

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Virginia-Washington DC Chapter

Sample Size: 681
Responses Received: 57
Response Rate: 8%

FY20 Net Promoter Score: 55
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 9%	Passives 27%	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: 85%

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)

Virginia-Washington DC 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	1	0	1	0	0	1	2	8	7	10	25
Percent	2%	0%	2%	0%	0%	2%	4%	15%	13%	18%	45%
Overall	9%							27%		64%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 55

All Chapters FY20 Average Net Promoter Score: 49



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	Virginia-Washington DC Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	4%	4%	11%	35%	47%	54%	<div><div></div></div> 47%
Addressing the right issues and topics	4%	4%	11%	35%	47%	49%	<div><div></div></div> 47%
Locating events where I can access them	5%	4%	16%	28%	47%	51%	<div><div></div></div> 47%
Keeping me up to date on state and regional issues	4%	2%	16%	33%	46%	53%	<div><div></div></div> 46%
Providing connections to others in my field	5%	0%	20%	29%	45%	51%	<div><div></div></div> 45%
Providing easy access to information	2%	2%	14%	34%	48%	52%	<div><div></div></div> 48%
Chapter networking opportunities	4%	4%	18%	27%	47%	51%	<div><div></div></div> 47%
HFMA chapter overall	2%	2%	11%	38%	47%	55%	<div><div></div></div> 47%

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
	Virginia-Washington DC 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	23%	22%	<div><div></div></div> 23%
Improving front end revenue cycle processes	26%	23%	<div><div></div></div> 26%
Changes in Medicare reimbursement policies	21%	24%	<div><div></div></div> 21%
Compliance with Medicare regulations	14%	16%	<div><div></div></div> 14%
Managing and measuring the total cost of care	28%	21%	<div><div></div></div> 28%
Improving the patient financial experience	12%	22%	<div><div></div></div> 12%
Negotiating contracts with value based payment mechanisms	16%	12%	<div><div></div></div> 16%
Prevention and management of denials	19%	20%	<div><div></div></div> 19%
Operationalizing structures and processes to reflect changing payment models	14%	17%	<div><div></div></div> 14%
Business intelligence and data analytics	21%	28%	<div><div></div></div> 21%
State legislative and regulatory update	25%	20%	<div><div></div></div> 25%
State Medicaid program	21%	17%	<div><div></div></div> 21%
Local payors and employers response to ongoing changes in healthcare	19%	17%	<div><div></div></div> 19%

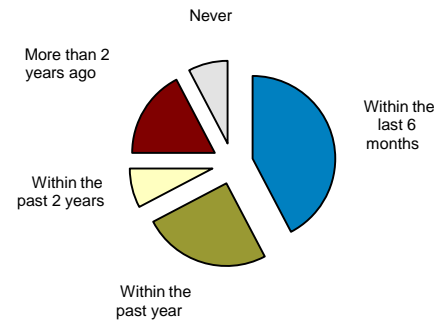
Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Virginia-Washington DC Chapter

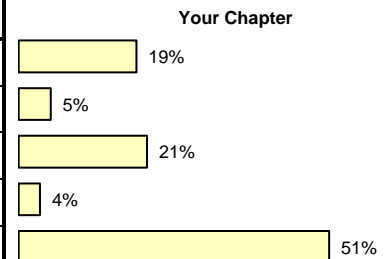
Attending an educational event

When was the last time that you attended a chapter event?	Virginia-Washington DC Chapter	All Chapters
Within the last 6 months	42%	43%
Within the past year	25%	18%
Within the past 2 years	8%	9%
More than 2 years ago	17%	8%
Never	8%	22%



Attendance Barriers

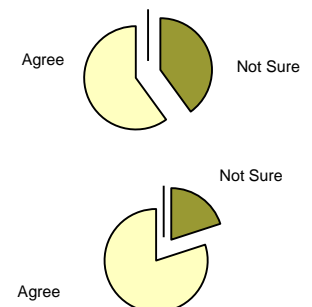
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Virginia-Washington DC Chapter	All Chapters
Event content not relevant to my job or misses the mark	19%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	21%	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.)	51%	41%



New Member* Perceptions

	Virginia-Washington DC Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	40%	20%
Agree	60%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	20%	24%
Agree	80%	70%

Sample (new members):	13
Percent of Respondents:	23%



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

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Virginia-Washington DC 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	556	Business Partner	Awesome group
More than 2 years ago	240	Provider/Payer	Consider other dates than September for fall conference. Really hinders those who are on a September FYE to attend the fall conference.
Within the past year	236	Provider/Payer	Enjoy conferences with informative sessions
	100	Business Partner	I do not heat from this chapter at all so I have not opportunity to network with anyone
Within the past 2 years	222	Business Partner	I feel like the DC networking opportunities in the past year have declined. That is, presuming I did not miss an email invite.
Within the last 6 months	220	Provider/Payer	I have completely enjoyed the Virginia-Washington DC Chapter conferences that I've attended. As I live and work in the DMV area I would like to see more of a presence in this area. I know there have been some networking events here recently, but more of them where I could connect with others in the same field would be helpful. Thanks!
Within the last 6 months	231	Business Partner	I ranked this chapter as 5 stars across the board. I have seen significant concentration on member needs and interests over the past few years. The most recent and current leadership truly has their finger on the pulse of current issues and has provided a wealth of information that I need today.
Within the last 6 months	224	Provider/Payer	I think the state updates are well done. I think the networking went from roundtables to pub crawls and I do not get any value from that. It seems we were in a position where we needed to be more frugal so we cut on quality food at conferences in favor of free alcohol. The sessions are getting more broad and not focused on targeted ways to improve costs and processes.
Within the last 6 months	222	Business Partner	I would suggest being more active, this chapter does not have enough to make the membership worth it. The information from the enterprise HFMA is very helpful, but I do not know the value the local chapter provides.
Within the last 6 months	200	Business Partner	In general at HFMA events there seem to be a lot of overlapping topics where different sessions are very similar and nothing new is gained between session to session- I'd like to see some more diversity in topics, especially those on training, education, and leadership.
Within the last 6 months	235	Provider/Payer	It would be great if more webinars could be held in the morning, ending before noon EST, or if webinar replays could also qualify for CPE (with a test?). I appreciate the various webinars that are made available.
Within the last 6 months	240	Provider/Payer	Keep up the good work of providing relevant up-to-date information
More than 2 years ago	201	Provider/Payer	More day programs in Richmond area.
Within the last 6 months	239	Provider/Payer	Stronger web information or periodic email with links to relevant info
Within the last 6 months	226	Provider/Payer	The content is not always relevant to my role, and it is a significant drive for some of them. I do prefer the chapter events to the national HFMA webinars online.
Within the last 6 months	331	Business Partner	VADC Chapter is ON it! Thank you for the hard work and commitment.....it shows!
Within the last 6 months	231	Provider/Payer	Would like to see a little more education. That's because the education offered is so good, I'd love more of it!

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Virginia-Washington DC 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	222	Business Partner	-A/R Management
Within the last 6 months	556	Business Partner	Any
Within the last 6 months	200	Business Partner	Education and training within an organization, educational program development and oversight, process improvement in regards to revenue cycle management
Within the last 6 months	231	Business Partner	Leadership Skills (the chapter does provide these but they were not listed in the options)
Within the last 6 months	331	Business Partner	Price Transparency (proposed) requirements
More than 2 years ago	227	Provider/ Payer	Any topics related to the charge description master. How other facilities handle pricing transparency.
More than 2 years ago	240	Provider/ Payer	How finance technology will affect financial work in the future. Things like A.I., bots, and other innovations.
Within the last 6 months	220	Provider/ Payer	Indirect and G&A analysis for physician owned practices
More than 2 years ago	201	Provider/ Payer	Information Governance Security and Privacy - including HIPAA penalty avoidance
Within the past year	236	Provider/ Payer	Original Medicare and Medicare Advantage plans- in depth look
Within the past year	224	Provider/ Payer	Revenue integrity
Never	232	Provider/ Payer	Revenue Integrity Certification opportunities.

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Virginia-Washington DC 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	230	Business Partner	Have topics that track closely to what the national chapter is offering, not compete but increase access. Also, continue to offer specific Virginia based topics like Medicaid expansion and political developments.
Within the past year	232	Business Partner	I can't take time away from work more frequently to attend events and conferences.
Within the last 6 months	556	Business Partner	Love this group
Within the last 6 months	331	Business Partner	N/A
Within the last 6 months	231	Business Partner	The only events I do not regularly attend are ALL of the networking events. I get to those that I can make but honestly the two main multi-day events are always on my schedule. The regional networking events are great and should continue---I will work harder to make sure I can get to more of those.
Within the last 6 months	222	Business Partner	There are not a lot of events in my immediate area, (DC/VA), besides the conferences which are a large time and \$ commitment.
More than 2 years ago	201	Provider/Payer	Can't afford the time (2-3 days) or cost of many meetings. Meetings need to be shorter and more centrally located.
Within the past year	240	Provider/Payer	Conferences are great but my schedule does not always allow me to attend. Keep up the good work.
Within the last 6 months	235	Provider/Payer	Events in the Norfolk/Virginia Beach area are likely to be reimbursed by my employer. Webinars ending before noon or available via replay (for CPE, with a test?) would be helpful.
Within the past year	201	Provider/Payer	Finding time in my schedule Suggest condensing spring conference to 2 full days instead of 3 days. With the Richmond location it is roughly a 2 hour drive for most members, and would allow full attendance while only being out of the office for 2 days and 1 overnight (saving my education \$ budget to attend other events!) . With this change, reduce break time/increase session time per day so that the total CPEs remain the same. This is what the Maryland Chapter does for their events-- it is much easier to attend, and I feel as if I am earning a good number of CPEs for my time spent. It is tough being out of the office for 3 full days and then only getting 10-12 CPEs for that time.
Within the past year	232	Provider/Payer	I am currently board certified and a fellow in four different healthcare professional organizations. Each requires that I obtain a certain number of credits to rectify. Therefore, i need to be selective about which programs I attend to ensure I meet the requirements of every organization while being mindful of budget limitations. I would enjoy attending more chapter programs, but just can't spread myself any thinner.
More than 2 years ago	246	Provider/Payer	I work remotely in the far western part of the state. My workload and other business projects and trips are usually a barrier to being out of town more often.
More than 2 years ago	227	Provider/Payer	It would be helpful if you did lower cost, more local one day events.
Within the last 6 months	226	Provider/Payer	Its just far, so depending on what I have going on at work it needs to be more accounting focused to be worthwhile for me. I have gone to a couple and enjoyed them.
Within the last 6 months	224	Provider/Payer	Many times there are broad topics that do not apply to decision support topics.
Within the past year	230	Provider/Payer	No barriers.
Within the past year	232	Provider/Payer	Overall health system barriers unless presenting. Not approving much travel.
Within the last 6 months	240	Provider/Payer	Primary barrier is my organization's willingness to fund my attendance
More than 2 years ago	240	Provider/Payer	Timing and competing events.

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Virginia-Washington DC 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	224	Provider/ Payer	Too much alcohol-related events.
More than 2 years ago	245	Provider/ Payer	Usually conflict with AAHAM meetings when near my location.
Within the last 6 months	231	Provider/ Payer	work priorities

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Virginia-Washington DC Chapter

Provider/Payer Responses Received: 41
Provider/Payer percent of all Responses Received: 72%

FY20 Net Promoter Score: 60
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 3%	Passives 35%	Promoters 63%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Virginia-Washington DC 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	0	1	7	7	8	17
Percent	0%	0%	0%	0%	0%	0%	3%	18%	18%	20%	43%
Overall	3%							35%		63%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 60 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	Virginia-Washington DC 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%	2%	10%	44%	44%	52%	<div></div> 44%
Addressing the right issues and topics	0%	2%	15%	37%	46%	47%	<div></div> 46%
Locating events where I can access them	2%	5%	20%	32%	41%	48%	<div></div> 41%
Keeping me up to date on state and regional issues	0%	2%	17%	39%	41%	52%	<div></div> 41%
Providing connections to others in my field	0%	0%	23%	36%	41%	50%	<div></div> 41%
Providing easy access to information	0%	3%	13%	35%	50%	51%	<div></div> 50%
Chapter networking opportunities	0%	3%	21%	33%	44%	50%	<div></div> 44%
HFMA chapter overall	0%	0%	13%	44%	44%	54%	<div></div> 44%

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
	Virginia-Washington DC Chapter	P/P All Chapters	
Profitability analysis by product or service line	20%	19%	<div></div> 20%
Accounting and financial reporting issues related to emerging payment models	27%	24%	<div></div> 27%
Improving front end revenue cycle processes	27%	23%	<div></div> 27%
Changes in Medicare reimbursement policies	22%	25%	<div></div> 22%
Compliance with Medicare regulations	15%	17%	<div></div> 15%
Managing and measuring the total cost of care	22%	22%	<div></div> 22%
Improving the patient financial experience	7%	20%	<div></div> 7%
Negotiating contracts with value based payment mechanisms	17%	13%	<div></div> 17%
Prevention and management of denials	22%	21%	<div></div> 22%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div></div> 17%
Business intelligence and data analytics	20%	28%	<div></div> 20%
State legislative and regulatory update	29%	18%	<div></div> 29%
State Medicaid program	24%	18%	<div></div> 24%
Local payors and employers response to ongoing changes in healthcare	20%	17%	<div></div> 20%

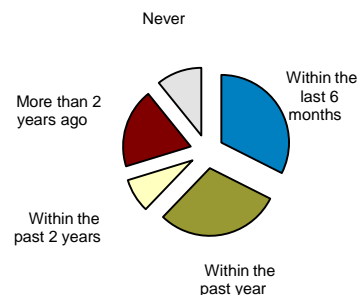
Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Virginia-Washington DC Chapter

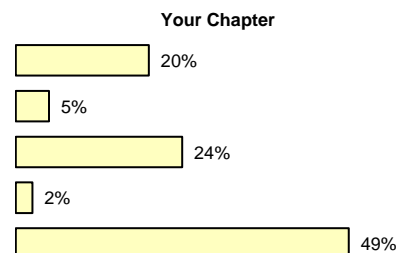
Attending an educational event

When was the last time that you attended a chapter event?	Virginia-Washington DC Chapter	P/P All Chapters
Within the last 6 months	32%	39%
Within the past year	30%	19%
Within the past 2 years	8%	10%
More than 2 years ago	19%	8%
Never	11%	23%



Attendance Barriers

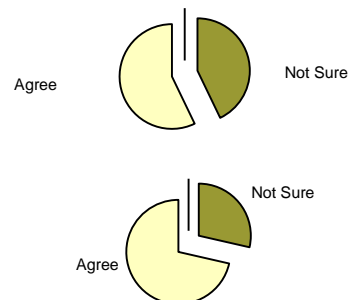
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Virginia-Washington DC Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	20%	26%
The audience present does not support meaningful networking	5%	3%
The locations are not accessible to me	24%	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.)	49%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Virginia-Washington DC Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	43%	21%
Agree	57%	73%
I understand how to become more engaged with my HFMA chapter	Virginia-Washington DC Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	29%	24%
Agree	71%	69%

Sample (new members):	9
Percent of Respondents:	22%



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