

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Tennessee Chapter

Sample Size: 857
Responses Received: 87
Response Rate: 10%

FY20 Net Promoter Score: 38
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: 84%

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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Tennessee 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	2	4	7	14	12	18	27
Percent	0%	0%	0%	0%	2%	5%	8%	17%	14%	21%	32%
Overall	15%							31%		54%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 38

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	Tennessee 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%	4%	17%	39%	39%	54%	<div><div></div></div> 39%
Addressing the right issues and topics	1%	5%	14%	49%	30%	49%	<div><div></div></div> 30%
Locating events where I can access them	2%	7%	17%	28%	45%	51%	<div><div></div></div> 45%
Keeping me up to date on state and regional issues	0%	6%	16%	32%	46%	53%	<div><div></div></div> 46%
Providing connections to others in my field	1%	7%	19%	42%	30%	51%	<div><div></div></div> 30%
Providing easy access to information	0%	6%	17%	35%	42%	52%	<div><div></div></div> 42%
Chapter networking opportunities	1%	5%	14%	39%	40%	51%	<div><div></div></div> 40%
HFMA chapter overall	0%	5%	12%	39%	45%	55%	<div><div></div></div> 45%

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
	Tennessee Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	<div><div></div></div> 17%
Accounting and financial reporting issues related to emerging payment models	26%	22%	<div><div></div></div> 26%
Improving front end revenue cycle processes	24%	23%	<div><div></div></div> 24%
Changes in Medicare reimbursement policies	26%	24%	<div><div></div></div> 26%
Compliance with Medicare regulations	17%	16%	<div><div></div></div> 17%
Managing and measuring the total cost of care	20%	21%	<div><div></div></div> 20%
Improving the patient financial experience	18%	22%	<div><div></div></div> 18%
Negotiating contracts with value based payment mechanisms	15%	12%	<div><div></div></div> 15%
Prevention and management of denials	20%	20%	<div><div></div></div> 20%
Operationalizing structures and processes to reflect changing payment models	25%	17%	<div><div></div></div> 25%
Business intelligence and data analytics	34%	28%	<div><div></div></div> 34%
State legislative and regulatory update	18%	20%	<div><div></div></div> 18%
State Medicaid program	11%	17%	<div><div></div></div> 11%
Local payors and employers response to ongoing changes in healthcare	11%	17%	<div><div></div></div> 11%

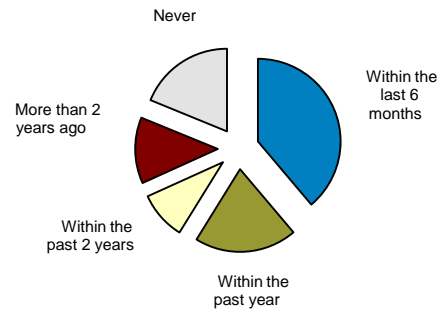
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Tennessee Chapter

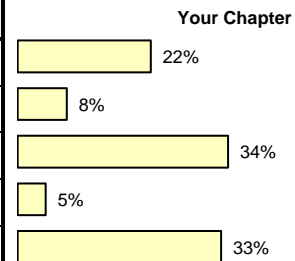
Attending an educational event

When was the last time that you attended a chapter event?	Tennessee Chapter	All Chapters
Within the last 6 months	39%	43%
Within the past year	20%	18%
Within the past 2 years	9%	9%
More than 2 years ago	13%	8%
Never	19%	22%



Attendance Barriers

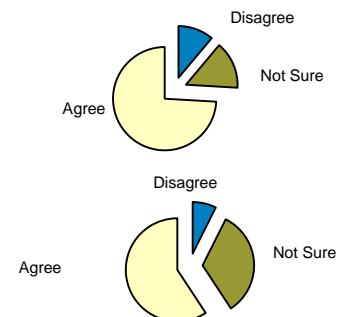
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Tennessee Chapter	All Chapters
Event content not relevant to my job or misses the mark	22%	24%
The audience present does not support meaningful networking	8%	4%
The locations are not accessible to me	34%	22%
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.)	33%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Tennessee Chapter	All Chapters
Disagree	11%	7%
Not Sure	15%	20%
Agree	74%	74%
I understand how to become more engaged with my HFMA chapter	Tennessee Chapter	All Chapters
Disagree	7%	7%
Not Sure	33%	24%
Agree	59%	70%

Sample (new members):	27
Percent of Respondents:	31%



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

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Tennessee 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	373	Provider/Payer	Address more SNF issues. As I work for a SNF corporation; I do often find the TN Chapter HFMA meetings offer many SNF topics, etc.
More than 2 years ago	372	Provider/Payer	As part of an educational institution, students need more opportunities to participate with the chapter. The opportunities should be cross disciplinary.
More than 2 years ago	372	Provider/Payer	Better Medicare Reimbursement and Medicare Cost Report material.
Within the past year	370	Provider/Payer	Did not give 5 stars for the events where i can access them more for timing of events rather than location. A lot of the events are located during the first part of the month. I usually cannot attend because of month end close timing/reporting requirements. i am usually working on close related issues till the 15th of the month. Networking is that they are in Nashville during the evenings. Most events are being held from 6-9. If i went it would take be 2 hrs to get there and back and it is just to late on a weeknight to participate.
Within the last 6 months	370	Business Partner	During the Institutes and meetings encourage more networking and members meeting other members, rather than grabbing a seat and sitting there the entire meeting.
Within the last 6 months	381	Provider/Payer	Events in Memphis - West TN
Never	370	Provider/Payer	I have not been in the position to have any networking experiences as of yet. I joined HFMA back in August and have primarily focused on studying for the CHFP certification after working hours plus managing a family. I hope to be able to join in networking opportunities in the future. I've noticed that most gatherings are a little more expensive than what I have to spend but I may be able to make one or two a year.
Within the last 6 months	370	Provider/Payer	I like MT ACHE lunch education sessions. Maybe could do jointly
Within the past year	372	Business Partner	I would like to see the chapter provide strategic info that the CFOs of our Provider members would be interested in attending.
Within the last 6 months	371	Business Partner	Longer lead time notification of events. Better marketing and promotion.
Within the last 6 months	382	Provider/Payer	Many of the conferences I attend are vendor based. It would be helpful to provide more provider based content and speakers.
Never	370	Business Partner	My apologies - I have been uninvolved with the areas queried above, as I am the internal administrator for our company. Looking forward to be an active participant in our chapter in 2020. Thanks-
Never	370	Business Partner	n/a
Within the past 2 years	381	Provider/Payer	not enough in depth reimbursement education in Memphis. With budgets cutting all travel, without local opportunities, evaluating membership renewal currently.
More than 2 years ago	370	Business Partner	Nothing noted
Within the last 6 months	370	Business Partner	Provide even more education opportunities via more webinars, podcasts, workshops, etc. Solicit additional input from membership regarding relevant "hot topic" items to add to the agendas of the educational opportunities, maybe with content specific based events that wouldn't necessarily appeal to the membership as a whole, but would be of high interest to specific sub-groups (example - cybersecurity/ privacy & security; emerging technologies; critical access/ rural focused challenges.)
Within the past year	379	Provider/Payer	Shorter meetings vs the several days at Gatlinburg would be nice. Hard to get away for days. October is always hard for me personally with other activities at work. WebEx is always great to share info but miss seeing other local folks.
Within the last 6 months	373	Business Partner	Stop doing stupid stuff to accommodate the sponsors, or a few of them, and the whiners. The members need quality education related to the healthcare industry that will provide them with the knowledge, skill and tools they need to succeed. Also, the catchy titles and icon are not on the professional level they need to be. Yes, we occasionally need a motivational speaker but if the organizations we work for do not succeed we will all be affected.
Within the past 2 years	371	Provider/Payer	The fall meeting I always want to attend, however, the week of Halloween is tough with events at our office, a week earlier or later works much better.

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Tennessee 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	372	Business Partner	The larger meetings often seem to be located several hours outside of Nashville. I'm not approved for budget to attend these, which makes the hotel cost my burden. I wish there were more local events.
Never	380	Business Partner	The material does not cover what is on the exams. Thank you
Within the past year	376	Provider/Payer	The spring and fall conferences have become so short and limited on the number of CPE hours possible that it's difficult to justify the time away from work and the travel time to attend. The education topics tend to stay centered around the revenue cycle; there needs to be a more diverse agenda presented.
Within the last 6 months	371	Provider/Payer	The spring and fall institute are too short. Previously could maintain required educational hours for CHFP by simply attending these two sessions. Difficult to get other days off from work to get hours. Also difficult to take part in "train on Tuesday" when at work.
Within the last 6 months	314	Provider/Payer	Unfortunately, it appears that the focus of the chapter has changed to networking and not education. As a result, providers are no longer participating at the rate of previous years. I realize that consolidation has hurt but if you supply quality programming at a reasonable price, you will get provider's attendance. Provider's attendance will ensure that vendor's continue to participate with or without the focus on networking.
Within the last 6 months	379	Business Partner	Update website navigation and accessibility
Within the last 6 months	372	Business Partner	We have an excellent chapter, with great people who are engaged in the programs. Thank you for all you do!

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Tennessee 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	379	Business Partner	Clinical and financial revenue cycle integration
Within the last 6 months	370	Business Partner	cybersecurity/ privacy & security issues (ransomware/ cyber attacks, etc.)
Within the last 6 months	379	Business Partner	N/A
Never	370	Business Partner	Price Transparency Executive Orders
Within the last 6 months	371	Business Partner	Pricing transparency
Within the last 6 months	370	Business Partner	The three topics above: Measuring Total cost of care Negotiating value based contracts Profitability analysis
Within the last 6 months	373	Business Partner	Tools to increase private utilization, coordination between industry segments and how to provide care for the uninsured and underinsured.
More than 2 years ago	370	Business Partner	UC DSH
Within the last 6 months	370	Provider/ Payer	Leadership, diversity, recruiting and retaining and engagement, role of AI, pros cons of single payer/Medicare for all, IT threats like Ransomware (recommend Troy McClendon), removing barriers to improved health in our communities, having difficult conversations, balanced life
More than 2 years ago	372	Provider/ Payer	Medicare Cost Reporting
Within the past year	374	Provider/ Payer	Payer issues/relationships and difficulty constant fight for timely and accurate payments
Within the past year	376	Provider/ Payer	Payment model trends that may be on the horizon.
Within the past year	379	Provider/ Payer	Telehealth reimbursement and processes Specialty Pharmacy carveouts
Never	370	Provider/ Payer	The repercussions of ER contributions limits raised to an EE HSA. Since higher deductibles and out of pocket expenses has turned the public into a consumer for healthcare related services help put money back in their pockets by restructuring the HSA limits and getting more into cash rather than third party payer.
Within the past year	373	Provider/ Payer	Topics and issues related to SNF providers

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HFMA Chapter Survey (FY20)
Tennessee 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	372	Business Partner	Additionally, there are sometimes other commitments and priorities that may prevent me from attending.
Never	370	Business Partner	As an events function, I'm an internal administrator for our company, but would like to be actively involved in our local chapter when activities are in middle TN and via education, like webinars and newsletters. Thank so much.
More than 2 years ago	370	Business Partner	Company does not support healthcare conferences
Within the last 6 months	371	Business Partner	Cost and travel is a barrier when the Employer does not want to pay for these events, due to budget and profitability constraints.
Within the last 6 months	372	Business Partner	Current workload has prevented me from leaving the office to attend.
Never	370	Business Partner	Have never been advised of events
Within the last 6 months	370	Business Partner	I usually attend events since I joined a few months ago.
Within the last 6 months	372	Business Partner	If I need to book a hotel to attend, I am unable to do so.
Within the last 6 months	371	Business Partner	Looking for events in Cool Springs/Franklin area
More than 2 years ago	372	Business Partner	My job requires extensive travel, and many times I am out of town when local events occur. Would like to participate more, if schedule permits.
Within the last 6 months	379	Business Partner	N/A
More than 2 years ago	381	Business Partner	Somehow, I miss when they are being held.
Within the last 6 months	373	Business Partner	The programs are primarily one dimensional and are mostly motivational speakers that just "pump you up."
Within the past year	371	Provider/ Payer	As an employee of a hospital in a rural county, the only way I can attend educational events is to receive a scholarship for the event as well as lodging.
Never	370	Provider/ Payer	Competing priorities when the last few events were scheduled.
Within the last 6 months	314	Provider/ Payer	Educational offerings at institute's seem to be an afterthought or just to fill the slot without focus on real needs. Take a look at ANI offerings or Becker's and try to bring those to the chapter level or at least use those speakers.....
Within the past year	381	Provider/ Payer	I am disappointed in the fall institute CPE structure this year. The Gatlinburg Institute has always been one of the best the chapter sponsors and the location outstanding. However, the decision this year to only offer 5 hours of CPE and 2 half days of sessions make the travel time and commitment not worth the effort. I realize the chapter is struggling with how to feasible offer education training while attracting providers and without losing money so I understand the need to try new things. Just need to consider that the amount CPE available often justifies the effort to travel.
Never	372	Provider/ Payer	I need to work on taking advantage of the events.
Within the past year	374	Provider/ Payer	I'm not aware of that many events that are available to attend. Maybe I am missing invitations, but what have been the HFMA TN Chapter sponsored events this past year?
Within the past year	379	Provider/ Payer	More on managed care contracting best practices
Never	370	Provider/ Payer	My selection wasn't listed above and I cannot select the any of the one's listed. Cost is a factor for me since i pay out of my own funds and my salary isn't high enough at the moment.
Within the past year	373	Provider/ Payer	Often to far to travel in a day.
Within the past year	376	Provider/ Payer	The quality of the spring and fall conferences has declined over the past 2 to 3 years.

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Tennessee 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 past year	376	Provider/Payer	Tight travel budgets at work.
Within the past year	370	Provider/Payer	timing of event - usually evening during the first part of the month (when we are closing the books).
Never	377	Provider/Payer	Timing of events conflicts with busy time at work.
Within the past year	379	Provider/Payer	Too few physician topics, but it is understandable since few physician groups in Tennessee have HFMA members. National meetings provide better education opportunities on independent physician group issues.
Within the past year	374	Provider/Payer	Work conflicts.
Within the past 2 years	372	Provider/Payer	Work schedule/deadlines.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Tennessee Chapter

Provider/Payer Responses Received: 52
Provider/Payer percent of all Responses Received: 60%

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 18%	Passives 34%	Promoters 48%
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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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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Tennessee 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	6	10	7	11	13
Percent	0%	0%	0%	0%	2%	4%	12%	20%	14%	22%	26%
Overall	18%							34%		48%	
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	Tennessee 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	2%	4%	18%	41%	35%	52%	35%
Addressing the right issues and topics	0%	4%	16%	51%	29%	47%	29%
Locating events where I can access them	0%	8%	20%	28%	44%	48%	44%
Keeping me up to date on state and regional issues	0%	6%	16%	33%	45%	52%	45%
Providing connections to others in my field	2%	10%	20%	35%	33%	50%	33%
Providing easy access to information	0%	6%	18%	35%	41%	51%	41%
Chapter networking opportunities	0%	4%	19%	38%	38%	50%	38%
HFMA chapter overall	0%	4%	14%	39%	43%	54%	43%

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
	Tennessee Chapter	P/P All Chapters	
Profitability analysis by product or service line	23%	19%	23%
Accounting and financial reporting issues related to emerging payment models	29%	24%	29%
Improving front end revenue cycle processes	15%	23%	15%
Changes in Medicare reimbursement policies	25%	25%	25%
Compliance with Medicare regulations	13%	17%	13%
Managing and measuring the total cost of care	27%	22%	27%
Improving the patient financial experience	17%	20%	17%
Negotiating contracts with value based payment mechanisms	17%	13%	17%
Prevention and management of denials	15%	21%	15%
Operationalizing structures and processes to reflect changing payment models	27%	17%	27%
Business intelligence and data analytics	37%	28%	37%
State legislative and regulatory update	15%	18%	15%
State Medicaid program	15%	18%	15%
Local payors and employers response to ongoing changes in healthcare	10%	17%	10%

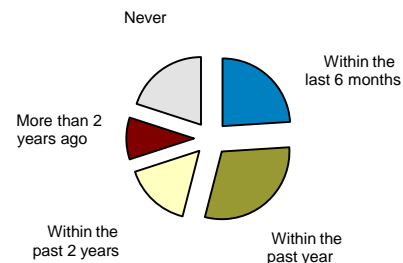
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Tennessee Chapter

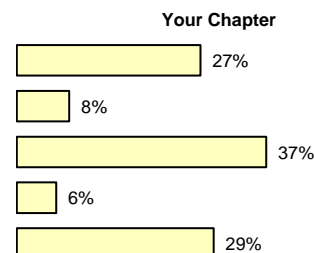
Attending an educational event

When was the last time that you attended a chapter event?	Tennessee Chapter	P/P All Chapters
Within the last 6 months	24%	39%
Within the past year	30%	19%
Within the past 2 years	16%	10%
More than 2 years ago	10%	8%
Never	20%	23%



Attendance Barriers

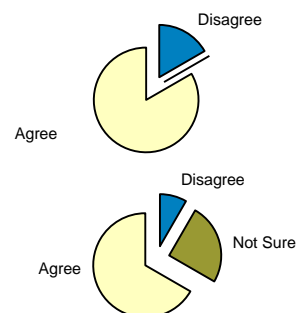
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Tennessee Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	27%	26%
The audience present does not support meaningful networking	8%	3%
The locations are not accessible to me	37%	25%
The quality of events does not meet expectations	6%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	29%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Tennessee Chapter	P/P All Chapters
Disagree	17%	6%
Not Sure	0%	21%
Agree	83%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Tennessee Chapter	P/P All Chapters
Disagree	8%	7%
Not Sure	25%	24%
Agree	67%	69%

Sample (new members):	12
Percent of Respondents:	23%



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