

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

## North Dakota Chapter

Sample Size:	116
Responses Received:	35
Response Rate:	30%
FY20 Net Promoter Score:	68
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> 9%	<b>Passives</b> 15%	<b>Promoters</b> 76%
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[detailed NPS information on page 2](#)

**Your FY20 combined Four and Five Star Rating-Chapter Overall:** **82%**  
[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.  
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# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### North Dakota 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	2	1	4	9	17
Percent	0%	0%	0%	0%	0%	3%	6%	3%	12%	26%	50%
Overall	9%							15%		76%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **68**

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	North Dakota 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%	3%	9%	35%	<b>53%</b>	54%	53%
Addressing the right issues and topics	0%	3%	15%	44%	<b>38%</b>	49%	38%
Locating events where I can access them	0%	0%	12%	44%	<b>44%</b>	51%	44%
Keeping me up to date on state and regional issues	3%	3%	9%	50%	<b>35%</b>	53%	35%
Providing connections to others in my field	0%	3%	9%	32%	<b>56%</b>	51%	56%
Providing easy access to information	0%	0%	15%	48%	<b>36%</b>	52%	36%
Chapter networking opportunities	0%	3%	12%	26%	<b>59%</b>	51%	59%
HFMA chapter overall	0%	0%	18%	24%	<b>58%</b>	55%	58%

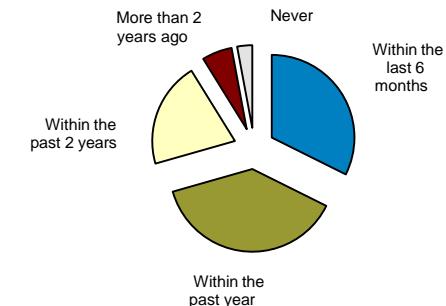
#### Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	North Dakota Chapter	All Chapters	
Profitability analysis by product or service line	14%	18%	14%
Accounting and financial reporting issues related to emerging payment models	23%	22%	23%
Improving front end revenue cycle processes	31%	23%	31%
Changes in Medicare reimbursement policies	31%	24%	31%
Compliance with Medicare regulations	14%	16%	14%
Managing and measuring the total cost of care	29%	21%	29%
Improving the patient financial experience	11%	22%	11%
Negotiating contracts with value based payment mechanisms	20%	12%	20%
Prevention and management of denials	20%	20%	20%
Operationalizing structures and processes to reflect changing payment models	26%	17%	26%
Business intelligence and data analytics	26%	28%	26%
State legislative and regulatory update	14%	20%	14%
State Medicaid program	6%	17%	6%
Local payors and employers response to ongoing changes in healthcare	14%	17%	14%

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
North Dakota Chapter**

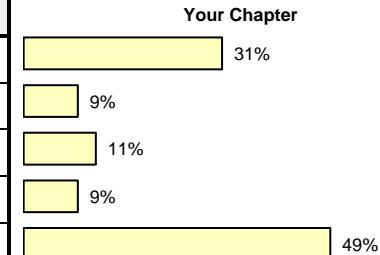
**Attending an educational event**

When was the last time that you attended a chapter event?	North Dakota Chapter	All Chapters
Within the last 6 months	32%	43%
Within the past year	38%	18%
Within the past 2 years	21%	9%
More than 2 years ago	6%	8%
Never	3%	22%



**Attendance Barriers**

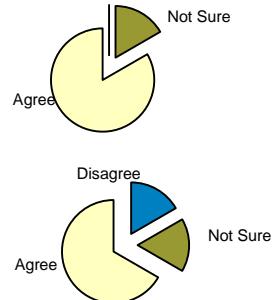
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	North Dakota Chapter	All Chapters
Event content not relevant to my job or misses the mark	31%	24%
The audience present does not support meaningful networking	9%	4%
The locations are not accessible to me	11%	22%
The quality of events does not meet expectations	9%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	49%	41%



**New Member\* Perceptions**

I received a personal welcome from my HFMA chapter	North Dakota Chapter	All Chapters
Disagree	0%	7%
Not Sure	17%	20%
Agree	83%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	17%	7%
Not Sure	17%	24%
Agree	67%	70%

Sample (new members):	7
Percent of Respondents:	20%



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

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North Dakota 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 2 years	584	Provider/ Payer	I would really like to see more healthcare finance topics, not just revenue cycle topics. There used to be several events during the year, it seems like that has cut down to half. Really liked the 1 day conference in Jamestown in the past.
Within the past year	582	Provider/ Payer	More education and networking opportunities
Within the past year	581	Business Partner	Need to focus on getting more members involved and why several others are not participating. Need to get more education meetings to cover impact items that CFOs/Controllers can utilize in their day to day work.
Within the last 6 months	581	Business Partner	Seems to be a real focus on just revenue cycle at the meetings. Finance is more than just revenue cycle. Revenue cycle is important, but would like to see more sessions on other financial aspects (i.e. operations, cost reporting, expense management, emerging trends in business intelligence, etc.). This would be a benefit to the members and could drive higher attendance.
Within the last 6 months	583	Provider/ Payer	The only chance face to face that is completely sponsored by ND HFMA is the one in February. If you miss this meeting, than I have resorted to using other sources for my information.

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North Dakota 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	583	Provider/ Payer	How can the delivery of mobile healthcare through techno devices be incorporated into brick and mortar healthcare settings?
Within the last 6 months	583	Provider/ Payer	reimbursement in all areas

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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
More than 2 years ago	581	Business Partner	Current job does not involve health care; however, my organization may be looking to purchase a clinic which would bring health care into the fold.
Within the last 6 months	581	Business Partner	Needs to be more than just revenue cycle topics. Need more topics of interest for the CFO.
Within the last 6 months	583	Provider/ Payer	Have more than one face to face meeting that is NDHFMA relevant.
More than 2 years ago	583	Provider/ Payer	I moved from CFO to CEO in our health care facility. I appreciate all the data that is provided by the chapter and the learning (print, in person and remote) opportunities that they provide. The CFO from our facility attended.  I have since retired and maintain my membership and read the material that is provided.
Within the past 2 years	584	Provider/ Payer	I would like to see more accounting/finance related topics that would relate to my role.
Within the past year	582	Provider/ Payer	My workload or the timing of the events usually prevents me from attending.
Within the past year	585	Provider/ Payer	Too busy at work to attend
Within the past year	583	Provider/ Payer	We usually just have the one big conference a year so try really hard to make it.
Within the past year	581	Provider/ Payer	workload at job

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

## North Dakota Chapter

Provider/Payer Responses Received: 26  
Provider/Payer percent of all Responses Received: 74%

FY20 Net Promoter Score: 60  
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	Passives	Promoters
12%	16%	72%



detailed NPS information on page 2

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
North Dakota 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	2	0	4	6	12
Percent	0%	0%	0%	0%	0%	4%	8%	0%	16%	24%	48%
Overall	12%							16%		72%	
P/P All Chapters	12%							29%		59%	

**FY20 Net Promoter Score: 60**

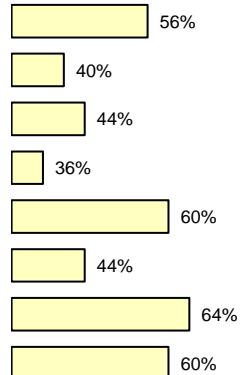
**P/P All Chapters FY20 Average Net Promoter Score: 47**

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	North Dakota Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	4%	12%	28%	<b>56%</b>	52%
Addressing the right issues and topics	0%	4%	16%	40%	<b>40%</b>	47%
Locating events where I can access them	0%	0%	12%	44%	<b>44%</b>	48%
Keeping me up to date on state and regional issues	4%	4%	12%	44%	<b>36%</b>	52%
Providing connections to others in my field	0%	4%	12%	24%	<b>60%</b>	50%
Providing easy access to information	0%	0%	16%	40%	<b>44%</b>	51%
Chapter networking opportunities	0%	4%	16%	16%	<b>64%</b>	50%
HFMA chapter overall	0%	0%	24%	16%	<b>60%</b>	54%

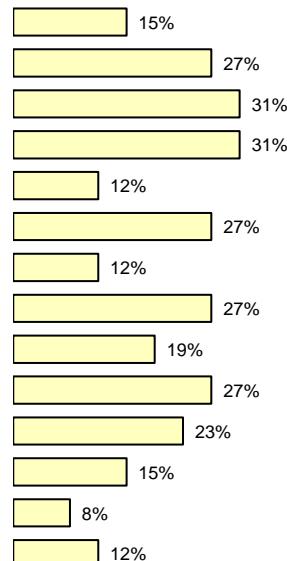
Your Chapter Percent 5 Stars



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

Please select your top three preferred topics from the list	Percent of time selected	
	North Dakota Chapter	P/P All Chapters
Profitability analysis by product or service line	15%	19%
Accounting and financial reporting issues related to emerging payment models	27%	24%
Improving front end revenue cycle processes	31%	23%
Changes in Medicare reimbursement policies	31%	25%
Compliance with Medicare regulations	12%	17%
Managing and measuring the total cost of care	27%	22%
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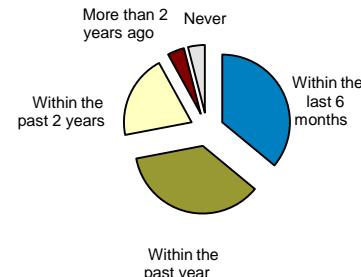
Your Chapter



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North Dakota Chapter**

**Attending an educational event**

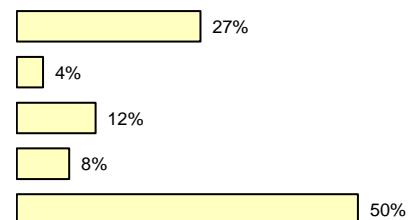
When was the last time that you attended a chapter event?	North Dakota Chapter	P/P All Chapters
Within the last 6 months	36%	39%
Within the past year	36%	19%
Within the past 2 years	20%	10%
More than 2 years ago	4%	8%
Never	4%	23%



**Attendance Barriers**

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	North Dakota Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	27%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	12%	25%
The quality of events does not meet expectations	8%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	50%	38%

**Your Chapter**



**New Member\* Perceptions**

	North Dakota 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	33%	7%
Not Sure	33%	24%
Agree	33%	69%

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



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