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Metropolitan New York 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	105	Business Partner	As long as the agenda is appropriate and subject matter is interesting I will attend.
Never	100	Business Partner	I just joined this year but I'm not sure I receive many emails about specific events for the Metro NY chapter. I learned about the Upstate New York Region 2 Fall Institute but have not really heard of many other local events. If I did receive information, I would want to attend.
Within the last 6 months	117	Business Partner	Just the scheduling date is not convenient. Try to attend as often as possible
Within the last 6 months	100	Business Partner	More mingling between vendor and providers
Within the last 6 months	088	Business Partner	My focus is limited to certain specific areas of healthcare finance; I usually attend the programs focused on my areas.
Within the last 6 months	115	Business Partner	None
Within the past year	117	Business Partner	same speakers and topics always
Within the last 6 months	106	Provider/ Payer	Cost of events
Never	114	Provider/ Payer	Currently, with school and current work-related issue prevent me from participating as I would like.
Within the last 6 months	115	Provider/ Payer	Date and location are important for members to attend the events. Members prefer to attend the events on Fridays.
Never	119	Provider/ Payer	I am new and have not seen any yet.
Within the past year	118	Provider/ Payer	I like many of the conferences that I attend. However, I attend selectively. My current interests are in financial and medical collaborations that support innovations. I do not think that the chapter does much with this.
Within the last 6 months	115	Provider/ Payer	I usually attend at least one event every 6 months
Within the last 6 months	115	Provider/ Payer	Many events are cost prohibitive for a not for profit.
Within the past year	115	Provider/ Payer	more events that are included in subscription cost needed. My company is reluctant to pay
Never	117	Provider/ Payer	morning events in boroughs are challenging for me to attend.
Within the past year	107	Provider/ Payer	My immediate report to did not feel the content was relevant to my line of work.

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Metropolitan New York Chapter**

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	110	Provider/ Payer	None No need to contact
Within the past year	117	Provider/ Payer	Would like to see more sessions with an audit/compliance focus

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

Metropolitan New York Chapter

Provider/Payer Responses Received: 43
Provider/Payer percent of all Responses Received: 59%

FY20 Net Promoter Score: 60
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	Passives	Promoters
14%	12%	74%



detailed NPS information on page 2

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 Metropolitan New York 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	2	1	4	8	23
Percent	2%	0%	0%	0%	2%	5%	5%	2%	10%	19%	55%
Overall	14%							12%		74%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **60**

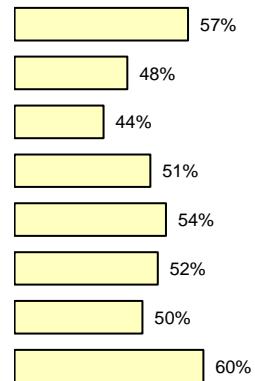
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Metropolitan New York Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	2%	0%	10%	31%	57%	52%
Addressing the right issues and topics	2%	0%	17%	33%	48%	47%
Locating events where I can access them	0%	5%	20%	32%	44%	48%
Keeping me up to date on state and regional issues	0%	0%	17%	32%	51%	52%
Providing connections to others in my field	2%	5%	15%	24%	54%	50%
Providing easy access to information	2%	0%	17%	29%	52%	51%
Chapter networking opportunities	7%	0%	19%	24%	50%	50%
HFMA chapter overall	2%	0%	10%	29%	60%	54%

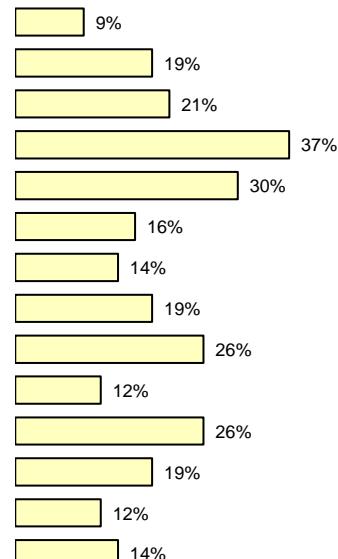
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Metropolitan New York Chapter	P/P All Chapters
Profitability analysis by product or service line	9%	19%
Accounting and financial reporting issues related to emerging payment models	19%	24%
Improving front end revenue cycle processes	21%	23%
Changes in Medicare reimbursement policies	37%	25%
Compliance with Medicare regulations	30%	17%
Managing and measuring the total cost of care	16%	22%
Improving the patient financial experience	14%	20%
Negotiating contracts with value based payment mechanisms	19%	13%
Prevention and management of denials	26%	21%
Operationalizing structures and processes to reflect changing payment models	12%	17%
Business intelligence and data analytics	26%	28%
State legislative and regulatory update	19%	18%
State Medicaid program	12%	18%
Local payors and employers response to ongoing changes in healthcare	14%	17%

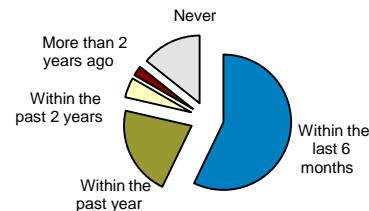
Your Chapter



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

Attending an educational event

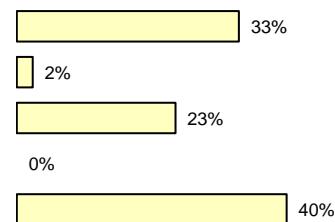
When was the last time that you attended a chapter event?	Metropolitan New York Chapter	P/P All Chapters
Within the last 6 months	57%	39%
Within the past year	21%	19%
Within the past 2 years	5%	10%
More than 2 years ago	2%	8%
Never	14%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Metropolitan New York Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	33%	26%
The audience present does not support meaningful networking	2%	3%
The locations are not accessible to me	23%	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.)	40%	38%

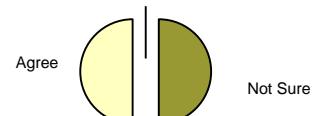
Your Chapter



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Respondents	
	Metropolitan New York Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	50%	21%
Agree	50%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	17%	7%
Not Sure	17%	24%
Agree	67%	69%

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



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