

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Oklahoma Chapter

Sample Size: 597
Responses Received: 60
Response Rate: 10%

FY20 Net Promoter Score: 41
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 17%	Passives 25%	Promoters 58%
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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: 86%

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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Oklahoma 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	1	4	5	5	10	12	22
Percent	0%	0%	0%	0%	2%	7%	8%	8%	17%	20%	37%
Overall	17%							25%		58%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 41

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	Oklahoma Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	2%	2%	20%	27%	50%	54%	<div><div></div></div> 50%
Addressing the right issues and topics	2%	2%	20%	32%	45%	49%	<div><div></div></div> 45%
Locating events where I can access them	2%	3%	13%	32%	50%	51%	<div><div></div></div> 50%
Keeping me up to date on state and regional issues	2%	2%	13%	30%	53%	53%	<div><div></div></div> 53%
Providing connections to others in my field	2%	2%	12%	38%	47%	51%	<div><div></div></div> 47%
Providing easy access to information	2%	3%	13%	33%	48%	52%	<div><div></div></div> 48%
Chapter networking opportunities	3%	0%	13%	38%	45%	51%	<div><div></div></div> 45%
HFMA chapter overall	0%	0%	13%	33%	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
	Oklahoma Chapter	All Chapters	
Profitability analysis by product or service line	20%	18%	<div><div></div></div> 20%
Accounting and financial reporting issues related to emerging payment models	27%	22%	<div><div></div></div> 27%
Improving front end revenue cycle processes	30%	23%	<div><div></div></div> 30%
Changes in Medicare reimbursement policies	22%	24%	<div><div></div></div> 22%
Compliance with Medicare regulations	8%	16%	<div><div></div></div> 8%
Managing and measuring the total cost of care	8%	21%	<div><div></div></div> 8%
Improving the patient financial experience	40%	22%	<div><div></div></div> 40%
Negotiating contracts with value based payment mechanisms	12%	12%	<div><div></div></div> 12%
Prevention and management of denials	30%	20%	<div><div></div></div> 30%
Operationalizing structures and processes to reflect changing payment models	12%	17%	<div><div></div></div> 12%
Business intelligence and data analytics	13%	28%	<div><div></div></div> 13%
State legislative and regulatory update	15%	20%	<div><div></div></div> 15%
State Medicaid program	18%	17%	<div><div></div></div> 18%
Local payors and employers response to ongoing changes in healthcare	15%	17%	<div><div></div></div> 15%

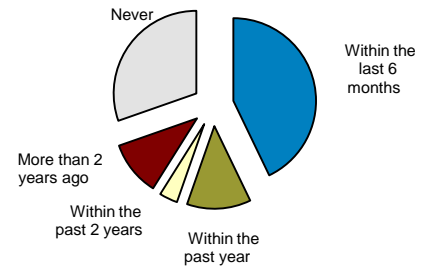
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Oklahoma Chapter

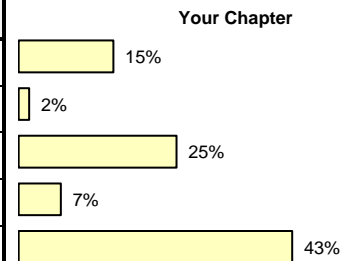
Attending an educational event

When was the last time that you attended a chapter event?	Oklahoma Chapter	All Chapters
Within the last 6 months	43%	43%
Within the past year	13%	18%
Within the past 2 years	4%	9%
More than 2 years ago	11%	8%
Never	30%	22%



Attendance Barriers

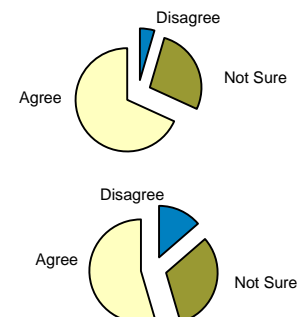
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Oklahoma Chapter	All Chapters
Event content not relevant to my job or misses the mark	15%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	25%	22%
The quality of events does not meet expectations	7%	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	Oklahoma Chapter	All Chapters
Disagree	5%	7%
Not Sure	27%	20%
Agree	68%	74%
I understand how to become more engaged with my HFMA chapter	Oklahoma Chapter	All Chapters
Disagree	14%	7%
Not Sure	32%	24%
Agree	55%	70%

Sample (new members):	25
Percent of Respondents:	42%



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

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Oklahoma 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
Never	748	Provider/ Payer	I can't suggest any improvements but just to continue to do as you have in the past.
Never	731	Provider/ Payer	I can't think of any
Never	731	Provider/ Payer	Moving from Texas Lone Star Chapter, it was hard to find information to get transferred. In the last year things do seem to have improved but the website could still use some work, and there could be more possible member events and networking. Also as a certified member more opportunities locally to get continuing education would be nice.
Within the past 2 years	748	Provider/ Payer	Oklahoma City and Tulsa are the usual locations for events.
Within the last 6 months	741	Business Partner	Program topics have been a little weak. Would really like to see us beef up the programing to be more substantive and less soft topics.
Within the last 6 months	741	Provider/ Payer	Provide more motivational speakers that relate to health care.
More than 2 years ago	731	Provider/ Payer	The focus seems to have more of a vendor focus vs provider.
Never	NULL	Business Partner	The Oklahoma Chapter does not seem to be active. HFMA has been an amazing resource for me as a professional on a large scale, but would be interested to see it more active on a state scale.
Within the past year	452	Business Partner	The vendor to provider ratio is just so high.
Within the last 6 months	744	Provider/ Payer	There has gotten to be more vendors at the meetings than providers. I would like to see more provider participation.
Within the last 6 months	741	Business Partner	Within the last year or so, I feel the agenda topics are less and less Healthcare Finance related and more social topics or soft topics. With professionals taking time away from their jobs, the agenda has to make it worth their time. Soft skills and social agendas may bring a younger generation, but not executive levels and as a vendor, I want contact with higher levels, not staff.

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Oklahoma 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	748	Business Partner	Critical Access Hospitals/Rural Hospitals Medicare Cost Report
Within the last 6 months	741	Business Partner	Reimbursement trends. 340B, Medicare DSH, Uncompensated Care (S-10)
Within the last 6 months	741	Business Partner	Why is one of the choices above only dealing with front of the rev cycle? I'd like to see middle and back of the rev cycle as well. And something on clinical documentation improvement/integrity. And 340B and hospital based clinics
Within the last 6 months	735	Provider/ Payer	Auditing and Accounting CPE for CPA licensure requirements
More than 2 years ago	731	Provider/ Payer	Connecting the health delivery model with other social service organizations within the community to address overall community health and provide better service to those who are marginalized.
Within the last 6 months	741	Provider/ Payer	Team building, engagement of staff and staff retention
Never	731	Provider/ Payer	The financial burden put on families of terminally ill family members and how to help the families. The pros of Medicaid expansion for the states and rural medical facilities.

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Oklahoma 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	731	Business Partner	I am not always available to attend events which require overnight commitments.
Within the last 6 months	741	Business Partner	I missed the Red River Showdown because the agenda didn't appeal to me
Within the past year	731	Business Partner	Meetings this past year have conflicted with other corporate obligations.
Within the past year	452	Business Partner	Sometimes the events just conflict with my work schedule and makes it difficult to set aside time to come to and HFMA event.
Never	748	Provider/Payer	Because of my job I am not able to take the time off.
Within the past 2 years	730	Provider/Payer	I am semi-retired. Therefore, I have not been attending meetings.
Never	731	Provider/Payer	I live in a small rural area and it requires travel and missing work.
Never	731	Provider/Payer	I live in far southwest Oklahoma (Altus) and there are not any chapters that are within an hour drive of my location.
More than 2 years ago	734	Provider/Payer	I often cannot attend due to the times and my drive time (2 hours to OKC, 4+ to Tulsa)
More than 2 years ago	731	Provider/Payer	I really haven't taken initiative to find what fits. I don't fault the chapter whatsoever.
Never	731	Provider/Payer	I receive emails from HFMA all the time but rarely do I get an email letting me know where and when a local meeting will be. I receive several emails about the annual conferences in other states but not on local meetings in my area.
Within the last 6 months	741	Provider/Payer	I usually attend the Tulsa meetings/events.
More than 2 years ago	729	Provider/Payer	I work remotely from home, in Arkansas, but am assigned to Oklahoma hospitals in my Appeal Liaison position.
Within the last 6 months	736	Provider/Payer	I would prefer all meetings to be in OKC. Tulsa is such a long trip from Western Oklahoma
Within the last 6 months	730	Provider/Payer	Only one item that is related to HFMA: Sometimes a few topics are issues that we have already heard. Maybe not the same speaker etc..
Within the last 6 months	740	Provider/Payer	Our chapter leadership "always" has great speakers and relative content. Reasons I wouldn't be able to attend would be due to work related priorities.
Within the last 6 months	731	Provider/Payer	Sometimes events are held during the day when I am at work, and I am unable to take off work to attend. (the hours could be changed to after work (5-6pm) so its more accessible.
Within the last 6 months	735	Provider/Payer	Timing of events. I am a CFO. The second week of the month we are closing the books and usually the third week are Board Meetings. I do not care for casino locations...cigarette smoke
Never	731	Provider/Payer	Usually the events are not close to my house and the traffic to get there is horrible. The other barrier for me is the dress code for some of these events, I have seen some wear it is a formal thing and I do NOT dress up at all to the point that I don't own anything that I could wear plus it makes me feel uncomfortable or out of my element.
More than 2 years ago	731	Provider/Payer	Vendor and vendor focus appears to be major focus.
Within the past year	740	Provider/Payer	Work is so busy it is hard to get away. Locations are great and topics are usually applicable.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Oklahoma Chapter

Provider/Payer Responses Received: 44
Provider/Payer percent of all Responses Received: 73%

FY20 Net Promoter Score: 30
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 21%	Passives 28%	Promoters 51%
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Oklahoma 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	4	5	4	8	8	14
Percent	0%	0%	0%	0%	0%	9%	12%	9%	19%	19%	33%
Overall	21%							28%		51%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 30

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	Oklahoma 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%	2%	23%	30%	45%	52%	<div><div></div></div> 45%
Addressing the right issues and topics	0%	2%	25%	34%	39%	47%	<div><div></div></div> 39%
Locating events where I can access them	0%	5%	18%	34%	43%	48%	<div><div></div></div> 43%
Keeping me up to date on state and regional issues	0%	2%	18%	30%	50%	52%	<div><div></div></div> 50%
Providing connections to others in my field	0%	2%	16%	41%	41%	50%	<div><div></div></div> 41%
Providing easy access to information	0%	5%	14%	39%	43%	51%	<div><div></div></div> 43%
Chapter networking opportunities	2%	0%	18%	41%	39%	50%	<div><div></div></div> 39%
HFMA chapter overall	0%	0%	18%	36%	45%	54%	<div><div></div></div> 45%

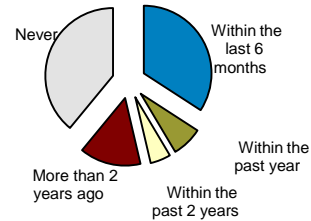
Top Topics: members asked to select their top three topics

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Accounting and financial reporting issues related to emerging payment models	25%	24%	<div><div></div></div> 25%
Improving front end revenue cycle processes	32%	23%	<div><div></div></div> 32%
Changes in Medicare reimbursement policies	20%	25%	<div><div></div></div> 20%
Compliance with Medicare regulations	9%	17%	<div><div></div></div> 9%
Managing and measuring the total cost of care	11%	22%	<div><div></div></div> 11%
Improving the patient financial experience	43%	20%	<div><div></div></div> 43%
Negotiating contracts with value based payment mechanisms	7%	13%	<div><div></div></div> 7%
Prevention and management of denials	32%	21%	<div><div></div></div> 32%
Operationalizing structures and processes to reflect changing payment models	9%	17%	<div><div></div></div> 9%
Business intelligence and data analytics	14%	28%	<div><div></div></div> 14%
State legislative and regulatory update	11%	18%	<div><div></div></div> 11%
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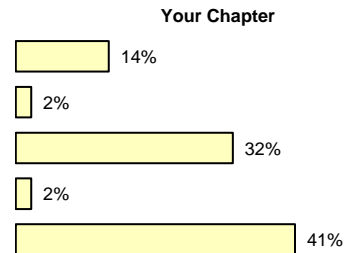
Attending an educational event

When was the last time that you attended a chapter event?	Oklahoma Chapter	P/P All Chapters
Within the last 6 months	34%	39%
Within the past year	7%	19%
Within the past 2 years	5%	10%
More than 2 years ago	15%	8%
Never	39%	23%



Attendance Barriers

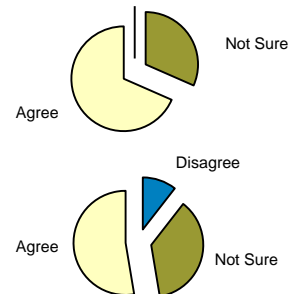
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	Oklahoma Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	14%	26%
The audience present does not support meaningful networking	2%	3%
The locations are not accessible to me	32%	25%
The quality of events does not meet expectations	2%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	41%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Oklahoma Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	32%	21%
Agree	68%	73%
I understand how to become more engaged with my HFMA chapter	Oklahoma Chapter	P/P All Chapters
Disagree	11%	7%
Not Sure	37%	24%
Agree	53%	69%

Sample (new members):	22
Percent of Respondents:	50%



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