

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Northeast Ohio Chapter

Sample Size: 343  
Responses Received: 54  
Response Rate: 16%

FY20 Net Promoter Score: 69  
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> 8%	<b>Passives</b> 16%	<b>Promoters</b> 76%
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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: 91%

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)

### Northeast Ohio 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	3	1	3	5	15	24
Percent	0%	0%	0%	0%	0%	6%	2%	6%	10%	29%	47%
Overall	8%						16%		76%		
All Chapters	12%						28%		60%		

**FY20 Net Promoter Score: 69**

**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	Northeast Ohio 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%	12%	29%	60%	54%	<div><div></div></div> 60%
Addressing the right issues and topics	0%	0%	10%	31%	60%	49%	<div><div></div></div> 60%
Locating events where I can access them	0%	4%	8%	27%	62%	51%	<div><div></div></div> 62%
Keeping me up to date on state and regional issues	0%	2%	13%	25%	60%	53%	<div><div></div></div> 60%
Providing connections to others in my field	0%	0%	10%	25%	65%	51%	<div><div></div></div> 65%
Providing easy access to information	0%	0%	15%	21%	63%	52%	<div><div></div></div> 63%
Chapter networking opportunities	0%	0%	10%	21%	69%	51%	<div><div></div></div> 69%
HFMA chapter overall	0%	0%	10%	18%	73%	55%	<div><div></div></div> 73%

### 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
	Northeast Ohio Chapter	All Chapters	
Profitability analysis by product or service line	13%	18%	<div><div></div></div> 13%
Accounting and financial reporting issues related to emerging payment models	24%	22%	<div><div></div></div> 24%
Improving front end revenue cycle processes	17%	23%	<div><div></div></div> 17%
Changes in Medicare reimbursement policies	20%	24%	<div><div></div></div> 20%
Compliance with Medicare regulations	13%	16%	<div><div></div></div> 13%
Managing and measuring the total cost of care	19%	21%	<div><div></div></div> 19%
Improving the patient financial experience	15%	22%	<div><div></div></div> 15%
Negotiating contracts with value based payment mechanisms	11%	12%	<div><div></div></div> 11%
Prevention and management of denials	19%	20%	<div><div></div></div> 19%
Operationalizing structures and processes to reflect changing payment models	15%	17%	<div><div></div></div> 15%
Business intelligence and data analytics	52%	28%	<div><div></div></div> 52%
State legislative and regulatory update	11%	20%	<div><div></div></div> 11%
State Medicaid program	17%	17%	<div><div></div></div> 17%
Local payors and employers response to ongoing changes in healthcare	20%	17%	<div><div></div></div> 20%

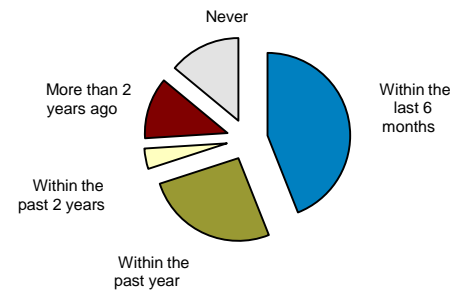
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Northeast Ohio Chapter

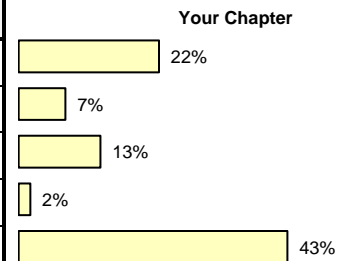
#### Attending an educational event

When was the last time that you attended a chapter event?	Northeast Ohio Chapter	All Chapters
Within the last 6 months	44%	43%
Within the past year	26%	18%
Within the past 2 years	4%	9%
More than 2 years ago	12%	8%
Never	14%	22%



#### Attendance Barriers

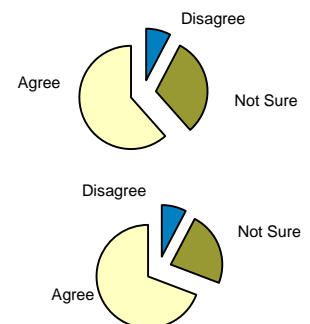
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeast Ohio Chapter	All Chapters
Event content not relevant to my job or misses the mark	22%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	13%	22%
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.)	43%	41%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Northeast Ohio Chapter	All Chapters
Disagree	8%	7%
Not Sure	31%	20%
Agree	62%	74%
I understand how to become more engaged with my HFMA chapter	Northeast Ohio Chapter	All Chapters
Disagree	8%	7%
Not Sure	23%	24%
Agree	69%	70%

Sample (new members):	15
Percent of Respondents:	28%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northeast Ohio 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	440	Business Partner	Continue to offer free CPE to chapter members
More than 2 years ago	445	Business Partner	Everything is so Cleveland focused. People in the Youngstown area kind of get short changed
Within the past year	440	Provider/ Payer	Have webinars and events at the end of month instead of beginning or middle. Too much to do with accounting close, finance committee meetings, etc..
Within the last 6 months	440	Provider/ Payer	I only gave 9 for recommendation because the topics are very specific to hospital healthcare. I would like to see more non-profit, as well as long-term care topics.
More than 2 years ago	325	Business Partner	I was active years ago but only live in the Cleveland area 5 months out of the year and travel for work while I am in Cleveland leaving almost no time to attend events. I use the webinars always.
Within the past year	441	Business Partner	Nice job guys!
Within the last 6 months	440	Provider/ Payer	Not sure. To many competing interests. HFMA gives people what they want to get out of it
Within the past year	441	Provider/ Payer	Programs are outstanding. Unfortunately, I've not been able to attend the recent programs due month end close. The ones later in the month are easier to attend.
Within the last 6 months	440	Provider/ Payer	Provide more learning opportunities beyond revenue cycle. Active membership appears to be heavily revenue cycle. With other healthcare learning topics active membership might start to diversify.
Within the past 2 years	441	Provider/ Payer	Thank you
Within the last 6 months	443	Provider/ Payer	There are not many VP's or CFO's that participate in the chapter, I find most are vendors or PFS representatives. Hence the 4 for "Providing connections to others in my field.  Thank you for making more educational topics south of Cleveland. I appreciate that effort was made to vary the locations based on member feedback.
Within the past year	441	Provider/ Payer	There are only a few events a year I attend due to content. I am in Finance and the programming is either general - women's leadership, Management/executive education, etc. or deep dive sessions seem to be geared towards revenue cycle. I wish there was more finance/accounting specific offerings.
Within the past 2 years	441	Business Partner	Would love additional small group sessions where CPEs can be earned.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northeast Ohio 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 past year	441	Business Partner	Revenue Cycle, Revenue Cycle, Revenue Cycle
Within the last 6 months	440	Business Partner	Tax-exempt organization matters Treasury and rating agency updates
Within the last 6 months	442	Provider/ Payer	Clinical cost savings. Consider a panel of physicians from Metro, UH and CC presentation on clinical cost saving initiatives at their hospitals. Or individual presentations by a physician teamed with a finance person from each hospital system.
Within the last 6 months	441	Provider/ Payer	Investments
Within the last 6 months	440	Provider/ Payer	Leadership topics Non revenue cycle topics
More than 2 years ago	443	Provider/ Payer	More education on new accounting standards such as leases, cloud based software, etc.
Within the last 6 months	440	Provider/ Payer	That is a pretty good list, tough to limit to 3

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northeast Ohio 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
More than 2 years ago	440	Business Partner	For years I was very active Now that I am retired and work 1-2 days a week my interest has waned.
Never	NULL	Business Partner	I am a new member and have not seen any events.
Within the past year	441	Business Partner	I have to travel to out of state clients
Within the last 6 months	442	Business Partner	I usually attend when I can, unless I have a big conflict with my job.
More than 2 years ago	325	Business Partner	If there were virtual events.
Within the past year	441	Business Partner	It seems fewer providers attend than previous years. I am looking to expand my client base and would love if we could get more providers to attend the events. COPAM recently gave providers a buy one admission get one free for providers to boost attendance.
Within the past year	440	Business Partner	Schedule conflicts are the primary barrier when I do not attend an event.
Within the last 6 months	440	Provider/Payer	Usually busy work and personal schedule may not leave me time for events
Within the past year	441	Provider/Payer	Barriers are related to work commitments. Beginning of month is always bad. Works better if first two week are avoided.
Within the last 6 months	443	Provider/Payer	Busy schedule, family responsibilities, sometimes the dates just don't work. Thank you for hosting the GHALI at a "Southern location" this year, I was able to attend for the first time in a few years because it was close to my home and I could go home in the evenings.
Within the last 6 months	442	Provider/Payer	For me it's the topics and/or the presenter that makes an event compelling to attend. I believe for many members clearing the calendar to attend is a major obstacle.  Webinars are an option but you lose the member interaction.
Within the past year	440	Provider/Payer	I work for a hospital based practice, not a hospital system so the content does not help to a great deal.
Within the last 6 months	441	Provider/Payer	I work for a payer (managed care contracting). Much of what HFMA programs for pertains to back office hospital functions.
Within the last 6 months	447	Provider/Payer	It's more a matter of not having the time. Too many hours spent at work and then so much going on with my kids' events that it's hard to take the time to take a day or half day for education.
Within the last 6 months	440	Provider/Payer	More topics around business intelligence, analytics, total cost of care.
More than 2 years ago	443	Provider/Payer	The company I work for has tripled in size over the last 4 years. Hard to get away to attend.
Within the past year	441	Provider/Payer	Time conflicts.
Within the last 6 months	441	Provider/Payer	Time of the month conflicted with month end close processes
Within the past year	440	Provider/Payer	Usually the dates of events are at the beginning or middle of month, I need them to be at the end of the month.
Within the past year	441	Provider/Payer	Wish events were more frequent and there was more finance specific content

# Healthcare Financial Management Association

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

January 2020

### Northeast Ohio Chapter

Provider/Payer Responses Received: 33  
Provider/Payer percent of all Responses Received: 61%

FY20 Net Promoter Score: 63  
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> 10%	<b>Passives</b> 17%	<b>Promoters</b> 73%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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.

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Healthcare Financial Management Association  
HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Northeast Ohio 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	2	1	2	3	9	13
Percent	0%	0%	0%	0%	0%	7%	3%	7%	10%	30%	43%
Overall	10%							17%		73%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 63 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	Northeast Ohio 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	0%	0%	10%	26%	65%	52%	<div></div> 65%
Addressing the right issues and topics	0%	0%	13%	26%	61%	47%	<div></div> 61%
Locating events where I can access them	0%	3%	6%	23%	68%	48%	<div></div> 68%
Keeping me up to date on state and regional issues	0%	3%	16%	23%	58%	52%	<div></div> 58%
Providing connections to others in my field	0%	0%	6%	29%	65%	50%	<div></div> 65%
Providing easy access to information	0%	0%	13%	23%	65%	51%	<div></div> 65%
Chapter networking opportunities	0%	0%	3%	26%	71%	50%	<div></div> 71%
HFMA chapter overall	0%	0%	7%	17%	77%	54%	<div></div> 77%

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
	Northeast Ohio Chapter	P/P All Chapters	
Profitability analysis by product or service line	15%	19%	<div></div> 15%
Accounting and financial reporting issues related to emerging payment models	27%	24%	<div></div> 27%
Improving front end revenue cycle processes	15%	23%	<div></div> 15%
Changes in Medicare reimbursement policies	15%	25%	<div></div> 15%
Compliance with Medicare regulations	9%	17%	<div></div> 9%
Managing and measuring the total cost of care	24%	22%	<div></div> 24%
Improving the patient financial experience	12%	20%	<div></div> 12%
Negotiating contracts with value based payment mechanisms	18%	13%	<div></div> 18%
Prevention and management of denials	15%	21%	<div></div> 15%
Operationalizing structures and processes to reflect changing payment models	15%	17%	<div></div> 15%
Business intelligence and data analytics	61%	28%	<div></div> 61%
State legislative and regulatory update	6%	18%	<div></div> 6%
State Medicaid program	12%	18%	<div></div> 12%
Local payors and employers response to ongoing changes in healthcare	24%	17%	<div></div> 24%



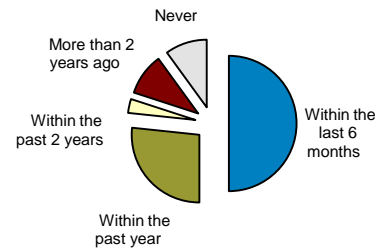
# Healthcare Financial Management Association

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

### Northeast Ohio Chapter

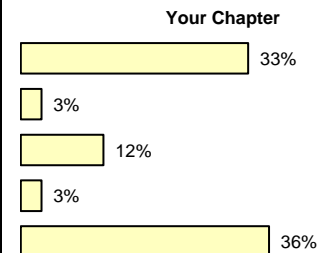
#### Attending an educational event

When was the last time that you attended a chapter event?	Northeast Ohio Chapter	P/P All Chapters
Within the last 6 months	50%	39%
Within the past year	27%	19%
Within the past 2 years	3%	10%
More than 2 years ago	10%	8%
Never	10%	23%



#### Attendance Barriers

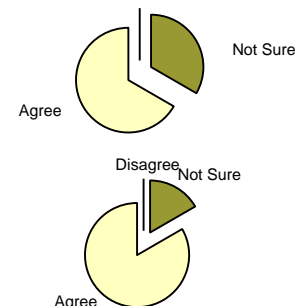
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeast Ohio Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	33%	26%
The audience present does not support meaningful networking	3%	3%
The locations are not accessible to me	12%	25%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	36%	38%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Northeast Ohio Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	33%	21%
Agree	67%	73%
I understand how to become more engaged with my HFMA chapter	Northeast Ohio Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	17%	24%
Agree	83%	69%

Sample (new members):	7
Percent of Respondents:	21%



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