

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Mississippi Chapter

Sample Size: 205
Responses Received: 27
Response Rate: 13%

FY20 Net Promoter Score: 74
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 4% | Passives 19% | Promoters 78% |
|-------------------------|------------------------|-------------------------|

| | | | | |
|--------------------|---|-------------|---|--------------|
| Net Promoter Score | = | % Promoters | — | % Detractors |
|--------------------|---|-------------|---|--------------|

detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 93%

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.

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Mississippi 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 | 0 | 1 | 4 | 5 | 16 |
| Percent | 0% | 0% | 0% | 0% | 0% | 4% | 0% | 4% | 15% | 19% | 59% |
| Overall | 4% | | | | | | | 19% | | 78% | |
| All Chapters | 12% | | | | | | | 28% | | 60% | |

FY20 Net Promoter Score: 74

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 | Mississippi 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% | 11% | 19% | 70% | 54% | <div><div></div></div> 70% |
| Addressing the right issues and topics | 0% | 0% | 7% | 26% | 67% | 49% | <div><div></div></div> 67% |
| Locating events where I can access them | 0% | 7% | 15% | 19% | 59% | 51% | <div><div></div></div> 59% |
| Keeping me up to date on state and regional issues | 0% | 0% | 7% | 30% | 63% | 53% | <div><div></div></div> 63% |
| Providing connections to others in my field | 0% | 4% | 15% | 11% | 70% | 51% | <div><div></div></div> 70% |
| Providing easy access to information | 0% | 0% | 7% | 26% | 67% | 52% | <div><div></div></div> 67% |
| Chapter networking opportunities | 0% | 4% | 11% | 33% | 52% | 51% | <div><div></div></div> 52% |
| HFMA chapter overall | 0% | 0% | 8% | 35% | 58% | 55% | <div><div></div></div> 58% |

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 |
|------------------------------------------------------------------------------|--------------------------|--------------|----------------------------|
| | Mississippi Chapter | All Chapters | |
| Profitability analysis by product or service line | 22% | 18% | <div><div></div></div> 22% |
| Accounting and financial reporting issues related to emerging payment models | 37% | 22% | <div><div></div></div> 37% |
| Improving front end revenue cycle processes | 22% | 23% | <div><div></div></div> 22% |
| Changes in Medicare reimbursement policies | 19% | 24% | <div><div></div></div> 19% |
| Compliance with Medicare regulations | 11% | 16% | <div><div></div></div> 11% |
| Managing and measuring the total cost of care | 11% | 21% | <div><div></div></div> 11% |
| Improving the patient financial experience | 4% | 22% | <div><div></div></div> 4% |
| Negotiating contracts with value based payment mechanisms | 19% | 12% | <div><div></div></div> 19% |
| Prevention and management of denials | 30% | 20% | <div><div></div></div> 30% |
| Operationalizing structures and processes to reflect changing payment models | 22% | 17% | <div><div></div></div> 22% |
| Business intelligence and data analytics | 22% | 28% | <div><div></div></div> 22% |
| State legislative and regulatory update | 22% | 20% | <div><div></div></div> 22% |
| State Medicaid program | 33% | 17% | <div><div></div></div> 33% |
| Local payors and employers response to ongoing changes in healthcare | 15% | 17% | <div><div></div></div> 15% |

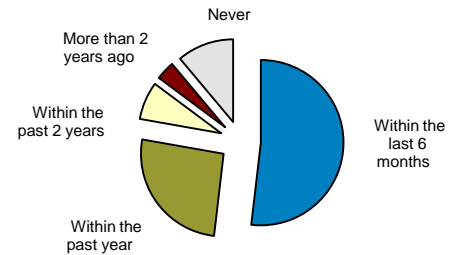
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HFMA Chapter Survey (FY20)

Mississippi Chapter

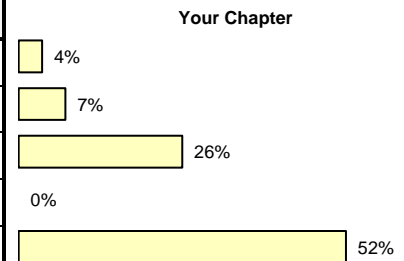
Attending an educational event

| When was the last time that you attended a chapter event? | Mississippi Chapter | All Chapters |
|-----------------------------------------------------------|---------------------|--------------|
| Within the last 6 months | 52% | 43% |
| Within the past year | 26% | 18% |
| Within the past 2 years | 7% | 9% |
| More than 2 years ago | 4% | 8% |
| Never | 11% | 22% |



Attendance Barriers

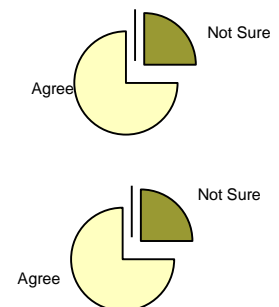
| Which barriers prevent you from attending events more frequently? | Percent of time selected | |
|-------------------------------------------------------------------------------------|--------------------------|--------------|
| | Mississippi Chapter | All Chapters |
| Event content not relevant to my job or misses the mark | 4% | 24% |
| The audience present does not support meaningful networking | 7% | 4% |
| The locations are not accessible to me | 26% | 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.) | 52% | 41% |



New Member* Perceptions

| I received a personal welcome from my HFMA chapter | Mississippi Chapter | All Chapters |
|--------------------------------------------------------------|---------------------|--------------|
| | | |
| Disagree | 0% | 7% |
| Not Sure | 25% | 20% |
| Agree | 75% | 74% |
| I understand how to become more engaged with my HFMA chapter | Mississippi Chapter | All Chapters |
| | | |
| Disagree | 0% | 7% |
| Not Sure | 25% | 24% |
| Agree | 75% | 70% |

| | |
|-------------------------|-----|
| Sample (new members): | 4 |
| Percent of Respondents: | 15% |



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

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HFMA Chapter Survey (FY20)
Mississippi 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 | 391 | Business Partner | Consider different locations to address the decline in provider participation. Access is the key to professionals today. |
| Within the past 2 years | 396 | Provider/Payer | I hate we meet in Casinos. I have smoking allergies and always get sick when ya'll have them there. That's why I have not been coming to the sites. |
| Within the last 6 months | 725 | Business Partner | I like going to the Philadelphia meeting but I think it is hard for the membership to get there. Maybe this meeting needs to be moved to Jackson. |
| Within the last 6 months | 389 | Provider/Payer | I would love the opportunity to have push notifications for wireless devices. Maybe a packet with leadership info from different facilities. However, I love all the information the chapter give to their members. |
| Within the past 2 years | 395 | Provider/Payer | Location is sometimes an issue but the timing of some events is a problem. If it's right at month-end or during that time, neither me or my staff can come. |
| Within the past year | 396 | Provider/Payer | Make all fill welcome. just don't get that at the meetings. |
| Within the last 6 months | 390 | Business Partner | Need more topics of interest to attract CFOs, Controllers and perhaps even CEOs. |

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HFMA Chapter Survey (FY20)
Mississippi 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 | 391 | Business Partner | Impact of disruptors in the health care delivery model. Examples of changes in market place such as rural communities. |
| Within the last 6 months | 725 | Business Partner | Leadership speaker -one at every conference |
| Within the last 6 months | 390 | Business Partner | Themes <ul style="list-style-type: none"> o Financing Sources o Grant sourcing o Fund Raising o Capital Expenditure planning and analysis o Using accounting for decision making o Financial condition analysis o Affiliations and mergers o Virtual health systems |
| Within the past year | 396 | Provider/ Payer | improving financial collection |

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HFMA Chapter Survey (FY20)
Mississippi 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 | 391 | Business Partner | As with a lot of these events across the country, there tend to be more vendors than providers. Since I am also a vendor, I am often limited on the number of us that can attend an event too. |
| Within the past year | 395 | Business Partner | I am now retired. |
| Within the last 6 months | 390 | Business Partner | I will loyally attend. However, from my perspective, content is what attracts or turns off CFOs, Controllers, and CEOs. |
| Within the last 6 months | 725 | Business Partner | Philadelphia is hard too get to, even though I like the meeting and the proximity to Dancing Rabbit golf. |
| Within the last 6 months | 389 | Provider/Payer | Employer covering cost of conference, limited travel budgets |
| Within the past 2 years | 396 | Provider/Payer | Health reasons. |
| Never | 392 | Provider/Payer | I just moved to Jackson, MS from Dallas, TX. The only event that has taken place sine I moved here was too far away to attend, and at this time financial barriers prevent my attendance as well. |
| Never | 386 | Provider/Payer | Sometimes the dates are during a busy time for me or sometimes like New Orleans its just too far for me to be able to take off work and go. I do plan on going to the upcoming one that is closer to home. |
| Within the past 2 years | 395 | Provider/Payer | Timing is an issue sometimes as well |

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Mississippi Chapter

Provider/Payer Responses Received: 17
Provider/Payer percent of all Responses Received: 63%

FY20 Net Promoter Score: 82
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 0% | Passives 18% | Promoters 82% |
|-------------------------|------------------------|-------------------------|

$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.

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Survey Timeline:

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Mississippi 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 | 0 | 0 | 1 | 2 | 2 | 12 |
| Percent | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 6% | 12% | 12% | 71% |
| Overall | 0% | | | | | | | 18% | | 82% | |
| P/P All Chapters | 12% | | | | | | | 29% | | 59% | |

FY20 Net Promoter Score: 82 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 | Mississippi 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% | 6% | 12% | 82% | 52% | <div><div></div></div> 82% |
| Addressing the right issues and topics | 0% | 0% | 6% | 24% | 71% | 47% | <div><div></div></div> 71% |
| Locating events where I can access them | 0% | 6% | 18% | 12% | 65% | 48% | <div><div></div></div> 65% |
| Keeping me up to date on state and regional issues | 0% | 0% | 6% | 29% | 65% | 52% | <div><div></div></div> 65% |
| Providing connections to others in my field | 0% | 6% | 18% | 12% | 65% | 50% | <div><div></div></div> 65% |
| Providing easy access to information | 0% | 0% | 12% | 24% | 65% | 51% | <div><div></div></div> 65% |
| Chapter networking opportunities | 0% | 0% | 6% | 41% | 53% | 50% | <div><div></div></div> 53% |
| HFMA chapter overall | 0% | 0% | 6% | 31% | 63% | 54% | <div><div></div></div> 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 |
|------------------------------------------------------------------------------|--------------------------|------------------|----------------------------|
| | Mississippi Chapter | P/P All Chapters | |
| Profitability analysis by product or service line | 18% | 19% | <div><div></div></div> 18% |
| Accounting and financial reporting issues related to emerging payment models | 35% | 24% | <div><div></div></div> 35% |
| Improving front end revenue cycle processes | 29% | 23% | <div><div></div></div> 29% |
| Changes in Medicare reimbursement policies | 18% | 25% | <div><div></div></div> 18% |
| Compliance with Medicare regulations | 6% | 17% | <div><div></div></div> 6% |
| Managing and measuring the total cost of care | 6% | 22% | <div><div></div></div> 6% |
| Improving the patient financial experience | 6% | 20% | <div><div></div></div> 6% |
| Negotiating contracts with value based payment mechanisms | 12% | 13% | <div><div></div></div> 12% |
| Prevention and management of denials | 35% | 21% | <div><div></div></div> 35% |
| Operationalizing structures and processes to reflect changing payment models | 24% | 17% | <div><div></div></div> 24% |
| Business intelligence and data analytics | 24% | 28% | <div><div></div></div> 24% |
| State legislative and regulatory update | 29% | 18% | <div><div></div></div> 29% |
| State Medicaid program | 41% | 18% | <div><div></div></div> 41% |
| Local payors and employers response to ongoing changes in healthcare | 18% | 17% | <div><div></div></div> 18% |

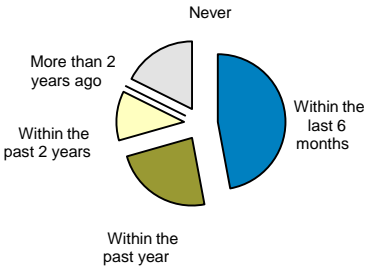
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Mississippi Chapter

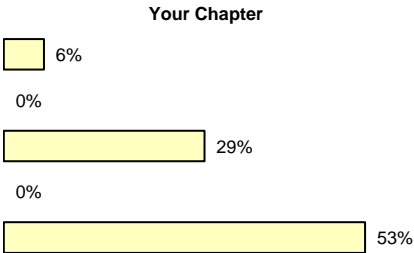
Attending an educational event

| When was the last time that you attended a chapter event? | Mississippi Chapter | P/P All Chapters |
|-----------------------------------------------------------|---------------------|------------------|
| Within the last 6 months | 47% | 39% |
| Within the past year | 24% | 19% |
| Within the past 2 years | 12% | 10% |
| More than 2 years ago | 0% | 8% |
| Never | 18% | 23% |



Attendance Barriers

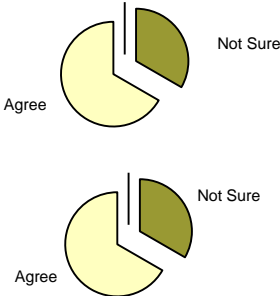
| Which barriers prevent you from attending events more frequently? | Percent of time selected | |
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| | Mississippi Chapter | P/P All Chapters |
| Event content not relevant to my job or misses the mark | 6% | 26% |
| The audience present does not support meaningful networking | 0% | 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.) | 53% | 38% |



New Member* Perceptions

| | Mississippi Chapter | P/P All Chapters |
|---------------------------------------------------------------------|---------------------|------------------|
| I received a personal welcome from my HFMA chapter | | |
| Disagree | 0% | 6% |
| Not Sure | 33% | 21% |
| Agree | 67% | 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: | 18% |



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