

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### New Jersey Chapter

Sample Size: 775  
Responses Received: 106  
Response Rate: 14%

FY20 Net Promoter Score: 67  
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> 25%	<b>Promoters</b> 71%
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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: 95%

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)

### New Jersey 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	3	0	7	19	16	57
Percent	0%	0%	0%	1%	0%	3%	0%	7%	18%	16%	55%
Overall	4%						25%		71%		
All Chapters	12%						28%		60%		

**FY20 Net Promoter Score: 67**

**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	New Jersey Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	2%	0%	10%	30%	59%	54%	<div><div></div></div> 59%
Addressing the right issues and topics	1%	3%	10%	32%	54%	49%	<div><div></div></div> 54%
Locating events where I can access them	1%	5%	20%	27%	47%	51%	<div><div></div></div> 47%
Keeping me up to date on state and regional issues	1%	1%	7%	26%	66%	53%	<div><div></div></div> 66%
Providing connections to others in my field	1%	1%	10%	26%	62%	51%	<div><div></div></div> 62%
Providing easy access to information	1%	4%	11%	31%	52%	52%	<div><div></div></div> 52%
Chapter networking opportunities	1%	0%	12%	31%	57%	51%	<div><div></div></div> 57%
HFMA chapter overall	1%	0%	4%	30%	65%	55%	<div><div></div></div> 65%

### 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
	New Jersey Chapter	All Chapters	
Profitability analysis by product or service line	15%	18%	<div><div></div></div> 15%
Accounting and financial reporting issues related to emerging payment models	18%	22%	<div><div></div></div> 18%
Improving front end revenue cycle processes	25%	23%	<div><div></div></div> 25%
Changes in Medicare reimbursement policies	29%	24%	<div><div></div></div> 29%
Compliance with Medicare regulations	30%	16%	<div><div></div></div> 30%
Managing and measuring the total cost of care	19%	21%	<div><div></div></div> 19%
Improving the patient financial experience	12%	22%	<div><div></div></div> 12%
Negotiating contracts with value based payment mechanisms	17%	12%	<div><div></div></div> 17%
Prevention and management of denials	22%	20%	<div><div></div></div> 22%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div><div></div></div> 17%
Business intelligence and data analytics	29%	28%	<div><div></div></div> 29%
State legislative and regulatory update	24%	20%	<div><div></div></div> 24%
State Medicaid program	13%	17%	<div><div></div></div> 13%
Local payors and employers response to ongoing changes in healthcare	16%	17%	<div><div></div></div> 16%

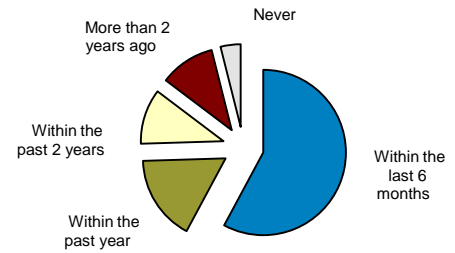
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### New Jersey Chapter

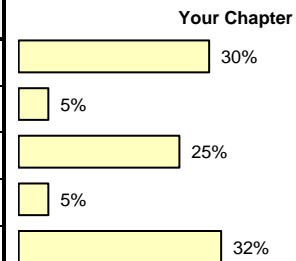
#### Attending an educational event

When was the last time that you attended a chapter event?	New Jersey Chapter	All Chapters
Within the last 6 months	58%	43%
Within the past year	17%	18%
Within the past 2 years	11%	9%
More than 2 years ago	11%	8%
Never	4%	22%



#### Attendance Barriers

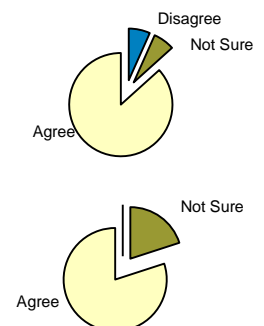
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	New Jersey Chapter	All Chapters
Event content not relevant to my job or misses the mark	30%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	25%	22%
The quality of events does not meet expectations	5%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	32%	41%



#### New Member\* Perceptions

	New Jersey Chapter	All Chapters
<b>I received a personal welcome from my HFMA chapter</b>		
Disagree	7%	7%
Not Sure	7%	20%
Agree	87%	74%
<b>I understand how to become more engaged with my HFMA chapter</b>		
Disagree	0%	7%
Not Sure	20%	24%
Agree	80%	70%

Sample (new members):	16
Percent of Respondents:	15%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**New Jersey 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 past year	089	Provider/ Payer	Better meetings, please stop having vendors come in to sell us things I hate that. Better ways the payers/ providers can work together to actually solve things
Within the last 6 months	077	Business Partner	Continue more webinars. In-person learning needs further evaluation.
Within the past year	080	Provider/ Payer	Holding more events in the southern or central part of the state
Within the last 6 months	070	Provider/ Payer	I recently attended a conference where they had an individual who was a leader in their field. That leader through out questions to the group. we sat in a circle and everyone offered how their agency was handling the situation. The round table format was great. it gave a lot of ideas. the leader was really there to keep the ideas and information flowing. Would love to see that format at an HFMA meeting.
Within the last 6 months	088	Provider/ Payer	I wish the events included more physician and hospital leaders for networking. Enjoy networking with the insurance reps and vendor reps but looking for others who walk in my shoes.
Within the last 6 months	189	Business Partner	I'm working in PA now, and live in PA, so the NJ State topics don't really help me much currently. I split my education sessions between NJ and Philly Metro Chapters for that reason.
Within the last 6 months	074	Provider/ Payer	Is there a benefit to surveying membership competencies of being a novice, so/so or expert by RevCycle/Rev-Integrity process? May be info could be used for future planning as well as education opportunities. At the same time, tap on industry experts to contribute to this wonderful org.
More than 2 years ago	081	Provider/ Payer	More events in the Camden / South Jersey area. It's difficult to attend events in North Jersey.
Within the last 6 months	082	Provider/ Payer	Most of the networking opportunities and events are located too far north for me to attend.
Within the last 6 months	080	Provider/ Payer	need more events in South Jersey
Within the last 6 months	080	Provider/ Payer	Need more events south of 295.
Within the last 6 months	190	Provider/ Payer	Need to be more open to payers and be less hospital focused. Annual institute was an example where multiple speakers openly mocked payers in the audience.
Within the last 6 months	082	Provider/ Payer	Networking activities are often located in North Jersey, which make it challenging for the members who live and work south of Trenton.
Within the last 6 months	083	Provider/ Payer	New Jersey struggles with location of events. Most are in North Jersey where most members reside and/or work. Those in the south find it difficult to attend. Not sure how to resolve, it is an ongoing issue just due to geography.
More than 2 years ago	080	Business Partner	No changes
Within the past 2 years	071	Provider/ Payer	Offer training around Newark.
Within the last 6 months	199	Provider/ Payer	Overall I think the chapter is outstanding in providing education for its members. Some (very few) programs seem recycled or outdated. And of course some presenters do a much better job than others. I would like to see an expansion of education on managing and financing population health and risk contracting.
Within the past year	083	Provider/ Payer	Provide more focused educational programs in southern NJ
Within the past 2 years	082	Provider/ Payer	Seems like most events are central or up north, how about a few more in South Jersey?
Within the past year	076	Provider/ Payer	Thank you.  Local full day seminars, and free CPE eligible webinars are wonderful and greatly appreciated.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**New Jersey 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	080	Provider/ Payer	The NJ chapter has fallen behind in its ability to keep members engaged. There has been far to little focus on the changing environment, and the chapter leadership has not placed the right level of focus on providing high quality programs that are relevant to professionals in the healthcare finance space in 2019.
More than 2 years ago	080	Provider/ Payer	There are often times that links will not work. I have also had trouble calling into different seminars & when asked about them, the phone # has changed.
Within the last 6 months	088	Provider/ Payer	Upgrade the stale weekly e-newsletter. It hasn't changed in years, the format is not reader friendly. I don't even open it anymore.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**New Jersey 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	189	Business Partner	Financial Systems to enhance Finance Teams ability to provide timely & accurate data and reporting without such a huge amount of manual/Excel based analysis. Systems that support meeting new standards (FASB - Revenue Recognition, Leases etc.)
Within the last 6 months	077	Business Partner	Information Privacy, Security and Breach Audits, Third Party Risk Management, AI for Contracts and BAAs, Cybersecurity, GRC
Within the last 6 months	085	Business Partner	population health; community benefits
Within the last 6 months	074	Provider/ Payer	Aggressive treatment on terminally ill and the elderly versus quality of life...an ethical dilemma.
Within the last 6 months	089	Provider/ Payer	Ambiguity in MCOs adopting Medicare or Medicaid policies. It appears the payers pick and choose which policies they adopt
Within the past year	083	Provider/ Payer	Artificial Intelligence in the Revenue Cycle, Price Transparency Best Practices
More than 2 years ago	080	Provider/ Payer	Audit companies that payers use--the overwhelming amount of audits hospitals receive are outrageous.
Within the last 6 months	078	Provider/ Payer	Automation and the revenue cycle.
Within the last 6 months	070	Provider/ Payer	cost accounting and data analytics in financial reporting.
Within the past 2 years	076	Provider/ Payer	Cyber security trends, insurance
Within the last 6 months	080	Provider/ Payer	Financial realities of risk based reimbursement. Balancing FFS and VBC revenue generation strategies. Patient experience in a population health environment. Accounting treatments for risk based contracts.
Within the last 6 months	088	Provider/ Payer	for those not with value based contracts - still FFS, ways for Payers to recognize quality initiatives in a meaningful and financial manner. Physician compensation changes reflecting payment changes.
Within the past year	076	Provider/ Payer	Fraud Ethics Compliance Internal Audit Emerging risks
Within the last 6 months	076	Provider/ Payer	Managed Care focus related to contracting. How to prevent denials by having strong language, audits and retractions, etc.
Within the last 6 months	085	Provider/ Payer	Topics relating to Compliance and Revenue Integrity concerns for hospitals.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**New Jersey 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	077	Business Partner	All good
More than 2 years ago	087	Business Partner	It is very hard to get out of the office to attend
More than 2 years ago	074	Business Partner	Live in NW NJ Not easy to get to Central Jersey locations
Within the last 6 months	189	Business Partner	My job is a Hybrid role encompassing Accounting (PA Health System w/ Hospital, Physician Practices, Physician Practice Revenue Model/Recognition, Phys. A/R Valuation, Valuation of IBNR Liability for Self-Funded Health Plan, Benefits Liabilities), Financial Analysis, Financial System Administrator for all Financial Systems our department uses, Project Management for all new systems implementations for our department, Process Improvement etc., Reporting to Chief Accounting Officer.
More than 2 years ago	080	Business Partner	Retirement
Within the past year	088	Business Partner	time to attend is hard to find
Within the past year	077	Business Partner	Would prefer if events were held in the Monmouth County area.
Within the last 6 months	077	Provider/Payer	cant afford the time away from work
Never	080	Provider/Payer	Employed mainly working with patient financial data
Within the last 6 months	074	Provider/Payer	Getting to Princeton during morning rush hours could be challenging...
Within the past year	080	Provider/Payer	Have meeting midway between south and north jersey
Within the last 6 months	070	Provider/Payer	I cant always get out of the office during the first two weeks of the month due to month end close.
Within the last 6 months	076	Provider/Payer	I do not seen many events held in Northern NJ
Within the past year	070	Provider/Payer	I have missed attending the educational sessions this year due to work commitments but hope to attend next year.
More than 2 years ago	081	Provider/Payer	I live in the Camden area and work in Delaware. Events in South Jersey are easier for me to attend.
Within the last 6 months	082	Provider/Payer	I participate in many events at the committee level. If things were closer, I might be able to get to more events.
Within the last 6 months	080	Provider/Payer	I usually attend
Within the last 6 months	077	Provider/Payer	I usually attend 2-3 education sessions a year- this year I have attended 3 sessions. I attend a few webinars on a yearly basis. I also have my staff attend the webinars with me.
Within the past year	076	Provider/Payer	I usually attend.
Within the past 2 years	071	Provider/Payer	It is too time consuming to travel from the Newark area to the Princeton area for training.
Within the last 6 months	078	Provider/Payer	It's hard to get out of the office for educational events.

**Healthcare Financial Management Association**  
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**New Jersey 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	089	Provider/ Payer	Long commute home
Within the last 6 months	088	Provider/ Payer	Main barrier is time away from work, second is programs that are heavy oriented towards hospitals that aren't relevant to physician practices
Within the past 2 years	082	Provider/ Payer	More in South Jersey vs. all up North or Central NJ.
Within the last 6 months	080	Provider/ Payer	My education budget is limited. When I attend events the cost is paid by my employer. So I choose wisely.
Within the past year	083	Provider/ Payer	My focus is revenue cycle operations so I try to attend programs on related issues. I live in Cape May County so any event held north of Iselin is too far to drive.
Within the last 6 months	190	Provider/ Payer	My personal timing/life events usually conflict with the dates. Nothing the chapter can do about that.
More than 2 years ago	077	Provider/ Payer	My work activity has not allowed time away from my job to attend.
Within the past 2 years	070	Provider/ Payer	My work leads to emergent issues which interfere with my attendance
Within the past year	085	Provider/ Payer	my work load stopped me from participating
Never	089	Provider/ Payer	new membership in 2019
Within the last 6 months	078	Provider/ Payer	No barriers
Within the past year	080	Provider/ Payer	Perhaps my biggest barrier was not listed, short staffed/time away from office. I do regularly attend webinars.
More than 2 years ago	080	Provider/ Payer	Rarely are there any events in southern NJ.
Within the last 6 months	083	Provider/ Payer	see previous comment
Within the last 6 months	080	Provider/ Payer	Some locations for the daily events are not local for south jersey participants.  Work schedules sometimes does not allow for a conference.
Within the past year	076	Provider/ Payer	Thank you. You guys (and gals) do an awesome job.
Within the last 6 months	085	Provider/ Payer	The issue for many of us is that we are not able to take out a block of time during the day to travel to and from an event and attend the event. Issue for those whose employers do not pay for outside education could have cost as a limiting factor. Therefore, I would say if events were very close to place of employment, did not require a full day out of the office, the topics were relevant to the roles of the member by offering guidance and practical tools by known experts in the field and inexpensive to attend would make them compelling. Offering food and drink always helps, too.
More than 2 years ago	070	Provider/ Payer	Time constraints
Within the past year	080	Provider/ Payer	Timing of the events, specifically the Annual Institute, conflicts with work deadlines.
Within the last 6 months	082	Provider/ Payer	Travelling more than an hour to get to an event is a big factor in not attending more events.



**Healthcare Financial Management Association**  
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**New Jersey 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	076	Provider/ Payer	We're a cash basis independently owned medical practice, operating under a PSA with a local hospital partner. How about more events geared towards these types of arrangements ?

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

### New Jersey Chapter

Provider/Payer Responses Received: 75  
Provider/Payer percent of all Responses Received: 71%

FY20 Net Promoter Score: 64  
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> 6%	<b>Passives</b> 25%	<b>Promoters</b> 69%
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detailed NPS information on page 2

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Healthcare Financial Management Association  
 HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
 New Jersey 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	3	0	5	13	15	35
Percent	0%	0%	0%	1%	0%	4%	0%	7%	18%	21%	49%
Overall	6%							25%		69%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 64 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	New Jersey 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	3%	0%	12%	31%	54%	52%	<div><div></div></div> 54%
Addressing the right issues and topics	1%	4%	11%	35%	49%	47%	<div><div></div></div> 49%
Locating events where I can access them	1%	5%	23%	26%	45%	48%	<div><div></div></div> 45%
Keeping me up to date on state and regional issues	1%	0%	5%	31%	62%	52%	<div><div></div></div> 62%
Providing connections to others in my field	1%	1%	9%	26%	62%	50%	<div><div></div></div> 62%
Providing easy access to information	1%	4%	12%	36%	47%	51%	<div><div></div></div> 47%
Chapter networking opportunities	1%	0%	12%	34%	53%	50%	<div><div></div></div> 53%
HFMA chapter overall	1%	0%	3%	36%	59%	54%	<div><div></div></div> 59%

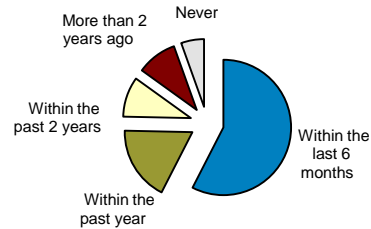
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	New Jersey Chapter	P/P All Chapters	
Profitability analysis by product or service line	13%	19%	<div><div></div></div> 13%
Accounting and financial reporting issues related to emerging payment models	12%	24%	<div><div></div></div> 12%
Improving front end revenue cycle processes	31%	23%	<div><div></div></div> 31%
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Compliance with Medicare regulations	36%	17%	<div><div></div></div> 36%
Managing and measuring the total cost of care	16%	22%	<div><div></div></div> 16%
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Negotiating contracts with value based payment mechanisms	16%	13%	<div><div></div></div> 16%
Prevention and management of denials	27%	21%	<div><div></div></div> 27%
Operationalizing structures and processes to reflect changing payment models	16%	17%	<div><div></div></div> 16%
Business intelligence and data analytics	24%	28%	<div><div></div></div> 24%
State legislative and regulatory update	21%	18%	<div><div></div></div> 21%
State Medicaid program	16%	18%	<div><div></div></div> 16%
Local payors and employers response to ongoing changes in healthcare	15%	17%	<div><div></div></div> 15%

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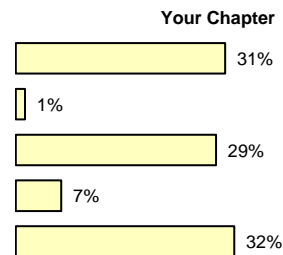
Attending an educational event

When was the last time that you attended a chapter event?	New Jersey Chapter	P/P All Chapters
Within the last 6 months	58%	39%
Within the past year	18%	19%
Within the past 2 years	10%	10%
More than 2 years ago	10%	8%
Never	5%	23%



Attendance Barriers

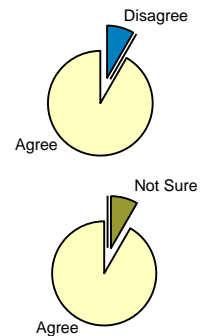
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	New Jersey Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	31%	26%
The audience present does not support meaningful networking	1%	3%
The locations are not accessible to me	29%	25%
The quality of events does not meet expectations	7%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	32%	38%



New Member\* Perceptions

	New Jersey Chapter	P/P All Chapters
<b>I received a personal welcome from my HFMA chapter</b>		
Disagree	8%	6%
Not Sure	0%	21%
Agree	92%	73%
<b>I understand how to become more engaged with my HFMA chapter</b>		
Disagree	0%	7%
Not Sure	8%	24%
Agree	92%	69%

Sample (new members):	13
Percent of Respondents:	17%



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