

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Sunflower Kansas Chapter

Sample Size: 446  
Responses Received: 44  
Response Rate: 10%

FY20 Net Promoter Score: 47  
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> 30%	<b>Promoters</b> 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: 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.

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

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Sunflower Kansas 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	3	2	3	10	7	18
Percent	0%	0%	0%	0%	0%	7%	5%	7%	23%	16%	42%
Overall	12%							30%		58%	
All Chapters	12%							28%		60%	

**FY20 Net Promoter Score: 47**

**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	Sunflower Kansas 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%	2%	9%	36%	52%	54%	<div><div></div></div> 52%
Addressing the right issues and topics	0%	2%	9%	52%	36%	49%	<div><div></div></div> 36%
Locating events where I can access them	0%	7%	11%	32%	50%	51%	<div><div></div></div> 50%
Keeping me up to date on state and regional issues	0%	0%	18%	32%	50%	53%	<div><div></div></div> 50%
Providing connections to others in my field	0%	5%	18%	34%	43%	51%	<div><div></div></div> 43%
Providing easy access to information	0%	5%	11%	43%	41%	52%	<div><div></div></div> 41%
Chapter networking opportunities	0%	5%	14%	36%	45%	51%	<div><div></div></div> 45%
HFMA chapter overall	0%	2%	7%	40%	51%	55%	<div><div></div></div> 51%

### 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
	Sunflower Kansas Chapter	All Chapters	
Profitability analysis by product or service line	18%	18%	<div><div></div></div> 18%
Accounting and financial reporting issues related to emerging payment models	18%	22%	<div><div></div></div> 18%
Improving front end revenue cycle processes	32%	23%	<div><div></div></div> 32%
Changes in Medicare reimbursement policies	36%	24%	<div><div></div></div> 36%
Compliance with Medicare regulations	23%	16%	<div><div></div></div> 23%
Managing and measuring the total cost of care	16%	21%	<div><div></div></div> 16%
Improving the patient financial experience	25%	22%	<div><div></div></div> 25%
Negotiating contracts with value based payment mechanisms	20%	12%	<div><div></div></div> 20%
Prevention and management of denials	14%	20%	<div><div></div></div> 14%
Operationalizing structures and processes to reflect changing payment models	9%	17%	<div><div></div></div> 9%
Business intelligence and data analytics	20%	28%	<div><div></div></div> 20%
State legislative and regulatory update	20%	20%	<div><div></div></div> 20%
State Medicaid program	20%	17%	<div><div></div></div> 20%
Local payors and employers response to ongoing changes in healthcare	7%	17%	<div><div></div></div> 7%

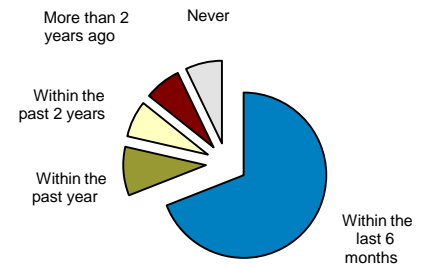
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Sunflower Kansas Chapter

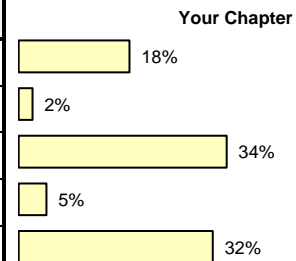
#### Attending an educational event

When was the last time that you attended a chapter event?	Sunflower Kansas Chapter	All Chapters
Within the last 6 months	69%	43%
Within the past year	10%	18%
Within the past 2 years	7%	9%
More than 2 years ago	7%	8%
Never	7%	22%



#### Attendance Barriers

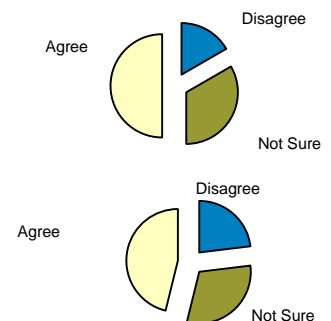
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Sunflower Kansas Chapter	All Chapters
Event content not relevant to my job or misses the mark	18%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	34%	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.)	32%	41%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Sunflower Kansas Chapter	All Chapters
Disagree	17%	7%
Not Sure	33%	20%
Agree	50%	74%
I understand how to become more engaged with my HFMA chapter	Sunflower Kansas Chapter	All Chapters
Disagree	23%	7%
Not Sure	31%	24%
Agree	46%	70%

Sample (new members):	13
Percent of Respondents:	30%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Sunflower Kansas 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	671	Provider/ Payer	I wish we could meet somewhere other than the Marriott.
Within the last 6 months	674	Provider/ Payer	I would like to see the Membership Directory reinstated. KHA is still doing this. I'm not sure why HFMA felt that this was some kind of privacy issue. Maybe get agreement to publish or not to publish whatever information a member is willing to allow. Or maybe it was too time consuming for HFMA staff assigned to this. This was my reason for 3 stars on the "Providing Connections to Others in my Field." Thanks for all you do!
Never	660	Business Partner	More specified communication and specific outreach for new members.
Within the last 6 months	675	Provider/ Payer	My ratings are based on a very short time in the State and few opportunities to network and meet.
Never	662	Business Partner	Overall, I find the communications to be very informative and not too frequent.
Within the last 6 months	676	Provider/ Payer	Sometimes events are far away and getting to some events prevents us from coming. HFMA is a wonderful asset to me and a great organization to belong to. Thanks for all you do.
Within the last 6 months	675	Provider/ Payer	There is always room for improvements. 4 stars is really good to me.
Within the last 6 months	678	Provider/ Payer	We are located in western Kansas so events that are held on the eastern part of the state include a lot of travel and time out of the office.
Within the past 2 years	674	Provider/ Payer	We usually only attend once or twice a year. But the times we attend the sessions they are very good. I think webinars are the best. I really enjoy the daily HFMA updates. However, I never take the time to read the magazine. I think it is a waste of money, especially since you are now doing the daily e-mails. Thank you for all you do.
Within the last 6 months	665	Provider/ Payer	With tight budgets/limited funds, it is sometimes hard to justify going to meetings if it does not really apply to my job.
Within the last 6 months	668	Provider/ Payer	You have good educational sessions, but often they are too costly to attend. We try to send staff to cost report training, chargemaster, and all payers.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Sunflower Kansas 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
More than 2 years ago	671	Provider/ Payer	Accounting and financial reporting issues related to emerging payment models
Within the last 6 months	668	Provider/ Payer	Enjoyed the HERe conference!
Within the last 6 months	675	Provider/ Payer	Most important for me is making sure membership is aware of changes that impact them and their facilities

**Healthcare Financial Management Association**  
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**Sunflower Kansas 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	660	Business Partner	Events either aren't in my area or I'm unable to join because I am out of town for business
More than 2 years ago	671	Provider/Payer	Budgeting can be an issue. I also like to take advantage of the webinars.
Within the last 6 months	668	Provider/Payer	Cost is the major factor.
Within the last 6 months	675	Provider/Payer	Give me time to assess
Within the last 6 months	673	Provider/Payer	I definitely attend whenever I can. These events always are beneficial for the content and networking.
Within the last 6 months	660	Provider/Payer	It's hard to get away from work to attend events being held 2-3 hours away from where I live.
Within the past 2 years	674	Provider/Payer	Much of the time it is cost. Because of the location, we have to spend night. It just adds up!!  I deal with the GL. So most of the time it just does not pertain to me. However, I do try to follow the MCR, MCD and Other Insurance updates.
Within the last 6 months	674	Provider/Payer	Personal workload vs topic is usually the issue.

# Healthcare Financial Management Association

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

January 2020

### Sunflower Kansas Chapter

Provider/Payer Responses Received: 36  
Provider/Payer percent of all Responses Received: 82%

FY20 Net Promoter Score: 49  
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> 9%	<b>Passives</b> 34%	<b>Promoters</b> 57%
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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  
Sunflower Kansas 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	2	2	10	6	14
Percent	0%	0%	0%	0%	0%	3%	6%	6%	29%	17%	40%
Overall	9%							34%		57%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 49 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	Sunflower Kansas 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%	3%	8%	39%	50%	52%	<div><div></div></div> 50%
Addressing the right issues and topics	0%	3%	11%	47%	39%	47%	<div><div></div></div> 39%
Locating events where I can access them	0%	6%	11%	36%	47%	48%	<div><div></div></div> 47%
Keeping me up to date on state and regional issues	0%	0%	19%	31%	50%	52%	<div><div></div></div> 50%
Providing connections to others in my field	0%	6%	14%	39%	42%	50%	<div><div></div></div> 42%
Providing easy access to information	0%	6%	11%	42%	42%	51%	<div><div></div></div> 42%
Chapter networking opportunities	0%	3%	11%	39%	47%	50%	<div><div></div></div> 47%
HFMA chapter overall	0%	3%	6%	39%	53%	54%	<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
	Sunflower Kansas 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	19%	24%	<div><div></div></div> 19%
Improving front end revenue cycle processes	33%	23%	<div><div></div></div> 33%
Changes in Medicare reimbursement policies	39%	25%	<div><div></div></div> 39%
Compliance with Medicare regulations	28%	17%	<div><div></div></div> 28%
Managing and measuring the total cost of care	14%	22%	<div><div></div></div> 14%
Improving the patient financial experience	22%	20%	<div><div></div></div> 22%
Negotiating contracts with value based payment mechanisms	19%	13%	<div><div></div></div> 19%
Prevention and management of denials	14%	21%	<div><div></div></div> 14%
Operationalizing structures and processes to reflect changing payment models	6%	17%	<div><div></div></div> 6%
Business intelligence and data analytics	11%	28%	<div><div></div></div> 11%
State legislative and regulatory update	22%	18%	<div><div></div></div> 22%
State Medicaid program	19%	18%	<div><div></div></div> 19%
Local payors and employers response to ongoing changes in healthcare	8%	17%	<div><div></div></div> 8%



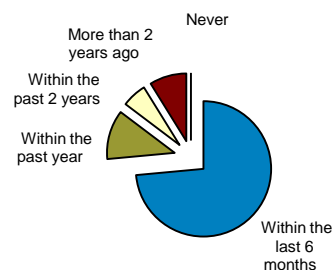
# Healthcare Financial Management Association

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

### Sunflower Kansas Chapter

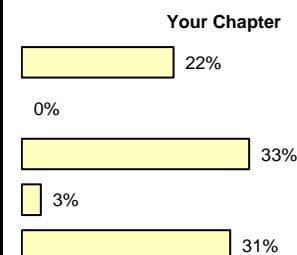
#### Attending an educational event

When was the last time that you attended a chapter event?	Sunflower Kansas Chapter	P/P All Chapters
Within the last 6 months	74%	39%
Within the past year	12%	19%
Within the past 2 years	6%	10%
More than 2 years ago	9%	8%
Never	0%	23%



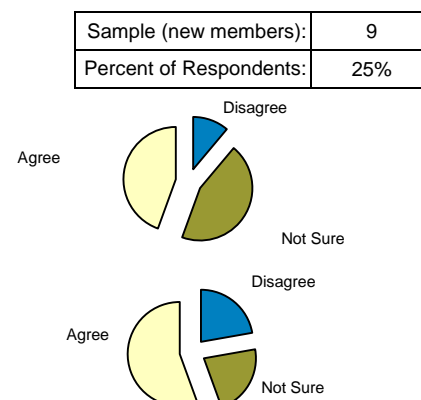
#### Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Sunflower Kansas Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	22%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	33%	25%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	31%	38%



#### New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Respondents	
	Sunflower Kansas Chapter	P/P All Chapters
Disagree	11%	6%
Not Sure	44%	21%
Agree	44%	73%
I understand how to become more engaged with my HFMA chapter	Percent of Respondents	
	Sunflower Kansas Chapter	P/P All Chapters
Disagree	22%	7%
Not Sure	22%	24%
Agree	56%	69%



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