Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Rochester Regional Chapter

Sample Size:	**382**
Responses Received:	**56**
Response Rate:	**15%**
FY20 Net Promoter Score:	**67**
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	Passives	Promoters
4%	26%	70%

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.
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Rochester Regional Chapter

Net Promoter Score: an indicator of customer loyalty

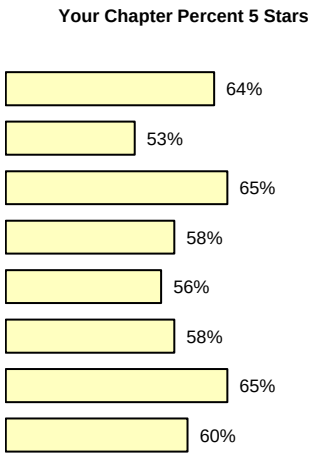
	Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?										
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	2	0	7	7	10	28
Percent	0%	0%	0%	0%	0%	4%	0%	13%	13%	19%	52%
Overall	4%							26%		70%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 67 **All Chapters FY20 Average Net Promoter Score:** 49

Net Promoter Score = % Promoters − % Detractors

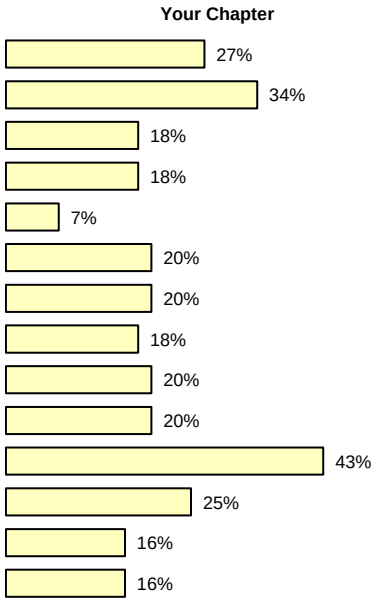
Star ratings of various aspects of chapter services to members

How many stars out of 5 would you give to your chapter on each of these aspects of service	Rochester Regional Chapter 1 Star	2 Stars	3 Stars	4 Stars	5 Stars	All Chapters 5 Star
Producing quality educational programming	0%	0%	11%	25%	**64%**	54%
Addressing the right issues and topics	0%	0%	11%	36%	**53%**	49%
Locating events where I can access them	2%	4%	7%	22%	**65%**	51%
Keeping me up to date on state and regional issues	0%	2%	15%	25%	**58%**	53%
Providing connections to others in my field	0%	5%	18%	20%	**56%**	51%
Providing easy access to information	2%	0%	13%	27%	**58%**	52%
Chapter networking opportunities	0%	0%	13%	22%	**65%**	51%
HFMA chapter overall	0%	0%	9%	31%	**60%**	55%



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected: Rochester Regional Chapter	All Chapters
Profitability analysis by product or service line	**27%**	18%
Accounting and financial reporting issues related to emerging payment models	**34%**	22%
Improving front end revenue cycle processes	**18%**	23%
Changes in Medicare reimbursement policies	**18%**	24%
Compliance with Medicare regulations	**7%**	16%
Managing and measuring the total cost of care	**20%**	21%
Improving the patient financial experience	**20%**	22%
Negotiating contracts with value based payment mechanisms	**18%**	12%
Prevention and management of denials	**20%**	20%
Operationalizing structures and processes to reflect changing payment models	**20%**	17%
Business intelligence and data analytics	**43%**	28%
State legislative and regulatory update	**25%**	20%
State Medicaid program	**16%**	17%
Local payors and employers response to ongoing changes in healthcare	**16%**	17%



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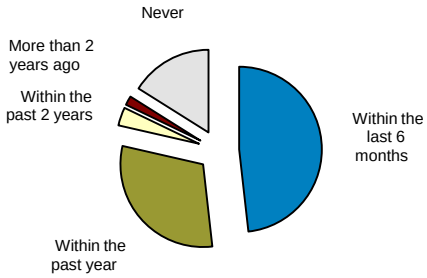
HFMA Chapter Survey (FY20)
Rochester Regional Chapter

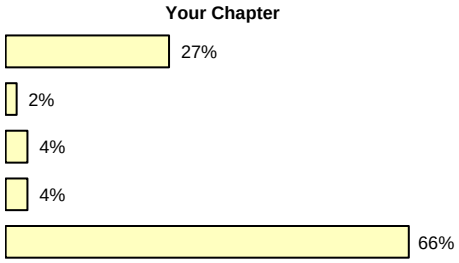
Attending an educational event

When was the last time that you attended a chapter event?	Rochester Regional Chapter	All Chapters
Within the last 6 months	**48%**	43%
Within the past year	**30%**	18%
Within the past 2 years	**4%**	9%
More than 2 years ago	**2%**	8%
Never	**16%**	22%



Attendance Barriers

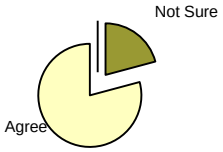
Which barriers prevent you from attending events more frequently?	Percent of time selected: Rochester Regional Chapter	Percent of time selected: All Chapters
Event content not relevant to my job or misses the mark	**27%**	24%
The audience present does not support meaningful networking	**2%**	4%
The locations are not accessible to me	**4%**	22%
The quality of events does not meet expectations	**4%**	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	**66%**	41%



New Member* Perceptions

Sample (new members):	24
Percent of Respondents:	43%

	Rochester Regional Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	**0%**	7%
Not Sure	**29%**	20%
Agree	**71%**	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	**0%**	7%
Not Sure	**21%**	24%
Agree	**79%**	70%



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

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Rochester Regional 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	146	Provider/ Payer	Better email communication- not all members on Facebook Update website (include current Officer information & committees) Better Committee participation Reach out to new(er) members Communicate Founders Points requirements annually before deadlines Education topics to address all members Give dates for education & networking events further out Social events that are family oriented & not to all happy - hour related events (summer ball game, community walk for xxxx, etc.)
Within the last 6 months	146	Provider/ Payer	I am very happy with the Rochester Chapter's membership engagement. I feel well informed of all opportunities offered through the chapter. There are a number of different events to chose from and I do not feel overwhelmed by the array of choices, but more excited about the chance to experience new things. Well done Rochester Chapter!
Within the past year	136	Business Partner	I might have missed an email but I did not see that there was a fall event. I use these events to get CPEs for my CPA license. Since the membership costs went up so much this year, I am not certain if I continue to find the value of membership especially if there are fewer CPE opportunities.
Within the last 6 months	145	Provider/ Payer	I've really enjoyed the opportunities offered locally to network with other Healthcare professionals! Nice work :)
Within the last 6 months	146	Provider/ Payer	More BI related content would be nice
Within the last 6 months	030	Business Partner	The chapter, people, events, networking has been fantastic over this past year. I'm very happy to be involved and be a part of the chapter.
Within the past year	144	Provider/ Payer	The educational sessions seemed to have dropped off from the last several years.
Within the past year	144	Business Partner	There have been fewer events in recent years. Some of the networking opportunities have been lost most due to lack of attendance. We see little of top level administrators at events.
Within the last 6 months	145	Business Partner	Website updates.

Healthcare Financial Management Association
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Rochester Regional 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	146	Provider/ Payer	capital leasing
Within the last 6 months	146	Provider/ Payer	Current events - especially with upcoming election
Within the past year	145	Provider/ Payer	More Long Term Care education opportunities.
Within the last 6 months	144	Provider/ Payer	Using data to lead your team??

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Rochester Regional 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	145	Business Partner	I just didn't know about any up until recently.
Never	146	Business Partner	I just started
Never	145	Business Partner	I work in HIM so sometimes the topics are not pertinent to my job. I also don't get notices of meetings very regularly
Within the last 6 months	145	Business Partner	N/A
Within the past year	146	Provider/ Payer	Hard for me to attend events after work hours due to various other commitments
Within the last 6 months	146	Provider/ Payer	I usually attend when I'm able to - if I don't it is usually do to the time commitment, so the half days are more convenient.
Within the past 2 years	149	Provider/ Payer	Live in Southern Tier
Never	146	Provider/ Payer	My work schedule is often too busy.
Within the last 6 months	146	Provider/ Payer	Some of the times in which events occurs is hard to get out of the office to attend.
Within the last 6 months	146	Provider/ Payer	The majority of chapter events happen after working hours. Therefore on some days I have school commitments and can not attend. However, any that do not fall on a school or family commitment day, I typically attend.
Within the past year	144	Provider/ Payer	Usually bogged down at work to break away.
Within the past year	146	Provider/ Payer	Work commitments typically prevent me from attending HFMA events.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Rochester Regional Chapter

Provider/Payer Responses Received:	**44**
Provider/Payer percent of all Responses Received:	**79%**
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:

Detractors	Passives	Promoters
5%	21%	74%

detailed NPS information on page 2

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Rochester Regional Chapter

Net Promoter Score: an indicator of customer loyalty

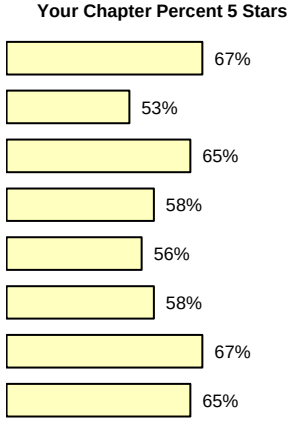
	Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?										
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	2	0	4	5	8	23
Percent	0%	0%	0%	0%	0%	5%	0%	10%	12%	19%	55%
Overall	5%							21%		74%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 69 **P/P All Chapters FY20 Average Net Promoter Score:** 47

Net Promoter Score = % Promoters − % 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	Rochester Regional Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	9%	23%	**67%**	52%
Addressing the right issues and topics	0%	0%	7%	40%	**53%**	47%
Locating events where I can access them	2%	2%	9%	21%	**65%**	48%
Keeping me up to date on state and regional issues	0%	2%	16%	23%	**58%**	52%
Providing connections to others in my field	0%	5%	19%	21%	**56%**	50%
Providing easy access to information	2%	0%	9%	30%	**58%**	51%
Chapter networking opportunities	0%	0%	14%	19%	**67%**	50%
HFMA chapter overall	0%	0%	7%	28%	**65%**	54%



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
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Improving front end revenue cycle processes	**11%**	23%
Changes in Medicare reimbursement policies	**18%**	25%
Compliance with Medicare regulations	**5%**	17%
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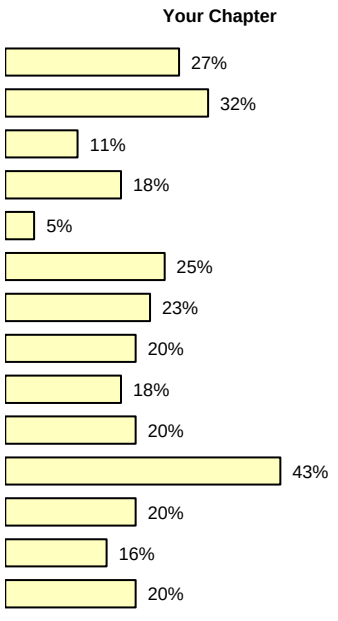

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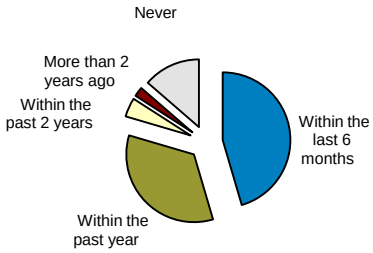
Rochester Regional Chapter

Attending an educational event

When was the last time that you attended a chapter event?	Rochester Regional Chapter	P/P All Chapters
Within the last 6 months	**45%**	39%
Within the past year	**34%**	19%
Within the past 2 years	**5%**	10%
More than 2 years ago	**2%**	8%
Never	**14%**	23%



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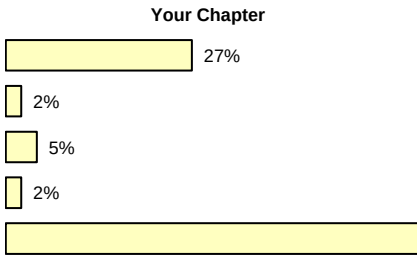
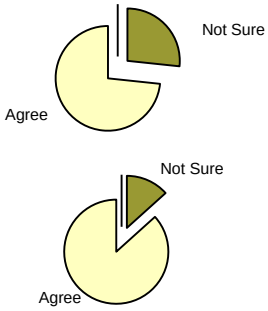
The audience present does not support meaningful networking	**2%**	3%
The locations are not accessible to me	**5%**	25%
The quality of events does not meet expectations	**2%**	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	**66%**	38%



New Member* Perceptions

	Rochester Regional Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	**0%**	6%
Not Sure	**27%**	21%
Agree	**73%**	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	**0%**	7%
Not Sure	**13%**	24%
Agree	**87%**	69%

Sample (new members):	15
Percent of Respondents:	34%



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