

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Northeastern New York Chapter

Sample Size: 215
Responses Received: 39
Response Rate: 18%

FY20 Net Promoter Score: 64
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 10%	Passives 15%	Promoters 74%
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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: 94%

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.

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Northeastern New York 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	1	0	0	0	0	1	2	1	5	10	19
Percent	3%	0%	0%	0%	0%	3%	5%	3%	13%	26%	49%
Overall	10%						15%		74%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: 64

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	Northeastern New York Chapter					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%	13%	24%	61%	54%	<div><div></div></div> 61%
Addressing the right issues and topics	0%	5%	11%	34%	50%	49%	<div><div></div></div> 50%
Locating events where I can access them	0%	3%	3%	24%	70%	51%	<div><div></div></div> 70%
Keeping me up to date on state and regional issues	0%	3%	11%	24%	62%	53%	<div><div></div></div> 62%
Providing connections to others in my field	3%	5%	11%	24%	58%	51%	<div><div></div></div> 58%
Providing easy access to information	0%	0%	18%	24%	58%	52%	<div><div></div></div> 58%
Chapter networking opportunities	0%	3%	14%	24%	59%	51%	<div><div></div></div> 59%
HFMA chapter overall	0%	0%	5%	24%	70%	55%	<div><div></div></div> 70%

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
	Northeastern New York 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	31%	22%	<div><div></div></div> 31%
Improving front end revenue cycle processes	15%	23%	<div><div></div></div> 15%
Changes in Medicare reimbursement policies	33%	24%	<div><div></div></div> 33%
Compliance with Medicare regulations	21%	16%	<div><div></div></div> 21%
Managing and measuring the total cost of care	28%	21%	<div><div></div></div> 28%
Improving the patient financial experience	23%	22%	<div><div></div></div> 23%
Negotiating contracts with value based payment mechanisms	15%	12%	<div><div></div></div> 15%
Prevention and management of denials	13%	20%	<div><div></div></div> 13%
Operationalizing structures and processes to reflect changing payment models	8%	17%	<div><div></div></div> 8%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	13%	20%	<div><div></div></div> 13%
State Medicaid program	26%	17%	<div><div></div></div> 26%
Local payors and employers response to ongoing changes in healthcare	8%	17%	<div><div></div></div> 8%

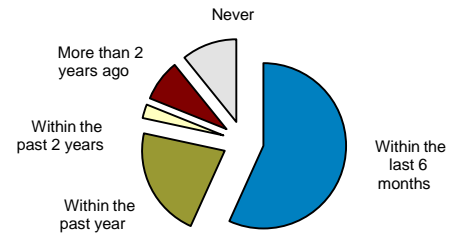
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Northeastern New York Chapter

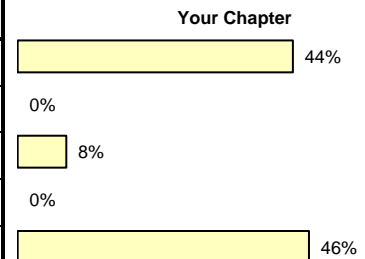
Attending an educational event

When was the last time that you attended a chapter event?	Northeastern New York Chapter	All Chapters
Within the last 6 months	57%	43%
Within the past year	22%	18%
Within the past 2 years	3%	9%
More than 2 years ago	8%	8%
Never	11%	22%



Attendance Barriers

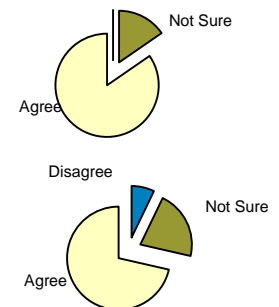
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeastern New York Chapter	All Chapters
Event content not relevant to my job or misses the mark	44%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	8%	22%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	46%	41%



New Member* Perceptions

	Northeastern New York Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	15%	20%
Agree	85%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	7%	7%
Not Sure	21%	24%
Agree	71%	70%

Sample (new members):	15
Percent of Respondents:	38%



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

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Northeastern New York 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	120	Provider/Payer	Awesome chapter; lots of folks work very hard to make this chapter very successful
Within the past year	121	Business Partner	HFMA as a whole has very few professionals in the Home Care field. Trying to incorporate Home Care as an important partner in keeping re-hospitalizations and emergency room visits low will help the continuum of care and improve hospital results. This may also bring new members from the Home Care community.
More than 2 years ago	120	Business Partner	I am still finding my way in retirement and have not determined where or if HFMA fits in my live. This issue is not the chapter's, it is mine. You should discard my survey from your sample.
Within the past year	120	Business Partner	I don't make many meetings, but that is mostly due to my unavailability. The webinars are the easiest for me to attend.
Within the last 6 months	123	Business Partner	If there was a way for you to make members aware of job or contracting opportunities that would be really great.
Within the last 6 months	123	Provider/Payer	Need more focus or alternatives for groups that are not part of a hospital system.
Within the past 2 years	041	Provider/Payer	offer more live events, and more webinars. There used to be many more in collaboration with region2.
More than 2 years ago	122	Business Partner	Too much a focus on hospitals. Need to broaden the appeal to long term care, home care, medical practices, etc.
More than 2 years ago	121	Business Partner	would like to see more Compliance content/offerings.

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Northeastern New York 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	123	Business Partner	Any of the three listed above. Also interested in the Medicare and Medicaid reimbursement issues.
Within the past year	121	Business Partner	Cyber security.
More than 2 years ago	121	Business Partner	managing state and federal grants - budget, conflicts of interest, sub-contracting.
Within the past year	120	Business Partner	That about covers it.
Within the last 6 months	123	Provider/ Payer	Medicare and ICR cost report understanding and completion.. tips and tricks, etc.

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Northeastern New York 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	120	Business Partner	I just haven't had the time or I have been traveling w/ work.
Within the past year	129	Business Partner	I live in the upper northern part of New York state so day programs are not always possible to attend.
Within the last 6 months	123	Business Partner	If I miss an event its either because I have another conflict or the topic isn't something overly meaningful to me.
Within the past year	121	Business Partner	My comment before about Home Care related topics.
More than 2 years ago	120	Business Partner	previously explained
More than 2 years ago	122	Business Partner	see previous answer
Within the last 6 months	122	Provider/ Payer	All events i have attended have been wonderful, everyone is so friendly.
Within the last 6 months	120	Provider/ Payer	Events that are scheduled within the first 10 days of a month makes it difficult to attend as that is when the accounting close occurs.
Within the last 6 months	123	Provider/ Payer	some events are for directors/executive level and I'm not at that level.
Within the last 6 months	123	Provider/ Payer	Work schedule, timing of conference tend to be when I am busiest at work.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Northeastern New York Chapter

Provider/Payer Responses Received: 26
Provider/Payer percent of all Responses Received: 67%

FY20 Net Promoter Score: 65
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 8%	Passives 19%	Promoters 73%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

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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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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Northeastern New York 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	2	0	5	6	13
Percent	0%	0%	0%	0%	0%	0%	8%	0%	19%	23%	50%
Overall	8%							19%		73%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 65 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	Northeastern New York 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%	12%	32%	56%	52%	<div></div> 56%
Addressing the right issues and topics	0%	0%	12%	44%	44%	47%	<div></div> 44%
Locating events where I can access them	0%	4%	4%	20%	72%	48%	<div></div> 72%
Keeping me up to date on state and regional issues	0%	4%	8%	28%	60%	52%	<div></div> 60%
Providing connections to others in my field	0%	0%	8%	32%	60%	50%	<div></div> 60%
Providing easy access to information	0%	0%	20%	20%	60%	51%	<div></div> 60%
Chapter networking opportunities	0%	4%	12%	24%	60%	50%	<div></div> 60%
HFMA chapter overall	0%	0%	0%	24%	76%	54%	<div></div> 76%

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
	Northeastern New York 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	31%	24%	<div></div> 31%
Improving front end revenue cycle processes	12%	23%	<div></div> 12%
Changes in Medicare reimbursement policies	35%	25%	<div></div> 35%
Compliance with Medicare regulations	19%	17%	<div></div> 19%
Managing and measuring the total cost of care	31%	22%	<div></div> 31%
Improving the patient financial experience	31%	20%	<div></div> 31%
Negotiating contracts with value based payment mechanisms	15%	13%	<div></div> 15%
Prevention and management of denials	15%	21%	<div></div> 15%
Operationalizing structures and processes to reflect changing payment models	4%	17%	<div></div> 4%
Business intelligence and data analytics	27%	28%	<div></div> 27%
State legislative and regulatory update	4%	18%	<div></div> 4%
State Medicaid program	19%	18%	<div></div> 19%
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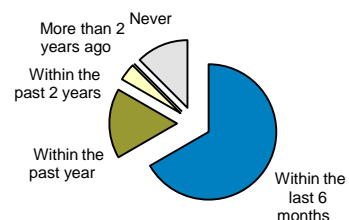
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Northeastern New York Chapter

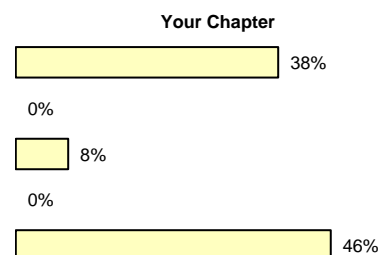
Attending an educational event

When was the last time that you attended a chapter event?	Northeastern New York Chapter	P/P All Chapters
Within the last 6 months	67%	39%
Within the past year	17%	19%
Within the past 2 years	4%	10%
More than 2 years ago	0%	8%
Never	13%	23%



Attendance Barriers

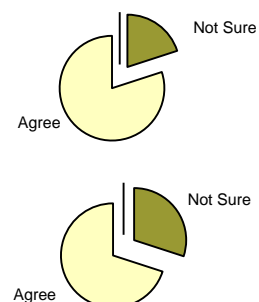
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeastern New York Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	38%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	8%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	46%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Northeastern New York Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	20%	21%
Agree	80%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Northeastern New York Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	30%	24%
Agree	70%	69%

Sample (new members):	11
Percent of Respondents:	42%



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