

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

New Mexico Chapter

Sample Size: 79
Responses Received: 18
Response Rate: 23%

FY20 Net Promoter Score: 25
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 13%	Passives 50%	Promoters 38%
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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: **83%**

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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New Mexico 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	1	4	4	3	3
Percent	0%	0%	0%	0%	0%	6%	6%	25%	25%	19%	19%
Overall	13%							50%		38%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 25

All Chapters FY20 Average Net Promoter Score: 49



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 Mexico 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%	6%	6%	39%	50%	54%	<div><div></div></div> 50%
Addressing the right issues and topics	0%	0%	11%	28%	61%	49%	<div><div></div></div> 61%
Locating events where I can access them	0%	0%	17%	17%	67%	51%	<div><div></div></div> 67%
Keeping me up to date on state and regional issues	0%	17%	0%	39%	44%	53%	<div><div></div></div> 44%
Providing connections to others in my field	0%	6%	11%	28%	56%	51%	<div><div></div></div> 56%
Providing easy access to information	6%	11%	6%	39%	39%	52%	<div><div></div></div> 39%
Chapter networking opportunities	0%	6%	6%	39%	50%	51%	<div><div></div></div> 50%
HFMA chapter overall	0%	6%	11%	44%	39%	55%	<div><div></div></div> 39%

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 Mexico Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	<div><div></div></div> 17%
Accounting and financial reporting issues related to emerging payment models	22%	22%	<div><div></div></div> 22%
Improving front end revenue cycle processes	22%	23%	<div><div></div></div> 22%
Changes in Medicare reimbursement policies	22%	24%	<div><div></div></div> 22%
Compliance with Medicare regulations	0%	16%	<div><div></div></div> 0%
Managing and measuring the total cost of care	22%	21%	<div><div></div></div> 22%
Improving the patient financial experience	28%	22%	<div><div></div></div> 28%
Negotiating contracts with value based payment mechanisms	28%	12%	<div><div></div></div> 28%
Prevention and management of denials	11%	20%	<div><div></div></div> 11%
Operationalizing structures and processes to reflect changing payment models	6%	17%	<div><div></div></div> 6%
Business intelligence and data analytics	22%	28%	<div><div></div></div> 22%
State legislative and regulatory update	28%	20%	<div><div></div></div> 28%
State Medicaid program	17%	17%	<div><div></div></div> 17%
Local payors and employers response to ongoing changes in healthcare	28%	17%	<div><div></div></div> 28%

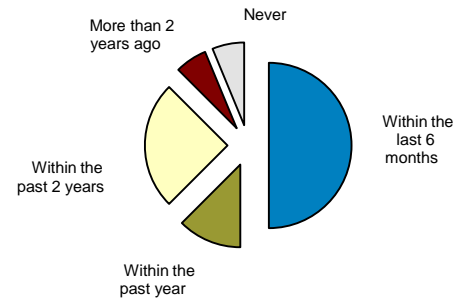
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HFMA Chapter Survey (FY20)

New Mexico Chapter

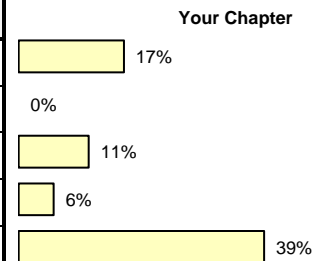
Attending an educational event

When was the last time that you attended a chapter event?	New Mexico Chapter	All Chapters
Within the last 6 months	50%	43%
Within the past year	13%	18%
Within the past 2 years	25%	9%
More than 2 years ago	6%	8%
Never	6%	22%



Attendance Barriers

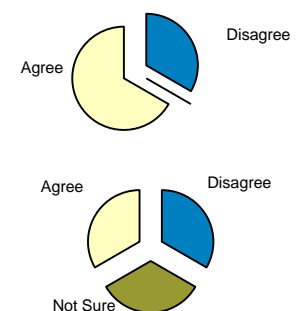
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	New Mexico Chapter	All Chapters
Event content not relevant to my job or misses the mark	17%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	11%	22%
The quality of events does not meet expectations	6%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	39%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	New Mexico Chapter	All Chapters
Disagree	33%	7%
Not Sure	0%	20%
Agree	67%	74%
I understand how to become more engaged with my HFMA chapter	New Mexico Chapter	All Chapters
Disagree	33%	7%
Not Sure	33%	24%
Agree	33%	70%

Sample (new members):	4
Percent of Respondents:	22%



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

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New Mexico 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	871	Provider/Payer	Have more time between the NMHA Annual meeting/Conference and HFMA fall Conference. It is difficult to get away for both.
Never	880	Provider/Payer	I'm new to this chapter...so my comments may not be accurate. That said, I get a lot of communications from the Texas chapter....very little from NM chapter.
Within the last 6 months	882	Provider/Payer	SHOW ME HOW TO USE AND WORK THE SYSTEM
Within the past 2 years	871	Provider/Payer	The New Mexico chapter has an exceptional leadership team. Eric has done a tremendous job and Patrick will continue to build upon the momentum that has been built.
	871	Provider/Payer	Website improvements needed. More communication from my own chapter.
Within the last 6 months	871	Business Partner	Would really like to see more opportunities to network and to be introduced to fellow members.

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New Mexico 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	871	Provider/ Payer	An update on what is happening with regard to the Health Exchange locally and nationally.

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New Mexico 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	880	Business Partner	Semi retired so all events are not needed.
Never	880	Provider/Payer	CPE is very important to me...so events must provide this for me to attend.
Within the past 2 years	875	Provider/Payer	I'm often too busy to attend.
Within the past 2 years	871	Provider/Payer	Job conflicts routinely prevent my attendance.
More than 2 years ago	881	Provider/Payer	My work schedule is too busy to take time off to attend.
Within the last 6 months	871	Provider/Payer	Some of the topic were on the mark, some not.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

New Mexico Chapter

Provider/Payer Responses Received: 16
Provider/Payer percent of all Responses Received: 89%

FY20 Net Promoter Score: 21
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 14%	Passives 50%	Promoters 36%
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 HFMA Chapter Survey (FY20) - Provider/Payer Dataset
 New Mexico Chapter

Net Promoter Score: an indicator of customer loyalty

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Detractors								Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	1	1	4	3	3	2
Percent	0%	0%	0%	0%	0%	7%	7%	29%	21%	21%	14%
Overall	14%							50%		36%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 21 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 Mexico Chapter					P/P All Chapters 5 Star	Your Chapter Percent 5 Stars
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Addressing the right issues and topics	0%	0%	13%	31%	56%	47%	<div><div></div></div> 56%
Locating events where I can access them	0%	0%	19%	19%	63%	48%	<div><div></div></div> 63%
Keeping me up to date on state and regional issues	0%	19%	0%	38%	44%	52%	<div><div></div></div> 44%
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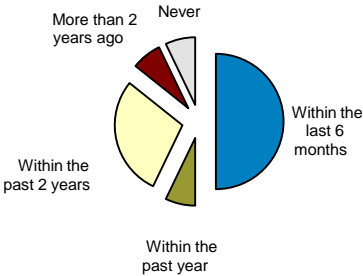
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Improving front end revenue cycle processes	13%	23%	<div><div></div></div> 13%
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Managing and measuring the total cost of care	25%	22%	<div><div></div></div> 25%
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Operationalizing structures and processes to reflect changing payment models	6%	17%	<div><div></div></div> 6%
Business intelligence and data analytics	25%	28%	<div><div></div></div> 25%
State legislative and regulatory update	25%	18%	<div><div></div></div> 25%
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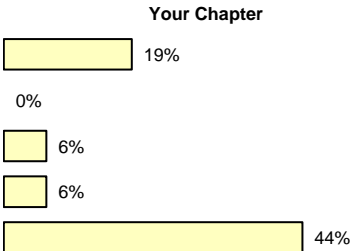
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Never	7%	23%



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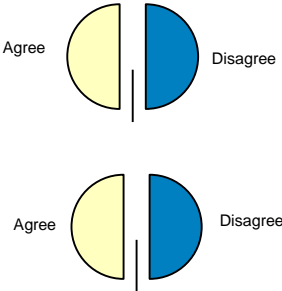
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N/A: (I usually attend / live out of the area / I work in a different field / etc.)	44%	38%



New Member* Perceptions

	Percent of time selected	
	New Mexico Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	50%	6%
Not Sure	0%	21%
Agree	50%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	50%	7%
Not Sure	0%	24%
Agree	50%	69%

Sample (new members):	3
Percent of Respondents:	19%



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