

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Oregon Chapter

Sample Size: 1,214
Responses Received: 142
Response Rate: 12%

FY20 Net Promoter Score: 39
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 15%	Passives 31%	Promoters 54%
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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: 93%

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)

Oregon 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	1	1	1	1	8	7	14	29	17	57
Percent	1%	1%	1%	1%	1%	6%	5%	10%	21%	12%	42%
Overall	15%							31%		54%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 39

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	Oregon Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	1%	0%	12%	36%	51%	54%	<div><div></div></div> 51%
Addressing the right issues and topics	0%	0%	17%	39%	44%	49%	<div><div></div></div> 44%
Locating events where I can access them	4%	3%	13%	31%	50%	51%	<div><div></div></div> 50%
Keeping me up to date on state and regional issues	0%	0%	9%	34%	58%	53%	<div><div></div></div> 58%
Providing connections to others in my field	1%	1%	18%	28%	51%	51%	<div><div></div></div> 51%
Providing easy access to information	1%	0%	10%	32%	57%	52%	<div><div></div></div> 57%
Chapter networking opportunities	1%	0%	14%	33%	52%	51%	<div><div></div></div> 52%
HFMA chapter overall	0%	0%	7%	35%	58%	55%	<div><div></div></div> 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
	Oregon Chapter	All Chapters	
Profitability analysis by product or service line	8%	18%	<div><div></div></div> 8%
Accounting and financial reporting issues related to emerging payment models	15%	22%	<div><div></div></div> 15%
Improving front end revenue cycle processes	27%	23%	<div><div></div></div> 27%
Changes in Medicare reimbursement policies	18%	24%	<div><div></div></div> 18%
Compliance with Medicare regulations	17%	16%	<div><div></div></div> 17%
Managing and measuring the total cost of care	21%	21%	<div><div></div></div> 21%
Improving the patient financial experience	21%	22%	<div><div></div></div> 21%
Negotiating contracts with value based payment mechanisms	16%	12%	<div><div></div></div> 16%
Prevention and management of denials	28%	20%	<div><div></div></div> 28%
Operationalizing structures and processes to reflect changing payment models	18%	17%	<div><div></div></div> 18%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	20%	20%	<div><div></div></div> 20%
State Medicaid program	19%	17%	<div><div></div></div> 19%
Local payors and employers response to ongoing changes in healthcare	28%	17%	<div><div></div></div> 28%

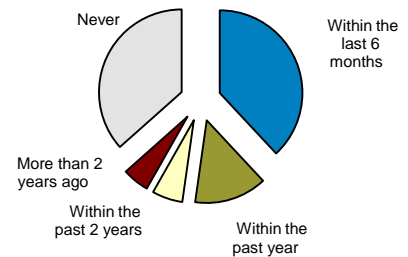
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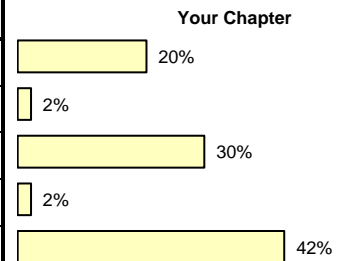
Attending an educational event

When was the last time that you attended a chapter event?	Oregon Chapter	All Chapters
Within the last 6 months	38%	43%
Within the past year	14%	18%
Within the past 2 years	6%	9%
More than 2 years ago	5%	8%
Never	37%	22%



Attendance Barriers

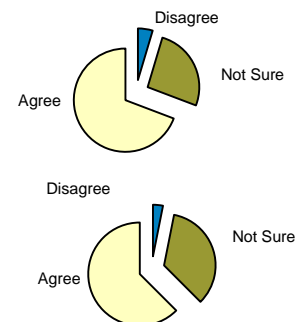
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Oregon Chapter	All Chapters
Event content not relevant to my job or misses the mark	20%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	30%	22%
The 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.)	42%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Oregon Chapter	All Chapters
Disagree	5%	7%
Not Sure	26%	20%
Agree	69%	74%
I understand how to become more engaged with my HFMA chapter	Oregon Chapter	All Chapters
Disagree	3%	7%
Not Sure	34%	24%
Agree	63%	70%

Sample (new members):	79
Percent of Respondents:	56%



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

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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	972	Provider/Payer	A year ago you did a payer forum. I don't think it was repeated this year. It was a valuable experience and I was disappointed you didn't repeat it this year.
Within the past year	972	Business Partner	Adding some discussion of national policy trends might be helpful for long range strategic planning.
Within the past year	972	Business Partner	conduct more local in person meetings.
Within the last 6 months	972	Provider/Payer	Events in Portland - at least 2x a year
Never	972	Provider/Payer	Have someone audit the training programs for incorrect information.
Within the last 6 months	972	Provider/Payer	I am pretty sure that any disconnect I feel is because I work remotely. I do get a lot of emails but anything else that could make the media connection more personal would maybe help.
Never	972	Provider/Payer	I am very new, so I love everything, I let you know when I finish my certificates!
Within the last 6 months	972	Provider/Payer	I can't speak enough about the value that this Chapter provides me! The education is phenomenal, but the relationships I have created that helps me with my day to day work is invaluable!
Never	972	Provider/Payer	i do not use your site.
More than 2 years ago	972	Provider/Payer	I do report writing for a hospital finance office. would like to meet others who do similar work. how do other hospitals assign service lines to outpatients? do they have many folks who run sql queries to get out all of the data the hospital needs for financial analysis and long term planning or do they have software that makes it easy to pull data for complex analysis.
Within the last 6 months	974	Provider/Payer	I have noticed that sometimes the vendors at conferences seem to overshadow the opportunity for networking with peers from other organizations. Occasionally presentations at conferences lean toward sales pitches from vendors, rather than learning opportunities.
Within the past year	972	Provider/Payer	I have provided feedback for some time now that you need to move away from only providing information and education on acute hospitals. There needs to be some focus on in home care services such as Home Health and Hospice. As the baby boomers age, these services will become much prevalent and as CMS tries to move services out of the acute care facilities to lower costs. Patients also want to remain in their homes as long as possible generally. It time to put some focus on these services.
Never	972	Provider/Payer	I live in Eastern Oregon and it does seem most events are too far away for me. I am not sure I understand the purpose and plan of HFMA and how it all plays in to my job as a coder.
Never	972	Provider/Payer	I live in The Dalles kind of hard to go to anything
Never	972	Provider/Payer	I live out of state so access to events is very limited.
	972	Provider/Payer	I need to know about local meetings
Within the last 6 months	972	Provider/Payer	I rate this chapter as a 15 on a scale of 1 to 5. Great job!!!
Within the past 2 years	972	Provider/Payer	I think many of the sessions are geared toward the Revenue Cycle piece of healthcare. I would appreciate more finance oriented sessions.
Within the past year	974	Provider/Payer	I work for an outpatient behavioral health agency and find that most of the sessions are focused on the needs of hospitals.
Never	972	Provider/Payer	I would like to have access to leadership classes. available online anytime.
Within the last 6 months	972	Provider/Payer	I would like to see our chapter have a healthcare futurist provide insight into health delivery in five and ten years. Strategic considerations C-Suite needs to be aware of. More timely information on CMS and commercial payer movements.
Never	972	Provider/Payer	I would prefer a weekly email instead of daily. Having a website that is updated that could be accessed with the info/links, daily whatnots...

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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	986	Provider/ Payer	Keep doing what you are doing - Oregon HFMA is AMAZING!
Within the last 6 months	970	Provider/ Payer	More balance between payor and provider community; HFMA seems to be heavily focused on provider community.
Within the last 6 months	970	Business Partner	More nuts and bolts technical accounting topics
Never	970	Provider/ Payer	My department does not reimburse for events that have a cost associated to them and the price is above my budget.
Within the last 6 months	972	Provider/ Payer	no comments
Never	971	Provider/ Payer	On October 8th your organization sent out an email with a transphobic headlining article, which I'm sorry to say I read. Ever since, I have not felt good about my organization's relationship with HFMA and I avoid reading emails or using the tools whenever I can.
Within the last 6 months	972	Provider/ Payer	Oregon chapter is AMAZING!
More than 2 years ago	974	Provider/ Payer	Provide more webinars. It's nice to go to the "live" meetings, but they are cost prohibitive with all the cuts in continuing ed & travel budgets.
Within the past year	977	Provider/ Payer	The networking is fine but when I go to an event I want substance and not so much focus on play time. Most of the info at the last two events I went to seemed old and outdated.
Within the last 6 months	972	Provider/ Payer	The Oregon Chapter is very welcoming and a lot of fun to be a part of. The educational opportunities are abundant (especially with the conferences streamed live and recorded!) and the topics are engaging. I love the networking events! I've met so many nice people from the industry because of the networking opportunities and fun activities.
Never	972	Provider/ Payer	Wonderful resource. Excellent information. A top quality organization. Thank you
Never	972	Provider/ Payer	Would like more time to attend classes, Would like classes in Vancouver. Need more notice when seminars will be held.
Within the past 2 years	978	Provider/ Payer	You need to provide more quarterly events on the eastern side of the state. I understand that a majority of the attendees attend from the western side of the state. However, you would likely have better participation and attendance from the rural facilities if the venues were located in closer proximity.

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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	970	Business Partner	Technical accounting guidance
Within the past year	972	Provider/ Payer	All the topics listed above are good relevant topics impacting our industry.
Within the past year	972	Provider/ Payer	Better ways to hold Health Insurance companies accountable for their administration of Enrollment of Providers and Facility processes, Medical Policies, and Claims processing. Summaries of changes to Medicare and Medicaid on a calendar year basis, prior to the change in the year.
Within the last 6 months	972	Provider/ Payer	cant think of one
Never	972	Provider/ Payer	High Performing (Narrow) Networks Accountable Care Organizations (ACO) Clinically Integrated Networks (CIN)
Within the last 6 months	970	Provider/ Payer	Highlights of future plans put forward by presidential candidates: Medicare for all; CCOs; etc.
Never	972	Provider/ Payer	i do not care
Within the past year	974	Provider/ Payer	Integrating behavioral health and SUDS - challenges and successes
Never	972	Provider/ Payer	Leadership
Within the last 6 months	972	Provider/ Payer	Operationalizing data science for better financial and revenue cycle outcomes. Where do you find data scientists and use those talents for working smarter, not harder?
More than 2 years ago	972	Provider/ Payer	outpatient service line reporting
Within the past year	972	Provider/ Payer	Prevention and management of denials.
Within the last 6 months	986	Provider/ Payer	Streamlining Payer process for auth/claim processing in real time (less than 30 days would be good too!).
Never	972	Provider/ Payer	The topics you have listed are all of interest to me. Thank you

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Oregon 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
Never	972	Business Partner	Being encouraged by management to attend
Within the past year	972	Business Partner	Costs to travel to locations primarily.
Within the last 6 months	970	Business Partner	I try to attend when I can, but work conflicts oftentimes makes it difficult.
Within the last 6 months	970	Business Partner	<p>I'm the head of a consulting and technology firm focused on operational performance improvement across the hospital/ambulatory enterprise. We're not as focused on Rev Cycle related subjects, instead focusing primarily on labor, since this represents largest expense item for providers.</p> <p>The annual meeting is great for networking, however the other smaller events don't have quite the attendee composition that we like to mingle with (C-suite), and have more of a rev cycle emphasis.</p> <p>I can't recommend you do anything different in this area. There's simply a slight mis-match for us with regard to networking opportunities at most events besides the annual meeting.</p>
Within the past year	972	Business Partner	Sadly I am on a contract job in CA, hope to return to OR soon!
Within the past year	972	Provider/ Payer	<p>1) My coworker and I have to split our attendance so someone is always in the office.</p> <p>2) I don't always receive the local information, I have to look that up. My inbox only gives me the national newsletters. I'll check and ensure I'm on the list of the local.</p>
Within the last 6 months	972	Provider/ Payer	A keynote speaker that is really compelling, like the level that the national conference brings in.
Never	972	Provider/ Payer	As coder, how does HFMA really relate to my job. Events are not in my area and do not seem to be relevant to my job. It seems more management focused.
Never	971	Provider/ Payer	As stated in a prior section, I have avoided events due to the transphobic communication sent out in October,
Within the past year	977	Provider/ Payer	Cost can be a barrier, my company limits the amount we can spend each year so picking events with strong topics is key.
Within the last 6 months	972	Provider/ Payer	Depending on the agenda and my schedule, I try to attend when in the Portland area. Most of HFMA is geared towards hospital and I am on the professional side, maybe incorporate more professional billing topics would help my attendance. Thank you.
Never	972	Provider/ Payer	don't have the time. understaffing issue
Never	971	Provider/ Payer	events have not been close or are held on days i work a 12 hr shift
Within the last 6 months	974	Provider/ Payer	Frequently my work schedule does not accommodate conference travel.
More than 2 years ago	972	Provider/ Payer	have great motivational speakers to start the day followed up by lots of talks about service line/cost data and how folks pull it and analyze it
Never	971	Provider/ Payer	I am not in leadership so am not one of the people who would normally attend
Never	972	Provider/ Payer	I am not offered an opportunity to attend any events by my Employer
Never	972	Provider/ Payer	I am sorry I cant make the time to see or hear our chapters events do work to work schedule and being able to leave.
Never	972	Provider/ Payer	i do not use
Never	972	Provider/ Payer	I live 80+ miles away from the area
Never	972	Provider/ Payer	I live across the country. Having the option to join by webinar and watch or even listen to meeting would amazing.

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Oregon Chapter

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Never	972	Provider/ Payer	I live out of the area
Within the last 6 months	972	Provider/ Payer	I think having a live stream accessible to all members would be wonderful.
Within the last 6 months	971	Provider/ Payer	i usually attend, when they are local
Never	972	Provider/ Payer	I work for OHSU but I am located in Michigan now.
Never	972	Provider/ Payer	I work in The Dalles, OR. 1 1/2 hours away from Portland. Not able to take time off work, or get into Portland that often.
Within the last 6 months	972	Provider/ Payer	I would like to see more details on Vendor Management.
Never	970	Provider/ Payer	I would love to attend there have just been issues with childcare and traveling to the HFMA locations
Within the past 2 years	972	Provider/ Payer	If it is not online, then it is harder to take the time away from work to attend.
Never	970	Provider/ Payer	If there is a cost associated, it is not in my budget. Often work or family demands conflict with the times they are offered.
Never	972	Provider/ Payer	If you held an event that was focused on information related to: High Performing (Narrow) Networks Accountable Care Organizations (ACO) Clinically Integrated Networks (CIN)
Within the past year	972	Provider/ Payer	I'm a Business Line CFO in Home & Community Care and your agendas are generally geared to acute care facilities.
More than 2 years ago	974	Provider/ Payer	I'm continuing my own membership, cost prohibitive to attend when paying my own way.
Within the last 6 months	970	Provider/ Payer	It's more of the cost of coming to a conference. Budgets are tight and getting approval is hard.
Within the last 6 months	970	Provider/ Payer	More broad healthcare topics. Most attendees work at hospitals so that's where most of the content is, but it would be nice to see some content for other attendees, even if there's not a lot of this content.
Within the past 2 years	972	Provider/ Payer	More finance sessions offered
Never	972	Provider/ Payer	Most of the events are more for the front end and the back end. Working in customer service we're a grey area. We mostly deal with the patients and there's a lack of trainings on that front.
Within the past 2 years	970	Provider/ Payer	Most people probably prefer vacation-like locations, so I don't think there is a need to change. I just don't like to drive far away to attend an event.
Within the last 6 months	970	Provider/ Payer	My company only allows 1-2 conferences per year due to training budget.
Within the last 6 months	972	Provider/ Payer	My company pays for my attendance and only allows so much per year.
Within the past year	971	Provider/ Payer	My employer will only pay for one event a year.
Never	972	Provider/ Payer	My employers budget only allows for a certain number of staff to attend. It could be due to the cost of registration.
Never	972	Provider/ Payer	My field is small in the realm of this service and wouldn't apply to others.
Never	972	Provider/ Payer	My job is so tremendously busy that I can rarely take even an hour out of the office. That's why I love your email information.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Never	973	Provider/ Payer	My organization will not pay for the fees
Within the past year	972	Provider/ Payer	My schedule has been so busy it hasn't permitted me to attend as much as I want.
Never	972	Provider/ Payer	My supervisor is not in HMFA and will not let me go, let alone try to share info that I learn with her. I work for Providence, who works with you! I am taking the certificate classes! She does not accept the changes in healthcare, she is the reason our jobs get outsourced
Within the last 6 months	970	Provider/ Payer	Pick areas that are easy to access (parking, close to Portland, etc.).
Within the last 6 months	972	Provider/ Payer	some of the events are out of my area
Within the last 6 months	972	Provider/ Payer	The conferences are always well worth attending!
Within the last 6 months	972	Provider/ Payer	the event I did attend I attended by streaming and was appreciative that it was an option. it did have tech glitches a lot though
Within the past year	973	Provider/ Payer	The number one reason I attend or not is the agenda, followed closely by my workload or ability to be away from the office. I usually attend, which means the chapter is getting the agenda right!
Within the past year	972	Provider/ Payer	Too busy. :)
Within the past year	972	Provider/ Payer	Unable to take time away to attend
Within the last 6 months	972	Provider/ Payer	We rotate with the other staff in our office so we usually only each attend one conference a year, but there is always representation of our company at each one.
Within the last 6 months	972	Provider/ Payer	With kiddos it's hard for me to justify being away from them when the event is not local more than once a year. Also, the timing of the events are usually during weeks that I have meetings for my job that can be difficult to reschedule.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Oregon Chapter

Provider/Payer Responses Received: 122
Provider/Payer percent of all Responses Received: 86%

FY20 Net Promoter Score: 34
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Count	1	1	1	1	1	8	5	14	27	14	44
Percent	1%	1%	1%	1%	1%	7%	4%	12%	23%	12%	38%
Overall	15%							35%		50%	
P/P All Chapters	12%							29%		59%	

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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	Oregon Chapter					P/P All Chapters 5 Star	Your Chapter Percent 5 Stars
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Chapter networking opportunities	2%	0%	14%	36%	47%	50%	<div><div></div></div> 47%
HFMA chapter overall	0%	0%	8%	38%	54%	54%	<div><div></div></div> 54%

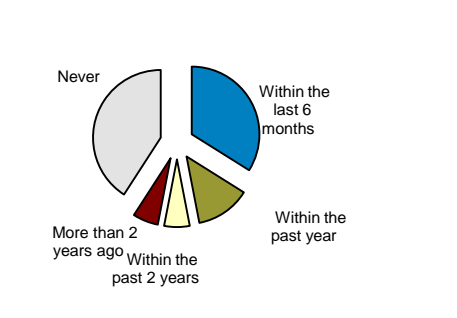
Top Topics: members asked to select their top three topics

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State legislative and regulatory update	16%	18%	<div><div></div></div> 16%
State Medicaid program	20%	18%	<div><div></div></div> 20%
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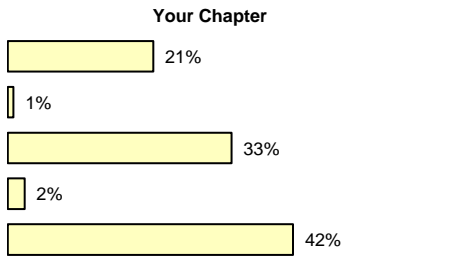
Attending an educational event

When was the last time that you attended a chapter event?	Oregon Chapter	P/P All Chapters
Within the last 6 months	34%	39%
Within the past year	13%	19%
Within the past 2 years	6%	10%
More than 2 years ago	6%	8%
Never	41%	23%



Attendance Barriers

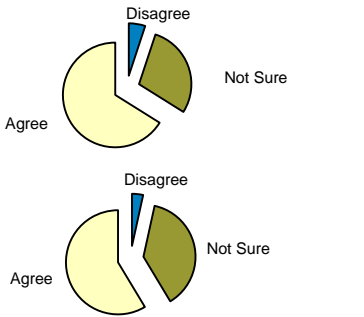
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Oregon Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	21%	26%
The audience present does not support meaningful networking	1%	3%
The locations are not accessible to me	33%	25%
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.)	42%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Oregon Chapter	P/P All Chapters
Disagree	5%	6%
Not Sure	29%	21%
Agree	66%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Oregon Chapter	P/P All Chapters
Disagree	3%	7%
Not Sure	38%	24%
Agree	59%	69%

Sample (new members):	71
Percent of Respondents:	58%



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