

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

Nebraska Chapter

Sample Size:	267
Responses Received:	68
Response Rate:	25%
FY20 Net Promoter Score:	59
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 8%	Passives 25%	Promoters 67%
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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.
A fourth and final request to complete survey sent to non-respondents on November 22, 2019.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Nebraska 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	4	4	12	8	35
Percent	0%	0%	0%	0%	0%	2%	6%	6%	19%	13%	55%
Overall	8%							25%		67%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **59**

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	Nebraska 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%	6%	27%	66%	54%	66%
Addressing the right issues and topics	0%	3%	9%	31%	57%	49%	57%
Locating events where I can access them	3%	0%	12%	25%	60%	51%	60%
Keeping me up to date on state and regional issues	0%	3%	8%	27%	62%	53%	62%
Providing connections to others in my field	3%	1%	7%	24%	64%	51%	64%
Providing easy access to information	1%	3%	7%	21%	67%	52%	67%
Chapter networking opportunities	3%	0%	6%	24%	67%	51%	67%
HFMA chapter overall	0%	0%	7%	24%	69%	55%	69%

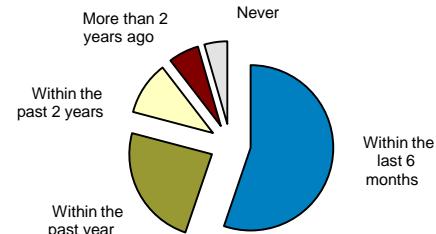
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Nebraska Chapter	All Chapters	
Profitability analysis by product or service line	18%	18%	18%
Accounting and financial reporting issues related to emerging payment models	31%	22%	31%
Improving front end revenue cycle processes	13%	23%	13%
Changes in Medicare reimbursement policies	25%	24%	25%
Compliance with Medicare regulations	19%	16%	19%
Managing and measuring the total cost of care	22%	21%	22%
Improving the patient financial experience	26%	22%	26%
Negotiating contracts with value based payment mechanisms	12%	12%	12%
Prevention and management of denials	16%	20%	16%
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	19%	20%	19%
State Medicaid program	25%	17%	25%
Local payors and employers response to ongoing changes in healthcare	13%	17%	13%

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Nebraska Chapter**

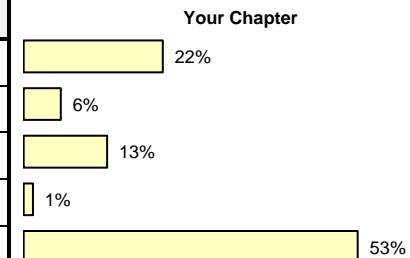
Attending an educational event

When was the last time that you attended a chapter event?	Nebraska Chapter	All Chapters
Within the last 6 months	55%	43%
Within the past year	24%	18%
Within the past 2 years	10%	9%
More than 2 years ago	6%	8%
Never	4%	22%



Attendance Barriers

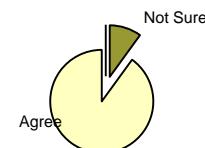
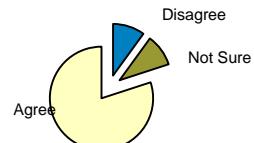
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Nebraska Chapter	All Chapters
Event content not relevant to my job or misses the mark	22%	24%
The audience present does not support meaningful networking	6%	4%
The locations are not accessible to me	13%	22%
The quality of events does not meet expectations	1%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	53%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Nebraska Chapter	All Chapters
Disagree	10%	7%
Not Sure	10%	20%
Agree	80%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	10%	24%
Agree	90%	70%

Sample (new members):	10
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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Nebraska 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	693	Provider/ Payer	Being located in Western Nebraska makes attending some events difficult, but I understand that the majority of the population is not located in that part of the state.
Within the last 6 months	685	Provider/ Payer	Best Chapter in the country!!
More than 2 years ago	683	Business Partner	I am a retired Lifetime charter member of Nebraska HFMA but have such great memories of being an active member. Learned so much and the friendship's gained are for a Lifetime. Still like to view the newsletters, etc. to yet see some friends pics, etc. Would recommend membership to anyone in the Financial positions involving Healthcare.
Within the past 2 years	683	Provider/ Payer	I would like to see more information or breakout session to just brain storm with each other on how different facility might be doing something.
Never	692	Provider/ Payer	I'm a member recently transferred from the Wisconsin Chapter Tom Wiedell MBA, FHFMA, CMCP, CMPA Follmer, Reeves and Muncie Gold Achievement Awards It would be nice to at least receive a text or phone call from the chapter president!
Within the last 6 months	687	Provider/ Payer	Maybe I have missed the opportunities that have been available but I haven't seen any ethics education opportunities offered recently at any of the meetings. Also I can never seem to find the meeting agenda's or the power points before the meeting.
Within the past year	691	Provider/ Payer	NA
Within the last 6 months	680	Provider/ Payer	please provide more revenue cycle speakers
Within the last 6 months	684	Provider/ Payer	The website is so hard to navigate.
Within the last 6 months	690	Provider/ Payer	You are doing great.

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Nebraska 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	693	Provider/ Payer	Additional Medicare Cost Report education.
Within the past year	691	Provider/ Payer	Cost accounting/profitability by service lines. Effective Data Governance strategies.
Within the last 6 months	687	Provider/ Payer	Ethics
Within the last 6 months	685	Provider/ Payer	Pricing transparency - how are facilities addressing the new requirements for specific payer information?
Never	692	Provider/ Payer	The above selection process does not work! Leadership and ethics among finance/accounting professionals.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Nebraska 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 2 years	680	Business Partner	Bad time of year
Within the last 6 months	685	Business Partner	Hospital lending needs and how banks can help
Within the last 6 months	685	Business Partner	I usually attend all the meetings. If I don't is it because of conflict or the content is not specifically relevant to my position.
Never	680	Business Partner	My schedule is planned 3-6 months in advance. When events come up in the next 2 months, I am unable to change the work commitments as they impact my client's work.
More than 2 years ago	683	Business Partner	Retired
Within the last 6 months	688	Business Partner	Sometimes job commitments make it hard to attend.
Within the past 2 years	680	Business Partner	Work and client travel demands
Within the last 6 months	684	Provider/ Payer	Being aware of what educational opportunities are available close to my area.
Within the past year	685	Provider/ Payer	cost is issue. Employer will pay for only so many conferences.
Within the past year	688	Provider/ Payer	I am not an outgoing individual in large groups. Those that have been attending for many years are friendly, but are busy doing catch up with those they know and haven't seen for a while. There was a welcome session when I first attended, however, it is very overwhelming to meet everyone and remember all of the names and where they are from. By the next session, I felt like I was a new member again and on my own. I recognize the group's intentions to help welcome people and appreciate it, but I have not been successful so far in making those lasting connections.
Within the last 6 months	687	Provider/ Payer	I appreciate the opportunity to earn my Ethics hours by attending industry related courses.
Never	692	Provider/ Payer	I just arrived here in Ainsworth NE
Within the past year	680	Provider/ Payer	I usually attend the October meeting and have attended workshops. I do not always attend other meetings due to timing conflicts with work and/or the topics are not relevant. I do not want to travel for one presentation.
Within the last 6 months	685	Provider/ Payer	I usually attend. It just depends on my work schedule and obligations.
Never	684	Provider/ Payer	I'm new to the chapter so at this time I have no barriers.
Within the last 6 months	693	Provider/ Payer	Location or timing can be difficult depending on our fiscal year end and deadlines etc.
Within the last 6 months	691	Provider/ Payer	Most events are in the eastern part of the state. I'm in the far western end of the state. It's 5 to 6 hours of travel time one way. The last even t I did attend was when there was a presentation here in Sidney.
Within the last 6 months	691	Provider/ Payer	Most of the meetings are towards the eastern part of the State.
Within the past year	685	Provider/ Payer	My current position is highly specialized and the content is more general, so I can't justify taking time away from work more often than I do.
Within the last 6 months	690	Provider/ Payer	Sometimes hard to get away for more than a day (a day for the meeting and a day or two for travel time)
Within the last 6 months	689	Provider/ Payer	Sometimes they are rev cycle related or accounting related. Sometimes there is a mix that makes it difficult to justify a day our of the office if the mix isn't enough related to my interest area.
Within the past 2 years	683	Provider/ Payer	Subjects pertain a lot to the revenue cycle and I am accounting.

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Nebraska 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	690	Provider/ Payer	This year we experienced a lot of changes with new CEO, new Board of Directors, new Accounting Software and the list goes on. It has been difficult to get away from the facility because of the demands.
Within the past year	684	Provider/ Payer	Time constraints here at the hospital-should be much better this coming year.

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

Nebraska Chapter

Provider/Payer Responses Received: 48
Provider/Payer percent of all Responses Received: 71%

FY20 Net Promoter Score: 58
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 7%	Passives 29%	Promoters 64%
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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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 Nebraska 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	3	3	10	7	22
Percent	0%	0%	0%	0%	0%	0%	7%	7%	22%	16%	49%
Overall	7%							29%		64%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **58**

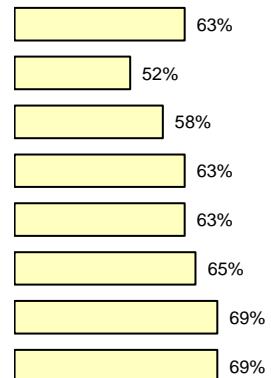
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Nebraska Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	6%	31%	63%	52%
Addressing the right issues and topics	0%	2%	8%	38%	52%	47%
Locating events where I can access them	4%	0%	6%	31%	58%	48%
Keeping me up to date on state and regional issues	0%	2%	6%	29%	63%	52%
Providing connections to others in my field	2%	2%	6%	27%	63%	50%
Providing easy access to information	2%	2%	8%	23%	65%	51%
Chapter networking opportunities	2%	0%	4%	25%	69%	50%
HFMA chapter overall	0%	0%	6%	25%	69%	54%

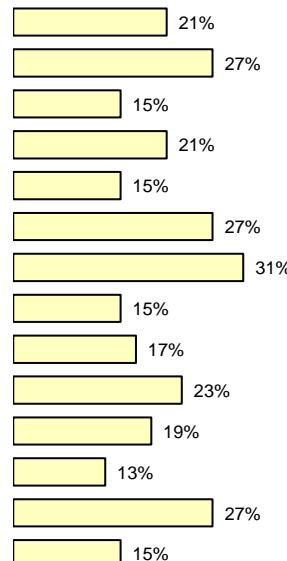
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Nebraska Chapter	P/P All Chapters
Profitability analysis by product or service line	21%	19%
Accounting and financial reporting issues related to emerging payment models	27%	24%
Improving front end revenue cycle processes	15%	23%
Changes in Medicare reimbursement policies	21%	25%
Compliance with Medicare regulations	15%	17%
Managing and measuring the total cost of care	27%	22%
Improving the patient financial experience	31%	20%
Negotiating contracts with value based payment mechanisms	15%	13%
Prevention and management of denials	17%	21%
Operationalizing structures and processes to reflect changing payment models	23%	17%
Business intelligence and data analytics	19%	28%
State legislative and regulatory update	13%	18%
State Medicaid program	27%	18%
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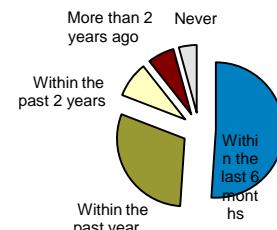
Your Chapter



**Healthcare Financial Management Association
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Nebraska Chapter**

Attending an educational event

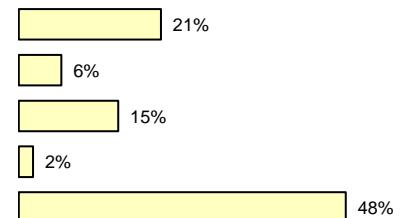
When was the last time that you attended a chapter event?	Nebraska Chapter	P/P All Chapters
Within the last 6 months	51%	39%
Within the past year	30%	19%
Within the past 2 years	9%	10%
More than 2 years ago	6%	8%
Never	4%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Nebraska Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	21%	26%
The audience present does not support meaningful networking	6%	3%
The locations are not accessible to me	15%	25%
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.)	48%	38%

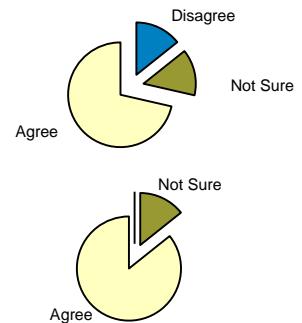
Your Chapter



New Member* Perceptions

Statement	Percent of Respondents	
	Nebraska Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	14%	6%
Not Sure	14%	21%
Agree	71%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	14%	24%
Agree	86%	69%

Sample (new members):	7
Percent of Respondents:	15%



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