

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Minnesota Chapter

Sample Size: 623
Responses Received: 81
Response Rate: 13%

FY20 Net Promoter Score: 28
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 21%	Passives 30%	Promoters 49%
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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: 87%

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)

Minnesota 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	1	0	11	5	6	18	17	22
Percent	0%	0%	0%	1%	0%	14%	6%	8%	23%	21%	28%
Overall	21%						30%		49%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: 28

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	Minnesota 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%	22%	33%	43%	54%	<div><div></div></div> 43%
Addressing the right issues and topics	0%	0%	23%	35%	43%	49%	<div><div></div></div> 43%
Locating events where I can access them	1%	3%	19%	31%	45%	51%	<div><div></div></div> 45%
Keeping me up to date on state and regional issues	0%	3%	17%	36%	45%	53%	<div><div></div></div> 45%
Providing connections to others in my field	1%	0%	23%	31%	45%	51%	<div><div></div></div> 45%
Providing easy access to information	0%	1%	25%	25%	48%	52%	<div><div></div></div> 48%
Chapter networking opportunities	1%	1%	18%	34%	45%	51%	<div><div></div></div> 45%
HFMA chapter overall	1%	0%	12%	44%	43%	55%	<div><div></div></div> 43%

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
	Minnesota Chapter	All Chapters	
Profitability analysis by product or service line	19%	18%	<div><div></div></div> 19%
Accounting and financial reporting issues related to emerging payment models	25%	22%	<div><div></div></div> 25%
Improving front end revenue cycle processes	22%	23%	<div><div></div></div> 22%
Changes in Medicare reimbursement policies	30%	24%	<div><div></div></div> 30%
Compliance with Medicare regulations	20%	16%	<div><div></div></div> 20%
Managing and measuring the total cost of care	22%	21%	<div><div></div></div> 22%
Improving the patient financial experience	30%	22%	<div><div></div></div> 30%
Negotiating contracts with value based payment mechanisms	9%	12%	<div><div></div></div> 9%
Prevention and management of denials	10%	20%	<div><div></div></div> 10%
Operationalizing structures and processes to reflect changing payment models	12%	17%	<div><div></div></div> 12%
Business intelligence and data analytics	37%	28%	<div><div></div></div> 37%
State legislative and regulatory update	21%	20%	<div><div></div></div> 21%
State Medicaid program	9%	17%	<div><div></div></div> 9%
Local payors and employers response to ongoing changes in healthcare	15%	17%	<div><div></div></div> 15%

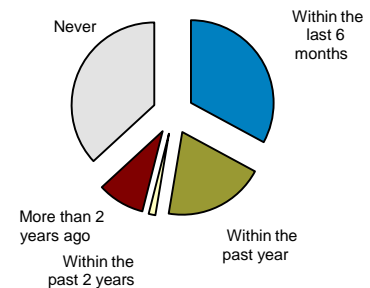
Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Minnesota Chapter

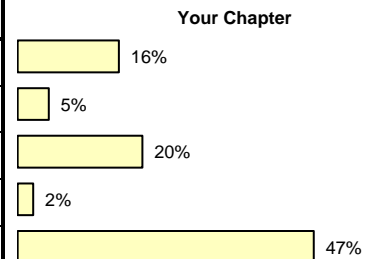
Attending an educational event

When was the last time that you attended a chapter event?	Minnesota Chapter	All Chapters
Within the last 6 months	33%	43%
Within the past year	20%	18%
Within the past 2 years	1%	9%
More than 2 years ago	9%	8%
Never	37%	22%



Attendance Barriers

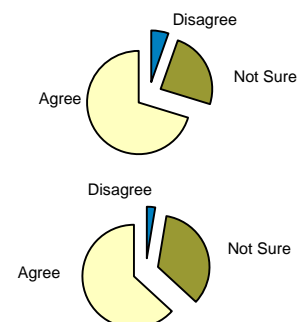
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Minnesota Chapter	All Chapters
Event content not relevant to my job or misses the mark	16%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	20%	22%
The quality of events does not meet expectations	2%	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	Percent of time selected	
	Minnesota Chapter	All Chapters
Disagree	5%	7%
Not Sure	24%	20%
Agree	70%	74%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Minnesota Chapter	All Chapters
Disagree	3%	7%
Not Sure	34%	24%
Agree	63%	70%

Sample (new members):	41
Percent of Respondents:	51%



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

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Minnesota 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	554	Business Partner	A great Chapter! As a vendor it has helped me grow my business!
Never	559	Provider/Payer	Additional articles/trainings on quality improvement, training improvements, online learning, and automation would be helpful.
Never	559	Provider/Payer	Haven't been able to attend due to timing. Our month end process fully engages the department for the first 6 business days each month. During the fall online meeting, the sound wouldn't come through the system and I was unable to use a phone so missed the session.
Never	559	Provider/Payer	I am new to this chapter and so far there has been several networking events which I think is a great idea. I will be out the lookout for more content as it relates to educational programs, opportunities, etc.
Within the last 6 months	554	Business Partner	I enjoy the roundtables and panel discussions and would be happy to moderate more of these in the future. Also, regional updates, and payer issues are relevant to local organizations.
	553	Business Partner	I have been retired for several years so no longer attend the educational or networking sessions held. I have great respect for MN HFMA and the volunteers that work to make it a great chapter. I simply do not feel qualified to respond to the questions. Thank you.
Never	554	Business Partner	I joined HFMA several weeks ago and have not found any way to get involved locally. I have not heard of one meeting to attend. I took the intro finance course and it was very basic information - not at all appropriate for someone with any finance background.
Within the past year	567	Provider/Payer	I live very far north - I realize it is difficult to have events close to home! The thing that kept me from giving 5 stars on the state and regional issues - a topic that I feel we haven't discussed (or I probably missed) is contracting with payers. In particular, the difficulties with Blue Cross and what we can do with the one-sided contracting practices.
	559	Provider/Payer	I would like someone to call me about resetting my password as I can't access HFMA coursework so I can take advantage of the full HFMA product. 904-953-1774
More than 2 years ago	557	Provider/Payer	More email education? It can be difficult to attend events.
Within the past year	563	Provider/Payer	More free education on Cost Reports.
Within the past year	551	Business Partner	More programming of interest to CFO's
Within the last 6 months	551	Provider/Payer	New to the chapter, but have already learned so much!
Within the last 6 months	559	Provider/Payer	Re state and regional issues - Mary Krinkie always does a fine job at conferences, but perhaps the website could provide information in the interim.
Never	559	Business Partner	Since I have become a member, there haven't been any events in my area. Hoping to attend some that are coming up. The one thing that I do dislike since becoming a member is all the junk email that I have been getting.
Never	559	Provider/Payer	Some of the lower scores are simply due to the fact that much of this information does not really apply to me and/or my current position. I haven't attended any of the educational programming, so couldn't rate that accurately. One thing that would help with this survey is to include an answer of "N/A" if the topic of the question does not apply to the respondent. I do at least glance through the daily e-mails in case there is something of interest to me.
Within the last 6 months	560	Business Partner	The October event with MHA is great education. The April Rural tour is great information. The November regulatory conference is fantastic. The other HFMA events are not as good of educational content in my opinion.
More than 2 years ago	551	Provider/Payer	To be honest I'm a little unclear of the distinction between HFMA as a whole and the MN chapter of HFMA (besides the networking events and regional conferences).
Never	559	Business Partner	To be honest, I haven't really used this much.

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HFMA Chapter Survey (FY20)
Minnesota 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	554	Business Partner	Authorization impact
Within the last 6 months	800	Business Partner	I'm available to assist when there is an interest in the areas of my expertise related to optimizing your supplier payment strategy.
Within the last 6 months	551	Business Partner	Price Transparency
Within the last 6 months	553	Business Partner	Tax issues - 990, UBIT, sales/use taxes.
Within the past year	563	Provider/Payer	990 Tax Returns
Never	559	Provider/Payer	Automation, online training and classroom training retention tips/opportunities, quality improvement, project management, change management.
Never	559	Provider/Payer	I am in an Allied Health position in a large medical institution, so not a lot of these topics are relevant to my job.
Within the last 6 months	550	Provider/Payer	rural health clinic Medicare reimbursement
Within the past year	558	Provider/Payer	The need to hold payers to Fair and accurate claims processing. (Especially state and local payers.) The punitive ways (denials, med nec, policy - which changes frequently) claims are being processed to prevent fair payments for services provided in good faith is becoming increasingly difficult to manage.

Healthcare Financial Management Association
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Minnesota 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 past year	554	Business Partner	Cost, commitment of time
Never	554	Business Partner	I am not aware of any local events.
More than 2 years ago	559	Business Partner	I have been retired for almost 20 years. I enjoy getting information about the Health Care Financial area even though I no longer work in that field.
Within the past year	551	Business Partner	More content of interest to CFO's
Within the last 6 months	554	Business Partner	NA
	553	Business Partner	Please note comments on the first page.
Within the past year	554	Business Partner	somewhat cost prohibitive as trying to meet budgets for trainings
Within the last 6 months	800	Business Partner	Thank you for allowing me to listen to your Board Meetings. I am interested in continuing to participated as often as I can.
Never	559	Business Partner	Timing of the event has conflicted with my schedule.
Within the past year	567	Provider/ Payer	Because of the distance, I appreciate when I can get two days of education when I travel over six hours one way to get the education.
Never	559	Provider/ Payer	I am a newer member so have not yet had the chance to attend one.
Never	559	Provider/ Payer	I just haven't been able to make the few we have had so far. I hope to in the future.
More than 2 years ago	557	Provider/ Payer	I work 2 hours from the metro and need to be very budget conscious. It can be difficult to get out of the office at times.
Never	559	Provider/ Payer	Most of the topics are for top level or physician attendees.
More than 2 years ago	554	Provider/ Payer	My Health System is unable to provide me time/\$'s to attend functions
Never	559	Provider/ Payer	New to the chapter
Within the last 6 months	559	Provider/ Payer	Newer to the program so just getting started in attending event.
Within the past year	558	Provider/ Payer	There seems to be a same trend all year long. A good cross-section on topics would be great. Ex; Cybersecurity/ Front End problems/ Pricing and Contracting/Payer and claims processing/ Population Health.
Within the past year	553	Provider/ Payer	Time in my schedule.
Never	559	Provider/ Payer	Timing and distance.
Within the last 6 months	559	Provider/ Payer	Timing can be an issue- example, unable to attend upcoming regulatory conference due to annual audit; but that will always impact a certain portion of the membership. Participation in events by providers seems to be on a downward decline with a higher percentage of venders in attendance.
Never	559	Provider/ Payer	Timing prevented me from attending events. I plan to work around these to network more.
Never	559	Provider/ Payer	Topics such as quality, training, automation, etc.
Within the past year	563	Provider/ Payer	We are limited on the amount of staff we can send to events, one or two of our staff members usually attend. I am relatively new to this world, so I am willing to learn anything and everything possible from these.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Minnesota Chapter

Provider/Payer Responses Received: 56
Provider/Payer percent of all Responses Received: 69%

FY20 Net Promoter Score: 24
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 22%	Passives 33%	Promoters 45%
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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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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Minnesota 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	10	2	6	12	10	15
Percent	0%	0%	0%	0%	0%	18%	4%	11%	22%	18%	27%
Overall	22%							33%		45%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 24 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	Minnesota 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%	30%	25%	45%	52%	<div></div> 45%
Addressing the right issues and topics	0%	0%	27%	31%	42%	47%	<div></div> 42%
Locating events where I can access them	0%	4%	22%	35%	39%	48%	<div></div> 39%
Keeping me up to date on state and regional issues	0%	2%	23%	32%	43%	52%	<div></div> 43%
Providing connections to others in my field	0%	0%	31%	25%	43%	50%	<div></div> 43%
Providing easy access to information	0%	2%	29%	23%	46%	51%	<div></div> 46%
Chapter networking opportunities	0%	2%	23%	30%	45%	50%	<div></div> 45%
HFMA chapter overall	0%	0%	15%	40%	44%	54%	<div></div> 44%

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
	Minnesota Chapter	P/P All Chapters	
Profitability analysis by product or service line	25%	19%	<div></div> 25%
Accounting and financial reporting issues related to emerging payment models	29%	24%	<div></div> 29%
Improving front end revenue cycle processes	25%	23%	<div></div> 25%
Changes in Medicare reimbursement policies	30%	25%	<div></div> 30%
Compliance with Medicare regulations	21%	17%	<div></div> 21%
Managing and measuring the total cost of care	16%	22%	<div></div> 16%
Improving the patient financial experience	29%	20%	<div></div> 29%
Negotiating contracts with value based payment mechanisms	11%	13%	<div></div> 11%
Prevention and management of denials	9%	21%	<div></div> 9%
Operationalizing structures and processes to reflect changing payment models	13%	17%	<div></div> 13%
Business intelligence and data analytics	38%	28%	<div></div> 38%
State legislative and regulatory update	16%	18%	<div></div> 16%
State Medicaid program	11%	18%	<div></div> 11%
Local payors and employers response to ongoing changes in healthcare	16%	17%	<div></div> 16%

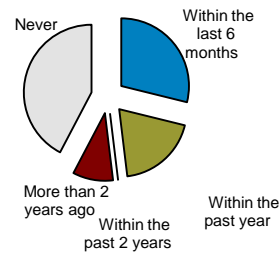
Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Minnesota Chapter

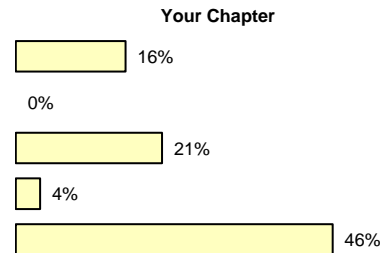
Attending an educational event

When was the last time that you attended a chapter event?	Minnesota Chapter	P/P All Chapters
Within the last 6 months	29%	39%
Within the past year	19%	19%
Within the past 2 years	0%	10%
More than 2 years ago	10%	8%
Never	42%	23%



Attendance Barriers

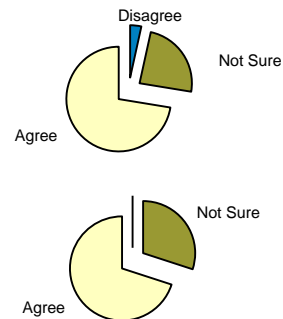
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Minnesota Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	16%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	21%	25%
The quality of events does not meet expectations	4%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	46%	38%



New Member* Perceptions

	Minnesota Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	3%	6%
Not Sure	24%	21%
Agree	72%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	30%	24%
Agree	70%	69%

Sample (new members):	33
Percent of Respondents:	59%



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