

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
January 2020

Southern California Chapter

Sample Size:	756
Responses Received:	79
Response Rate:	10%
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:

Detractors 11%	Passives 20%	Promoters 70%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **88%**
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

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Southern California 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	5	2	5	10	18	35
Percent	0%	0%	0%	0%	1%	7%	3%	7%	13%	24%	46%
Overall	11%							20%		70%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **59**

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	Southern California Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	3%	11%	30%	56%	54%	56%
Addressing the right issues and topics	0%	1%	15%	31%	53%	49%	53%
Locating events where I can access them	0%	8%	19%	23%	51%	51%	51%
Keeping me up to date on state and regional issues	1%	3%	9%	26%	62%	53%	62%
Providing connections to others in my field	0%	6%	13%	25%	56%	51%	56%
Providing easy access to information	1%	3%	10%	24%	62%	52%	62%
Chapter networking opportunities	0%	3%	13%	36%	49%	51%	49%
HFMA chapter overall	0%	0%	12%	26%	62%	55%	62%

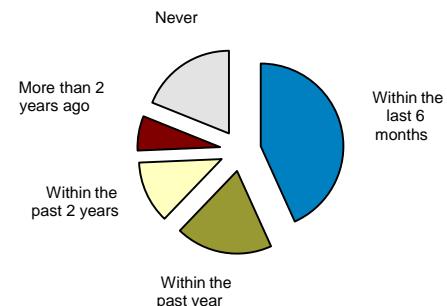
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Southern California Chapter	All Chapters	
Profitability analysis by product or service line	15%	18%	15%
Accounting and financial reporting issues related to emerging payment models	18%	22%	18%
Improving front end revenue cycle processes	15%	23%	15%
Changes in Medicare reimbursement policies	41%	24%	41%
Compliance with Medicare regulations	22%	16%	22%
Managing and measuring the total cost of care	14%	21%	14%
Improving the patient financial experience	13%	22%	13%
Negotiating contracts with value based payment mechanisms	16%	12%	16%
Prevention and management of denials	16%	20%	16%
Operationalizing structures and processes to reflect changing payment models	15%	17%	15%
Business intelligence and data analytics	23%	28%	23%
State legislative and regulatory update	27%	20%	27%
State Medicaid program	18%	17%	18%
Local payors and employers response to ongoing changes in healthcare	19%	17%	19%

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Southern California Chapter**

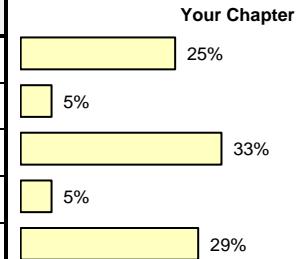
Attending an educational event

When was the last time that you attended a chapter event?	Southern California Chapter	All Chapters
Within the last 6 months	43%	43%
Within the past year	19%	18%
Within the past 2 years	12%	9%
More than 2 years ago	7%	8%
Never	19%	22%



Attendance Barriers

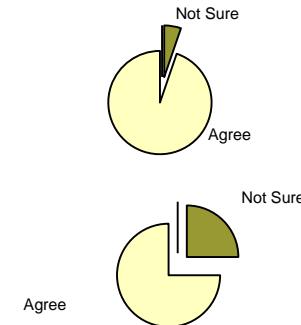
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southern California Chapter	All Chapters
Event content not relevant to my job or misses the mark	25%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	33%	22%
The quality of events does not meet expectations	5%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	29%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Southern California Chapter	All Chapters
Disagree	0%	7%
Not Sure	5%	20%
Agree	95%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	25%	24%
Agree	75%	70%

Sample (new members):	21
Percent of Respondents:	27%



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

**Healthcare Financial Management Association
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Southern California 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 past year	925	Provider/ Payer	keep up the good work!
Within the last 6 months	908	Provider/ Payer	Board members Stan Augustine and Frank Corcino are rock stars! I appreciate their leadership and facilitation as HFMA Board members for the chapter.
Within the past 2 years	912	Business Partner	Chapter events tend to be revenue cycle focused, to the exclusion of most if not all other topics.
Within the last 6 months	908	Provider/ Payer	Great job - rely on HFMA to keep me educated on the millions of changes in Healthcare each year.
Within the past year	926	Business Partner	HFMA in general has become more of a vendor association than one focused on the providers themselves and the broader financial issues facing the larger provider community. This impacts the local chapters and the overall desire to get and be involved. This is largely due, in my opinion, on two items. First, the revenue you need from the vendor community; and secondly, the seemingly complete focus on revenue cycle issues. If the agenda was more cutting edge and valuable to the providers they would pay and attend. The lack of programs designed to address hospital operations, insurance, compliance, legal, post acute transfer areas and regulatory issues has really diminished the overall value to attending local programs. Therefore most of us more senior folks, do not attend at all anymore and really only send younger staff for networking opportunities.
Never	931	Business Partner	I have several colleagues who are members on the west Coast. There is no opportunity to present at regional meetings---or if there is it is not well publicized We have presented frequently at the ANI meeting as well as published regularly in HFM and Leadership. How do you decide topics and agendas? We seem to be less well organized than the Florida chapter where we also have several members.
Within the last 6 months	900	Provider/ Payer	I'd like more access to resource materials online.
Within the last 6 months	917	Provider/ Payer	It seems like programs are located where the president of the Chapter is located versus varying locations each quarter. Central locations are preferred versus the Southern part of Orange County which is the very southern part of our Chapter. Improve scheduling. Haven't seen a Chapter newsletter in a long time or weekly Chapter emails with local info (not just calendar of events).
Within the last 6 months	912	Business Partner	More localized events. Utilizing more political figures who are willing to talk on healthcare related issues.
Within the past 2 years	913	Provider/ Payer	More State issues.
Within the last 6 months	900	Provider/ Payer	New to the SoCal HFMA Chapter...have only attended one event...in Santa Ana, CA...a bit of a drive in traffic for sure. Not sure it was worth the hassle. Will be looking for closer events and eLearning/networking events.
Never	900	Provider/ Payer	On your courses since you can't print out the material to study from the courses are a waste for someone trying to get CPE credits since it is impossible to remember so much data. Unfortunately even though the material is great I would not take another class.
Never	918	Business Partner	Perhaps I am just missing the notifications, but additional networking events locally would be useful. Just regular mixer events. I think I saw a deep sea fishing trip, which is very specific and a large time commitment.
Never	900	Provider/ Payer	So far so good!
Within the last 6 months	925	Provider/ Payer	Thank you for the recent conference in Santa Ana, it was informative and a great networking session.

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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 past 2 years	912	Business Partner	Cost management - labor staffing, supplies, purchased services Cost reporting changes and strategies Corporate structure impacts on profitability
Never	931	Business Partner	developing a consumer oriented pricing strategy
Never	928	Business Partner	EMR, AI in healthcare and such
Within the last 6 months	922	Business Partner	Price Transparency
Within the last 6 months	900	Business Partner	Working with non-institutional providers to keep patients in lowest-cost care environments
Within the last 6 months	911	Provider/ Payer	Medicare for all implications
Within the last 6 months	925	Provider/ Payer	More information on FQHC's and hospital based clinics
Within the last 6 months	911	Provider/ Payer	Payor's performance for timely / accurate claims adjudication
Within the past 2 years	913	Provider/ Payer	Productivity, minimum staffing requirements, and nursing scheduling and contracts in changing reimbursement
Within the past 2 years	913	Provider/ Payer	See above

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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 2 years	912	Business Partner	Again, the last time i attended one, almost all of the attendees were revenue cycle personnel - admissions, billing, coding. While that is a very important part of the financial management perspective, it is only one part and seems to be stressed to the point of neglecting all the other areas that make up this very essential part of healthcare facility operations.
Never	922	Business Partner	As a new member I have not yet attended any event. I look forward to the 2020 events calendar.
Never	918	Business Partner	More events would be good, I'm usually traveling for work or handling a critical deadline when the events are held.
Within the last 6 months	922	Business Partner	More of a network of providers would be great. Getting Providers in the area more involved.
Within the past year	926	Business Partner	See previous comments on content and a similar answer to the quality of the presenters. Also, as stated previously, the attendees are mostly younger folks looking for networking opportunities and not the "C-Suite, departmental leadership" people that are the level of networking senior executives are looking for.
Within the last 6 months	908	Provider/ Payer	Appropriate number of courses/meetings
Within the last 6 months	910	Provider/ Payer	barriers from attending is work taking priority
Within the last 6 months	910	Provider/ Payer	conflicting meetings/events
Within the last 6 months	928	Provider/ Payer	Dates should be after the 10th if the month.
More than 2 years ago	915	Provider/ Payer	Facility doesn't have budget for attending out of area events.
Within the past year	930	Provider/ Payer	HFMA to expand location
Within the last 6 months	911	Provider/ Payer	I appreciate the on line events / classes, this helps when I am challenged with travel restrictions.
Within the past year	902	Provider/ Payer	It's usually a timing challenge. If the event is during week at night and location is a distance away, then attendance is out of consideration for me. Event during day during week presents conflict with my busy day at work.
Within the last 6 months	925	Provider/ Payer	Location is always the factor on whether or not I can attend.
Within the past year	925	Provider/ Payer	Los Angeles is not ideal for parking or driving.
Within the last 6 months	911	Provider/ Payer	New job. Unavailable
Within the past 2 years	913	Provider/ Payer	Retired
Within the last 6 months	900	Provider/ Payer	So far the events have been pretty far South of LA and can be difficult for commuting.
More than 2 years ago	900	Provider/ Payer	Tried to do fishing trip, didn't work out so well.
Within the last 6 months	922	Provider/ Payer	we are in an area that requires travel to attend which often requires the added cost of an overnight stay in a hotel. Another barrier not indicated is the timing of the event. There are times of the year (audit/fiscal year end, end of month, implementations) that are barriers that the chapter wouldn't ever be able to accommodate.

Healthcare Financial Management Association
HFMA Chapter Survey (FY20) - Provider/Payer Dataset
January 2020

Southern California Chapter

Provider/Payer Responses Received: 51
Provider/Payer percent of all Responses Received: 65%

FY20 Net Promoter Score: 63
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 20%	Promoters 71%
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 Southern California 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	2	1	3	7	12	23
Percent	0%	0%	0%	0%	2%	4%	2%	6%	14%	24%	47%
Overall	8%							20%		71%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **63**

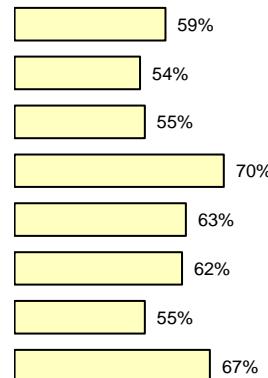
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Southern California Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	2%	8%	31%	59%	52%
Addressing the right issues and topics	0%	0%	10%	36%	54%	47%
Locating events where I can access them	0%	8%	16%	22%	55%	48%
Keeping me up to date on state and regional issues	2%	0%	6%	22%	70%	52%
Providing connections to others in my field	0%	2%	16%	20%	63%	50%
Providing easy access to information	2%	2%	4%	30%	62%	51%
Chapter networking opportunities	0%	0%	12%	33%	55%	50%
HFMA chapter overall	0%	0%	10%	22%	67%	54%

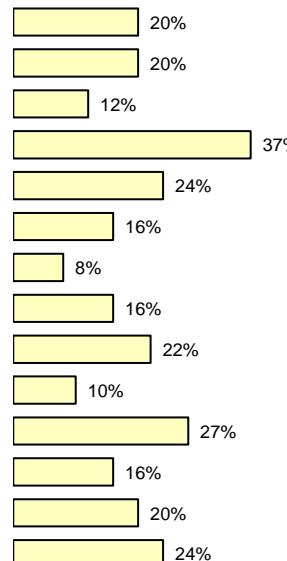
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Southern California Chapter	P/P All Chapters
Profitability analysis by product or service line	20%	19%
Accounting and financial reporting issues related to emerging payment models	20%	24%
Improving front end revenue cycle processes	12%	23%
Changes in Medicare reimbursement policies	37%	25%
Compliance with Medicare regulations	24%	17%
Managing and measuring the total cost of care	16%	22%
Improving the patient financial experience	8%	20%
Negotiating contracts with value based payment mechanisms	16%	13%
Prevention and management of denials	22%	21%
Operationalizing structures and processes to reflect changing payment models	10%	17%
Business intelligence and data analytics	27%	28%
State legislative and regulatory update	16%	18%
State Medicaid program	20%	18%
Local payors and employers response to ongoing changes in healthcare	24%	17%

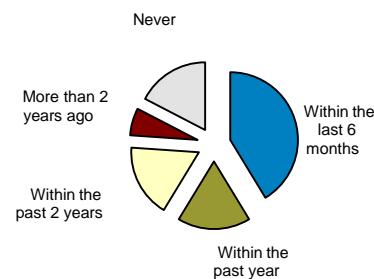
Your Chapter



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Southern California Chapter**

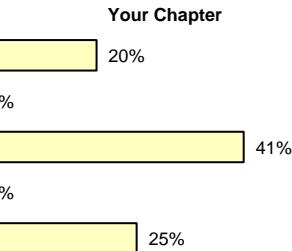
Attending an educational event

When was the last time that you attended a chapter event?	Southern California Chapter	P/P All Chapters
Within the last 6 months	41%	39%
Within the past year	17%	19%
Within the past 2 years	17%	10%
More than 2 years ago	7%	8%
Never	17%	23%



Attendance Barriers

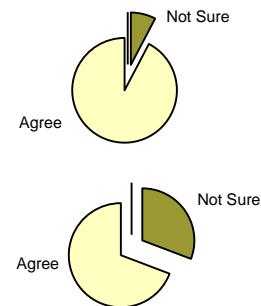
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southern California Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	20%	26%
The audience present does not support meaningful networking	2%	3%
The locations are not accessible to me	41%	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.)	25%	38%



New Member* Perceptions

Statement	Percent of Respondents	
	Southern California Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	8%	21%
Agree	92%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	31%	24%
Agree	69%	69%

Sample (new members):	14
Percent of Respondents:	27%



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