

**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:

<b>Detractors</b> 4%	<b>Passives</b> 19%	<b>Promoters</b> 78%
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[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.  
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**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
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**

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

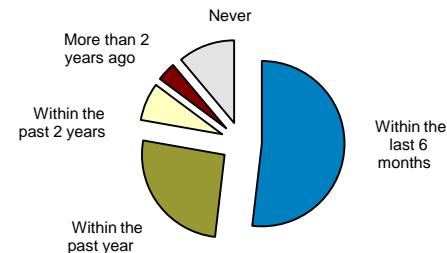
**Top Topics: members asked to select their top three topics**

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

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Mississippi Chapter**

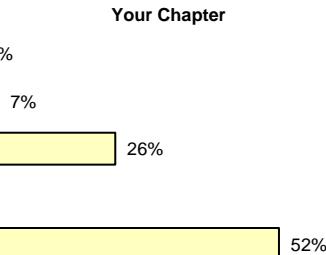
**Attending an educational event**

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**

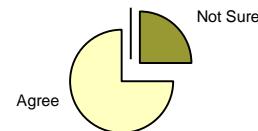
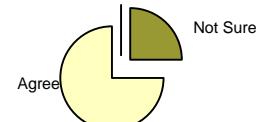
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Mississippi Chapter	All Chapters
Event content not relevant to my job or misses the mark	4%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	26%	22%
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		
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.

**Healthcare Financial Management Association  
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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 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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**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"> <li>o Financing Sources</li> <li>o Grant sourcing</li> <li>o Fund Raising</li> <li>o Capital Expenditure planning and analysis</li> <li>o Using accounting for decision making</li> <li>o Financial condition analysis</li> <li>o Affiliations and mergers</li> <li>o Virtual health systems</li> </ul>
Within the past year	396	Provider/ Payer	improving financial collection

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**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

**Healthcare Financial Management Association**  
**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:

<b>Detractors</b> 0%	<b>Passives</b> 18%	<b>Promoters</b> 82%
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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**

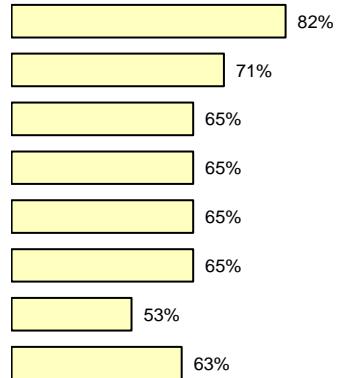
P/P All Chapters FY20 Average Net Promoter Score: **47**



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
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	6%	12%	<b>82%</b>	52%
Addressing the right issues and topics	0%	0%	6%	24%	<b>71%</b>	47%
Locating events where I can access them	0%	6%	18%	12%	<b>65%</b>	48%
Keeping me up to date on state and regional issues	0%	0%	6%	29%	<b>65%</b>	52%
Providing connections to others in my field	0%	6%	18%	12%	<b>65%</b>	50%
Providing easy access to information	0%	0%	12%	24%	<b>65%</b>	51%
Chapter networking opportunities	0%	0%	6%	41%	<b>53%</b>	50%
HFMA chapter overall	0%	0%	6%	31%	<b>63%</b>	54%

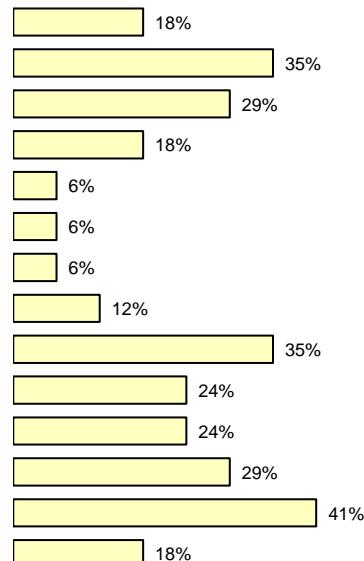
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Mississippi Chapter	P/P All Chapters
Profitability analysis by product or service line	18%	19%
Accounting and financial reporting issues related to emerging payment models	35%	24%
Improving front end revenue cycle processes	29%	23%
Changes in Medicare reimbursement policies	18%	25%
Compliance with Medicare regulations	6%	17%
Managing and measuring the total cost of care	6%	22%
Improving the patient financial experience	6%	20%
Negotiating contracts with value based payment mechanisms	12%	13%
Prevention and management of denials	35%	21%
Operationalizing structures and processes to reflect changing payment models	24%	17%
Business intelligence and data analytics	24%	28%
State legislative and regulatory update	29%	18%
State Medicaid program	41%	18%
Local payors and employers response to ongoing changes in healthcare	18%	17%

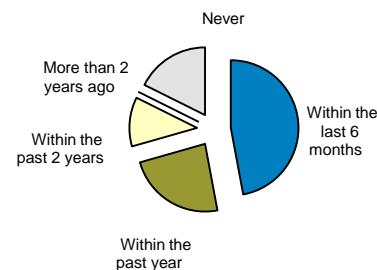
Your Chapter



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Mississippi Chapter**

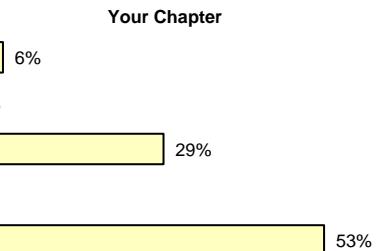
**Attending an educational event**

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**

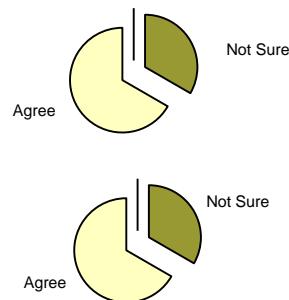
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Mississippi Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	6%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	29%	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**

Statement	Percent of Respondents	
	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%



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