

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Texas Gulf Coast Chapter

Sample Size: 435
Responses Received: 32
Response Rate: 7%

FY20 Net Promoter Score: 57
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 7%	Passives 29%	Promoters 64%
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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: 81%

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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Texas Gulf Coast 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	1	1	0	0	3	5	7	11
Percent	0%	0%	0%	4%	4%	0%	0%	11%	18%	25%	39%
Overall	7%							29%		64%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 57

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	Texas Gulf Coast 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%	6%	13%	25%	56%	54%	<div><div></div></div> 56%
Addressing the right issues and topics	0%	6%	16%	34%	44%	49%	<div><div></div></div> 44%
Locating events where I can access them	3%	6%	19%	25%	47%	51%	<div><div></div></div> 47%
Keeping me up to date on state and regional issues	0%	3%	13%	38%	47%	53%	<div><div></div></div> 47%
Providing connections to others in my field	3%	3%	13%	32%	48%	51%	<div><div></div></div> 48%
Providing easy access to information	0%	6%	16%	34%	44%	52%	<div><div></div></div> 44%
Chapter networking opportunities	3%	3%	19%	19%	55%	51%	<div><div></div></div> 55%
HFMA chapter overall	0%	3%	16%	22%	59%	55%	<div><div></div></div> 59%

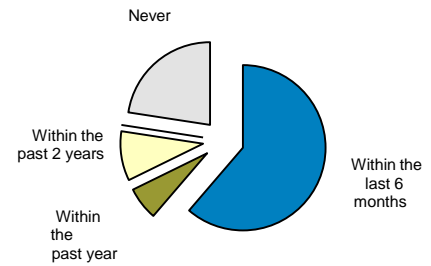
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Texas Gulf Coast Chapter	All Chapters	
Profitability analysis by product or service line	16%	18%	<div><div></div></div> 16%
Accounting and financial reporting issues related to emerging payment models	28%	22%	<div><div></div></div> 28%
Improving front end revenue cycle processes	19%	23%	<div><div></div></div> 19%
Changes in Medicare reimbursement policies	19%	24%	<div><div></div></div> 19%
Compliance with Medicare regulations	6%	16%	<div><div></div></div> 6%
Managing and measuring the total cost of care	38%	21%	<div><div></div></div> 38%
Improving the patient financial experience	13%	22%	<div><div></div></div> 13%
Negotiating contracts with value based payment mechanisms	6%	12%	<div><div></div></div> 6%
Prevention and management of denials	13%	20%	<div><div></div></div> 13%
Operationalizing structures and processes to reflect changing payment models	13%	17%	<div><div></div></div> 13%
Business intelligence and data analytics	50%	28%	<div><div></div></div> 50%
State legislative and regulatory update	28%	20%	<div><div></div></div> 28%
State Medicaid program	16%	17%	<div><div></div></div> 16%
Local payors and employers response to ongoing changes in healthcare	25%	17%	<div><div></div></div> 25%

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Texas Gulf Coast Chapter

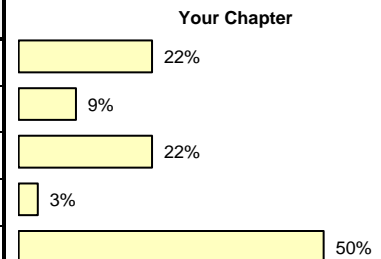
Attending an educational event

When was the last time that you attended a chapter event?	Texas Gulf Coast Chapter	All Chapters
Within the last 6 months	61%	43%
Within the past year	6%	18%
Within the past 2 years	10%	9%
More than 2 years ago	0%	8%
Never	23%	22%



Attendance Barriers

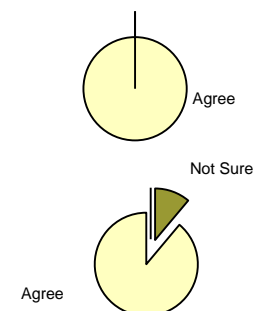
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Texas Gulf Coast Chapter	All Chapters
Event content not relevant to my job or misses the mark	22%	24%
The audience present does not support meaningful networking	9%	4%
The locations are not accessible to me	22%	22%
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.)	50%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Texas Gulf Coast Chapter	All Chapters
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter	Texas Gulf Coast Chapter	All Chapters
Disagree	0%	7%
Not Sure	11%	24%
Agree	89%	70%

Sample (new members):	9
Percent of Respondents:	28%



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

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Texas Gulf Coast 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
	770	Provider/ Payer	Definitely invite CEOs, CFOs and COOs of local and nationally recognized healthcare institutions.
Within the last 6 months	770	Business Partner	Great people. As new member, everyone's been very welcoming. I think we can make the programs even better if we add speaker topics unrelated to revenue cycle and that address public policy issues.
Within the last 6 months	770	Business Partner	Have agendas ready or at least content when advertisements for events begins. Need content to make attendance decisions.
Within the last 6 months	770	Provider/ Payer	HFMA Gulf Coast "veterans" tend to be clique-ish. Most of my connections have been with peers that are not highly engaged in Gulf Coast activities.
Within the last 6 months	775	Provider/ Payer	I think there are additional topics members could benefit from such as Medical Coverage Policy issues, New Technology Reimbursement, or Authorization Processes to prevent denials.
Within the last 6 months	773	Provider/ Payer	More advance notice for events and topics. So much is going on that calendars fill up months in advance.
Within the last 6 months	774	Provider/ Payer	More state, regional and federal updates
Within the last 6 months	770	Provider/ Payer	Please locate some lunch and evening events in the Spring, Woodlands and Shenandoah area. Lots of potential new members with Memorial, St. Luke's, Texas Children's, MD Anderson and many others now located in this area.
Within the last 6 months	770	Provider/ Payer	The summer conference was great. It was my first time attending. This is a great resource that you provide free to members. Please continue!
Within the past 2 years	770	Business Partner	This is a great chapter. Maybe having more providers so there are better networking opportunities.

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Texas Gulf Coast 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	770	Business Partner	How payor concentration increases health care costs How to make the healthcare and insurance market competitive
Within the last 6 months	773	Provider/ Payer	balancing cost and quality
Within the last 6 months	770	Provider/ Payer	More social networking events
Within the last 6 months	775	Provider/ Payer	My fourth topic would be "Profitability analysis by product or service line"
Within the last 6 months	775	Provider/ Payer	Strategies for expanding medical coverage policies

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Texas Gulf Coast 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	770	Business Partner	I am often out of the area. I try to attend the day long events. I used to attend every luncheon when I in the area more. The luncheons were great for connecting to people but so are the day long events.
Within the past 2 years	770	Business Partner	I'm a member of this chapter and would love to attend more often. I travel a lot so not always available to attend them. I do attend several other states HFMA's due to my region for my company. I am hoping to attend the next conference and start attending again on a regular basis. You have great topic's every time I attend.
Never	770	Business Partner	Mostly busy. But make time to attend the yearly event.
Within the last 6 months	770	Business Partner	Prefer locations in Medical Center
Within the past 2 years	773	Business Partner	This is not really meant to be a criticism of HFMA -- just a reflection of my current "reality." In my largely retired status I do some consulting, but am not "engaged" day to day in many of the topics addressed by HFMA and the Gulf Coast chapter. The work I actually do is primarily centered on risk financing issues, more so than payment issues. But I do try to connect based on what seems applicable for me.
Within the last 6 months	774	Provider/ Payer	Hard to do early morning meetings
Within the last 6 months	775	Provider/ Payer	HFMA seems to focus heavily on Revenue Cycle, which is relevant but not my primary focus.
Within the last 6 months	775	Provider/ Payer	I attend as many as my schedule permits.
Never	778	Provider/ Payer	I have a class in the afternoon just before the events and cannot get to Houston from College Station in time for same.
Never	773	Provider/ Payer	I live out of area.
Within the last 6 months	773	Provider/ Payer	Lay out the events for Fall, spring and summer--all events, all topics, all at once.
Within the last 6 months	770	Provider/ Payer	Locations in Med Center become a barrier when schedule is tight. I appreciate the wide variety of content, esp at the monthly lunch and learns. Inherent in variety is that not all sessions are meaningful to me; they are however meaningful for others so this is a "good" barrier.
Within the last 6 months	770	Provider/ Payer	Recent topics have been more relevant that in the past, so that's a great trend.
Within the last 6 months	770	Provider/ Payer	We are a 5 chapter but we are faced with serving a very large sprawling city. It would be helpful to locate some events in the early to late afternoon in The Woodlands/Spring/Shenandoah area where there is a large number of healthcare facilities such as Memorial, St. Luke's, The Methodist, MD Anderson and many others.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Texas Gulf Coast Chapter

Provider/Payer Responses Received: 22
Provider/Payer percent of all Responses Received: 69%

FY20 Net Promoter Score: 68
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 11%	Passives 11%	Promoters 79%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Texas Gulf Coast 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	1	1	0	0	1	1	6	9
Percent	0%	0%	0%	5%	5%	0%	0%	5%	5%	32%	47%
Overall	11%							11%		79%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 68 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	Texas Gulf Coast 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%	9%	9%	18%	64%	52%	<div></div> 64%
Addressing the right issues and topics	0%	5%	9%	41%	45%	47%	<div></div> 45%
Locating events where I can access them	5%	9%	14%	23%	50%	48%	<div></div> 50%
Keeping me up to date on state and regional issues	0%	5%	9%	36%	50%	52%	<div></div> 50%
Providing connections to others in my field	5%	5%	14%	23%	55%	50%	<div></div> 55%
Providing easy access to information	0%	9%	14%	27%	50%	51%	<div></div> 50%
Chapter networking opportunities	5%	5%	9%	18%	64%	50%	<div></div> 64%
HFMA chapter overall	0%	5%	14%	18%	64%	54%	<div></div> 64%

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
	Texas Gulf Coast Chapter	P/P All Chapters	
Profitability analysis by product or service line	9%	19%	<div></div> 9%
Accounting and financial reporting issues related to emerging payment models	36%	24%	<div></div> 36%
Improving front end revenue cycle processes	18%	23%	<div></div> 18%
Changes in Medicare reimbursement policies	18%	25%	<div></div> 18%
Compliance with Medicare regulations	9%	17%	<div></div> 9%
Managing and measuring the total cost of care	32%	22%	<div></div> 32%
Improving the patient financial experience	9%	20%	<div></div> 9%
Negotiating contracts with value based payment mechanisms	0%	13%	<div></div> 0%
Prevention and management of denials	18%	21%	<div></div> 18%
Operationalizing structures and processes to reflect changing payment models	18%	17%	<div></div> 18%
Business intelligence and data analytics	55%	28%	<div></div> 55%
State legislative and regulatory update	18%	18%	<div></div> 18%
State Medicaid program	18%	18%	<div></div> 18%
Local payors and employers response to ongoing changes in healthcare	23%	17%	<div></div> 23%

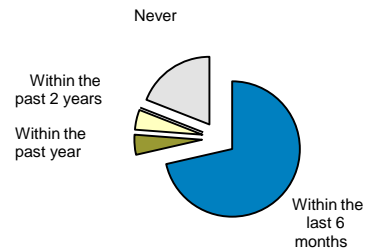
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Texas Gulf Coast Chapter

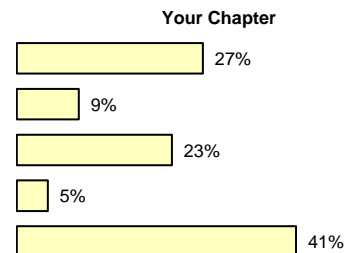
Attending an educational event

When was the last time that you attended a chapter event?	Texas Gulf Coast Chapter	P/P All Chapters
Within the last 6 months	71%	39%
Within the past year	5%	19%
Within the past 2 years	5%	10%
More than 2 years ago	0%	8%
Never	19%	23%



Attendance Barriers

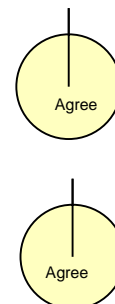
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Texas Gulf Coast Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	27%	26%
The audience present does not support meaningful networking	9%	3%
The locations are not accessible to me	23%	25%
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.)	41%	38%



New Member* Perceptions

	Percent of time selected	
	Texas Gulf Coast Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	0%	24%
Agree	100%	69%

Sample (new members):	5
Percent of Respondents:	23%



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