

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Northwest Ohio Chapter

Sample Size: 96  
Responses Received: 20  
Response Rate: 21%

FY20 Net Promoter Score: 59  
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> 12%	<b>Passives</b> 18%	<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: **90%**

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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A fourth and final request to complete survey sent to non-respondents on November 22, 2019.

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Northwest 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	1	0	0	0	0	1	0	2	1	8	4
Percent	6%	0%	0%	0%	0%	6%	0%	12%	6%	47%	24%
Overall	12%							18%		71%	
All Chapters	12%							28%		60%	

**FY20 Net Promoter Score: 59**

**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	Northwest 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	5%	0%	5%	26%	63%	54%	<div><div></div></div> 63%
Addressing the right issues and topics	5%	0%	5%	42%	47%	49%	<div><div></div></div> 47%
Locating events where I can access them	5%	0%	5%	21%	68%	51%	<div><div></div></div> 68%
Keeping me up to date on state and regional issues	5%	0%	5%	42%	47%	53%	<div><div></div></div> 47%
Providing connections to others in my field	5%	0%	11%	32%	53%	51%	<div><div></div></div> 53%
Providing easy access to information	5%	0%	5%	42%	47%	52%	<div><div></div></div> 47%
Chapter networking opportunities	6%	0%	0%	56%	39%	51%	<div><div></div></div> 39%
HFMA chapter overall	5%	0%	5%	37%	53%	55%	<div><div></div></div> 53%

### 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
	Northwest Ohio 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	20%	22%	<div><div></div></div> 20%
Improving front end revenue cycle processes	20%	23%	<div><div></div></div> 20%
Changes in Medicare reimbursement policies	20%	24%	<div><div></div></div> 20%
Compliance with Medicare regulations	30%	16%	<div><div></div></div> 30%
Managing and measuring the total cost of care	10%	21%	<div><div></div></div> 10%
Improving the patient financial experience	35%	22%	<div><div></div></div> 35%
Negotiating contracts with value based payment mechanisms	5%	12%	<div><div></div></div> 5%
Prevention and management of denials	25%	20%	<div><div></div></div> 25%
Operationalizing structures and processes to reflect changing payment models	10%	17%	<div><div></div></div> 10%
Business intelligence and data analytics	35%	28%	<div><div></div></div> 35%
State legislative and regulatory update	15%	20%	<div><div></div></div> 15%
State Medicaid program	20%	17%	<div><div></div></div> 20%
Local payors and employers response to ongoing changes in healthcare	25%	17%	<div><div></div></div> 25%

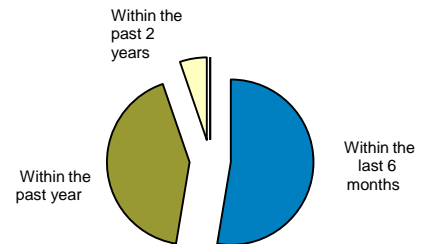
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Northwest Ohio Chapter

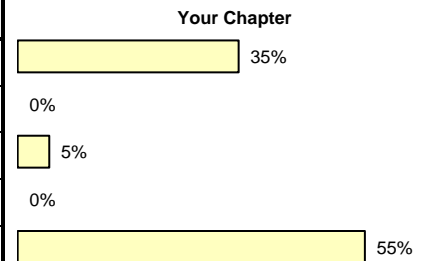
#### Attending an educational event

When was the last time that you attended a chapter event?	Northwest Ohio Chapter	All Chapters
Within the last 6 months	53%	43%
Within the past year	42%	18%
Within the past 2 years	5%	9%
More than 2 years ago	0%	8%
Never	0%	22%



#### Attendance Barriers

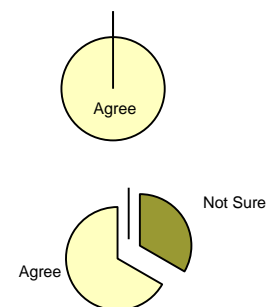
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northwest Ohio Chapter	All Chapters
Event content not relevant to my job or misses the mark	35%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	5%	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.)	55%	41%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Northwest Ohio Chapter	All Chapters
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter	Northwest Ohio Chapter	All Chapters
Disagree	0%	7%
Not Sure	33%	24%
Agree	67%	70%

Sample (new members):	5
Percent of Respondents:	25%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northwest 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	458	Provider/ Payer	I really enjoy the programming and the access and ease of travel to the sites selected. Thank you,
Within the last 6 months	435	Business Partner	Need to engage more provider reps at higher levels.
Within the last 6 months	434	Provider/ Payer	Provide an updated chapter member list frequently with contact information, employer and position. Offer a broader selection of educational opportunities.
Within the last 6 months	435	Provider/ Payer	Send out invites to programs more in advance. Many times by the time, I get the invite, I'm already booked.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northwest 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 last 6 months	435	Provider/ Payer	Payor perspective, ERM/SRM
Within the last 6 months	435	Provider/ Payer	Surprise billing and price transparency rules and regulations.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Northwest 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
Within the last 6 months	435	Business Partner	Scheduling conflicts
Within the last 6 months	435	Provider/ Payer	Already have things scheduled by the time the invite comes out.
Within the past 2 years	436	Provider/ Payer	also, conflicts with my schedule
Within the past year	448	Provider/ Payer	Date conflicts with internal meetings are my biggest barrier.
Within the past year	435	Provider/ Payer	I have an extremely busy work schedule so I only attend if it is very applicable to my work and if I can fit it into my schedule.
Within the past year	434	Provider/ Payer	I have little to no responsibility over patient revenue cycle, but in reporting from it. I will be at the cost report meetings, the DSH program meetings, the data mining discussions (especially as it pertains to the requests from Myers & Stauffer). While things like contracting, patient financial experience, charity care requirements, etc are very important, I won't be there since I don't touch that. I do need to better understand the 340b program and how they use the cost report data. I think I heard that once at an HFMA meeting, so next time it should make more sense to me!
Within the past year	448	Provider/ Payer	I often have conflicts with meeting dates and times and I have to commute an hour each way to attend meetings.
Within the last 6 months	435	Provider/ Payer	I usually attend, but sometimes have schedule conflicts.
Within the last 6 months	434	Provider/ Payer	Most meetings are on Thursdays as well as towards month end and then this tends to have a high meeting volume as employer/counterparts are trying to accomplish task completion before month end or week end.
Within the past year	433	Provider/ Payer	THE MAIN REASON IT IS DIFFICULT TO ATTEND IS THAT I COME FROM A SMALL CAH AND HAVE MANY RESPONSIBILITIES - THEREFORE IT IS TAKING THE TIME TO ATTEND.

# Healthcare Financial Management Association

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

January 2020

### Northwest Ohio Chapter

Provider/Payer Responses Received: 16  
Provider/Payer percent of all Responses Received: 80%

FY20 Net Promoter Score: 69  
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> 8%	<b>Passives</b> 15%	<b>Promoters</b> 77%
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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  
Northwest 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	1	0	1	1	7	3
Percent	0%	0%	0%	0%	0%	8%	0%	8%	8%	54%	23%
Overall	8%							15%		77%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 69 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	Northwest 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%	7%	20%	73%	52%	<div><div></div></div> 73%
Addressing the right issues and topics	0%	0%	7%	40%	53%	47%	<div><div></div></div> 53%
Locating events where I can access them	0%	0%	7%	20%	73%	48%	<div><div></div></div> 73%
Keeping me up to date on state and regional issues	0%	0%	7%	40%	53%	52%	<div><div></div></div> 53%
Providing connections to others in my field	0%	0%	13%	33%	53%	50%	<div><div></div></div> 53%
Providing easy access to information	0%	0%	7%	40%	53%	51%	<div><div></div></div> 53%
Chapter networking opportunities	0%	0%	0%	64%	36%	50%	<div><div></div></div> 36%
HFMA chapter overall	0%	0%	7%	33%	60%	54%	<div><div></div></div> 60%

Top Topics: members asked to select their top three topics

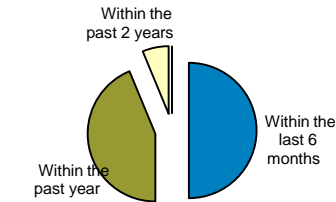
Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Northwest Ohio Chapter	P/P All Chapters	
Profitability analysis by product or service line	19%	19%	<div><div></div></div> 19%
Accounting and financial reporting issues related to emerging payment models	25%	24%	<div><div></div></div> 25%
Improving front end revenue cycle processes	25%	23%	<div><div></div></div> 25%
Changes in Medicare reimbursement policies	25%	25%	<div><div></div></div> 25%
Compliance with Medicare regulations	25%	17%	<div><div></div></div> 25%
Managing and measuring the total cost of care	13%	22%	<div><div></div></div> 13%
Improving the patient financial experience	31%	20%	<div><div></div></div> 31%
Negotiating contracts with value based payment mechanisms	0%	13%	<div><div></div></div> 0%
Prevention and management of denials	31%	21%	<div><div></div></div> 31%
Operationalizing structures and processes to reflect changing payment models	6%	17%	<div><div></div></div> 6%
Business intelligence and data analytics	44%	28%	<div><div></div></div> 44%
State legislative and regulatory update	13%	18%	<div><div></div></div> 13%
State Medicaid program	25%	18%	<div><div></div></div> 25%
Local payors and employers response to ongoing changes in healthcare	19%	17%	<div><div></div></div> 19%



Healthcare Financial Management Association  
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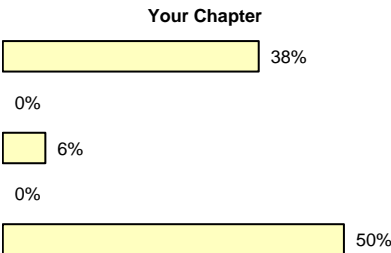
Attending an educational event

When was the last time that you attended a chapter event?	Northwest Ohio Chapter	P/P All Chapters
Within the last 6 months	50%	39%
Within the past year	44%	19%
Within the past 2 years	6%	10%
More than 2 years ago	0%	8%
Never	0%	23%



Attendance Barriers

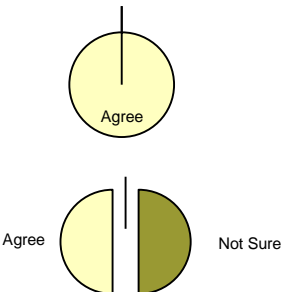
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northwest Ohio Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	38%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	6%	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.)	50%	38%



New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Northwest Ohio Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Northwest Ohio Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	50%	24%
Agree	50%	69%

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



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