

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

West Virginia Chapter

Sample Size: 688
Responses Received: 108
Response Rate: 16%

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 18%	Passives 26%	Promoters 56%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **89%**

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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HFMA Chapter Survey (FY20)

West Virginia 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	3	1	1	2	1	5	6	9	19	14	45
Percent	3%	1%	1%	2%	1%	5%	6%	8%	18%	13%	42%
Overall	18%							26%		56%	
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	West Virginia Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	3%	4%	6%	18%	69%	54%	<div><div></div></div> 69%
Addressing the right issues and topics	2%	5%	10%	21%	62%	49%	<div><div></div></div> 62%
Locating events where I can access them	4%	3%	5%	21%	67%	51%	<div><div></div></div> 67%
Keeping me up to date on state and regional issues	1%	7%	6%	21%	65%	53%	<div><div></div></div> 65%
Providing connections to others in my field	3%	4%	11%	19%	63%	51%	<div><div></div></div> 63%
Providing easy access to information	2%	3%	15%	19%	61%	52%	<div><div></div></div> 61%
Chapter networking opportunities	3%	4%	9%	19%	65%	51%	<div><div></div></div> 65%
HFMA chapter overall	4%	2%	5%	21%	68%	55%	<div><div></div></div> 68%

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
	West Virginia Chapter	All Chapters	
Profitability analysis by product or service line	5%	18%	<div><div></div></div> 5%
Accounting and financial reporting issues related to emerging payment models	16%	22%	<div><div></div></div> 16%
Improving front end revenue cycle processes	33%	23%	<div><div></div></div> 33%
Changes in Medicare reimbursement policies	24%	24%	<div><div></div></div> 24%
Compliance with Medicare regulations	15%	16%	<div><div></div></div> 15%
Managing and measuring the total cost of care	15%	21%	<div><div></div></div> 15%
Improving the patient financial experience	38%	22%	<div><div></div></div> 38%
Negotiating contracts with value based payment mechanisms	8%	12%	<div><div></div></div> 8%
Prevention and management of denials	26%	20%	<div><div></div></div> 26%
Operationalizing structures and processes to reflect changing payment models	13%	17%	<div><div></div></div> 13%
Business intelligence and data analytics	10%	28%	<div><div></div></div> 10%
State legislative and regulatory update	10%	20%	<div><div></div></div> 10%
State Medicaid program	31%	17%	<div><div></div></div> 31%
Local payors and employers response to ongoing changes in healthcare	22%	17%	<div><div></div></div> 22%

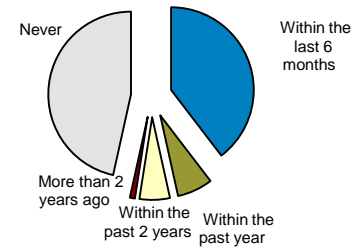
Healthcare Financial Management Association

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West Virginia Chapter

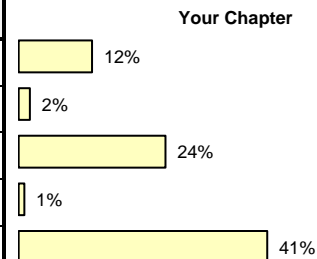
Attending an educational event

When was the last time that you attended a chapter event?	West Virginia Chapter	All Chapters
Within the last 6 months	40%	43%
Within the past year	7%	18%
Within the past 2 years	6%	9%
More than 2 years ago	1%	8%
Never	47%	22%



Attendance Barriers

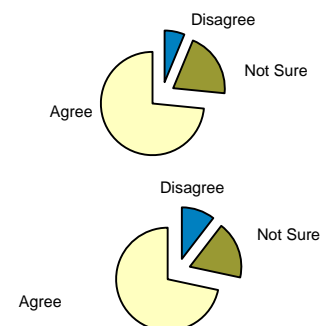
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	West Virginia Chapter	All Chapters
Event content not relevant to my job or misses the mark	12%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	24%	22%
The quality of events does not meet expectations	1%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	41%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	West Virginia Chapter	All Chapters
Disagree	6%	7%
Not Sure	20%	20%
Agree	73%	74%
I understand how to become more engaged with my HFMA chapter	West Virginia Chapter	All Chapters
Disagree	10%	7%
Not Sure	18%	24%
Agree	72%	70%

Sample (new members):	78
Percent of Respondents:	72%



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

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West Virginia 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
Never	265	Provider/ Payer	As far as the tests go, they really need to be simplified. I just took the Fraudulent Claims test and it was as if you were expecting a Philadelphia Lawyer or brain surgeons to take them. I'm in the billing dept and had a hard time understanding the questions.
Within the past year	NULL	Provider/ Payer	give us more info on individual payers and who to reach out to for questions in emails rather than more conference emails.
Within the last 6 months	265	Provider/ Payer	Great organization with a great group of leaders!
Within the last 6 months	265	Provider/ Payer	HFMA is a very informative organization. The only problem I had was with the wording in the e-learning courses. I didn't know what some of the words meant, so I had to look them up.
Never	265	Provider/ Payer	I am not part of HFMA by my choosing, it is forced upon me by employer.
	265	Provider/ Payer	I just completed the survey to let you know that our company required us to register with HFMA to complete our company's annual e-learning requirements (& to increase your membership numbers while our managers act in leadership positions at HFMA this year, I presume). I wouldn't mind so much IF HFMA didn't barrage us with constant e-mails (daily & sometimes multiple times daily). There is insufficient time during my workday to review daily e-mails from HFMA as I am a front-time worker, not a manager who has time to review your type of e-mail updates. So, instead of all this encouraging me to enjoy my HFMA membership, it makes me feel irritated about HFMA daily upon receipt & trashing of all your unneeded e-mails. Please re-consider a weekly HFMA e-mail release schedule & your members might take your e-mails more seriously & not just hit delete upon receipt.
Never	265	Provider/ Payer	I took 2 e-learning classes, along with my coworkers, which was required by our supervisor. I felt the testing was very poorly done. We had no idea which questions we missed, so it was a guessing game to come up with the correct answer. It is very difficult to improve on something when you don't know what it is you need to improve upon. We felt like we were set up to fail. We do not have that kind of time to dwell on these and the correct answer is not always easy to find. None of us felt it was worth our time doing the tests as we did not know even after passing, which were correct and which weren't.
Never	254	Business Partner	Make the website easier to find the necessary courses. I found the ones I needed but a lot of my coworkers have had issues finding them without help.
Within the past 2 years	253	Business Partner	More involvement by hospital CFOs and other finance team members.
Never	265	Provider/ Payer	More networking to others within the medical field.
Never	261	Provider/ Payer	My account has been messed up since signing up, had to call to get signed up and unable to get to classes I need to take.
Never	265	Provider/ Payer	Our leadership was not informed to access the CBL's on Chrome which was a huge disadvantage. After informing HFMA of our issues it took longer than expected for them to communicate back on the reasons for our issues. Those whom I did speak with, for the most part, were, as least, very courteous. I find the web page hard to navigate to find the courses we were instructed to take.
Never	254	Business Partner	Perhaps the majority of members are further up the chain, but I would love to see more info available on my level (Pt. Access).
Never	265	Provider/ Payer	Some topics, such as HIPAA, are harder to let everything "sink in". Maybe shorter courses instead of such long courses to try and remember everything.
Never	265	Business Partner	the website is very difficult to navigate. As well as there needs to be a notification that informs people whether to use internet explorer, or google chrome.
Within the last 6 months	456	Business Partner	The WV HFMA Chapter rocks! It has great leadership and offers topnotch education and networking opportunities.

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West Virginia 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	266	Provider/ Payer	This is a great chapter. I always look forward to the meetings. Glad to be a part of this organization.
Never	265	Provider/ Payer	too many emails
Never	265	Provider/ Payer	WE GET TOO MANY EMAILS , ONE A MONTH WOULD BE PLENTY
Never	265	Business Partner	We were put into the chapter without permission and without prior knowledge of what the chapter is or does. We have not been able to communicate or understand how the website operates and works due to lack of information coming from our management team and HFMA. There was nothing to get new members acquainted with HFMA and understand how the website worked and operate. There has been absolutely no opportunity to network or learn of other opportunities.

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HFMA Chapter Survey (FY20)
West Virginia 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 past year	255	Business Partner	Physician alignment
Never	265	Provider/Payer	Business intelligence and data analytics, understanding Medicare and Different programs offered by State Medicaid.
Within the past year	249	Provider/Payer	Changes in Medicare reimbursement Cost report management both PPS and CAH Maintaining access to care at the local level
More than 2 years ago	257	Provider/Payer	Consolidation in the market and viability of rural providers and facilities
Within the last 6 months	265	Provider/Payer	I think they do a very good job informing members of issues and problem areas in the Healthcare System. Can't think of anything.
Within the last 6 months	265	Provider/Payer	Medicare billing. How much they allow for certain services, how to explain to patients
Never	265	Provider/Payer	NONE
Never	265	Provider/Payer	too many emails.

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HFMA Chapter Survey (FY20)
West Virginia 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	262	Business Partner	Events are usually in great locations but due to our financial state I can only attend if content is relevant to a grant that allows me to attend.
Never	262	Business Partner	I have only been employed at this facility for 6 months.
Within the last 6 months	253	Business Partner	I usually attend
Within the last 6 months	253	Business Partner	I usually attend
Never	267	Business Partner	It's not feasible for me to attend any events at my current employment and pay level.
Never	265	Business Partner	Our office does not allow us the opportunity to join anything held that's not permitted and approved by the organization. Also many topics look to not fall into the bucket of items concentrated on in our daily work life.
Within the last 6 months	152	Business Partner	The # of providers present would impact my decision to attend or not attend. If we could get some assurance that at least 8-10 different hospitals/health systems would be represented at an event, I would be more likely to attend some of the events that I miss.
Within the last 6 months	257	Business Partner	Timing of events often conflicts with my workload.
Never	254	Business Partner	True barriers: I'm in Patient Access in the ED. There is no budget for anything unless it's free, requires no time away from work, and is available online. Nothing less will be approved. They prefer that we just take your PA online classes.
Within the last 6 months	265	Provider/ Payer	Events in Morgantown, Clarksburg or Fairmont.
Within the last 6 months	262	Provider/ Payer	going out of state is a problem for me
Within the last 6 months	254	Provider/ Payer	Hard to get to other parts of the state in winter.
Within the last 6 months	262	Provider/ Payer	Hard to leave job responsibilities
Never	265	Provider/ Payer	I don't live close to the area where the meeting are.
Within the past year	NULL	Provider/ Payer	I prefer to read and learn on my own rather than events also I work from home base.
Never	252	Provider/ Payer	I recently joined and have had conflicts in my schedule that have prevented me from attending.
Within the last 6 months	252	Provider/ Payer	I usually try to attend most HFMA conferences/workshops. The networking pays off when some of the sessions may not be what you thought they would be, it is still a great event to attend.
Never	265	Provider/ Payer	I'm not sure of their value to me in my current position.
Never	261	Provider/ Payer	IN MY LIFE RIGHT NOW I DON'T HAVE TIME TO GO TO ANY EVENTS.
Within the last 6 months	254	Provider/ Payer	living in the eastern panhandle and most events are at least 3hrs away
Never	265	Provider/ Payer	My department is not willing to pay the registration fees associated with the event so I am unable to attend most events held.
Never	265	Provider/ Payer	need permission to go

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	265	Provider/ Payer	Some HFMA conferences do not pertain to my job duties.
Within the last 6 months	265	Provider/ Payer	some of the events are out of my area
Never	265	Provider/ Payer	They always fall on a timeframe I cannot attend.
More than 2 years ago	257	Provider/ Payer	Timing of events and conflicts with standing meetings or other events to attend
Within the past 2 years	261	Provider/ Payer	Truly, the events are good, but my job role and responsibilities are a barrier to the frequent travel overnight stay and time away. I'd like to make these work in the future and will try to do so. Thanks!
Never	265	Provider/ Payer	Unless they are in Parkersburg, WV, I cannot attend
Within the past 2 years	252	Provider/ Payer	Was very active for years, my current position is not directly financial, therefore I do not participate as I did in the past.
Never	265	Provider/ Payer	Working at that time

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

West Virginia Chapter

Provider/Payer Responses Received: 73
Provider/Payer percent of all Responses Received: 68%

FY20 Net Promoter Score: 37
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 15%	Passives 32%	Promoters 52%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

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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
West Virginia 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	2	0	1	2	1	3	2	4	19	10	27
Percent	3%	0%	1%	3%	1%	4%	3%	6%	27%	14%	38%
Overall	15%							32%		52%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 37 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	West Virginia 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	3%	3%	6%	24%	65%	52%	<div><div></div></div> 65%
Addressing the right issues and topics	1%	4%	9%	26%	59%	47%	<div><div></div></div> 59%
Locating events where I can access them	3%	4%	4%	23%	65%	48%	<div><div></div></div> 65%
Keeping me up to date on state and regional issues	0%	7%	3%	29%	61%	52%	<div><div></div></div> 61%
Providing connections to others in my field	1%	6%	12%	20%	61%	50%	<div><div></div></div> 61%
Providing easy access to information	1%	4%	13%	23%	58%	51%	<div><div></div></div> 58%
Chapter networking opportunities	1%	6%	9%	21%	63%	50%	<div><div></div></div> 63%
HFMA chapter overall	3%	3%	4%	25%	65%	54%	<div><div></div></div> 65%

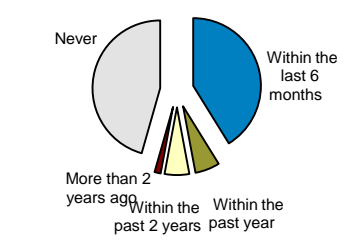
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	West Virginia Chapter	P/P All Chapters	
Profitability analysis by product or service line	4%	19%	<div><div></div></div> 4%
Accounting and financial reporting issues related to emerging payment models	18%	24%	<div><div></div></div> 18%
Improving front end revenue cycle processes	37%	23%	<div><div></div></div> 37%
Changes in Medicare reimbursement policies	23%	25%	<div><div></div></div> 23%
Compliance with Medicare regulations	11%	17%	<div><div></div></div> 11%
Managing and measuring the total cost of care	16%	22%	<div><div></div></div> 16%
Improving the patient financial experience	40%	20%	<div><div></div></div> 40%
Negotiating contracts with value based payment mechanisms	5%	13%	<div><div></div></div> 5%
Prevention and management of denials	29%	21%	<div><div></div></div> 29%
Operationalizing structures and processes to reflect changing payment models	11%	17%	<div><div></div></div> 11%
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State legislative and regulatory update	8%	18%	<div><div></div></div> 8%
State Medicaid program	29%	18%	<div><div></div></div> 29%
Local payors and employers response to ongoing changes in healthcare	22%	17%	<div><div></div></div> 22%

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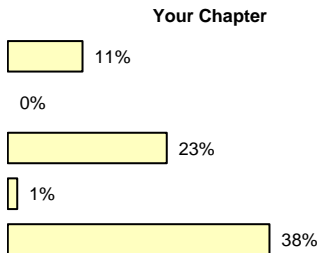
Attending an educational event

When was the last time that you attended a chapter event?	West Virginia Chapter	P/P All Chapters
Within the last 6 months	41%	39%
Within the past year	6%	19%
Within the past 2 years	6%	10%
More than 2 years ago	1%	8%
Never	46%	23%



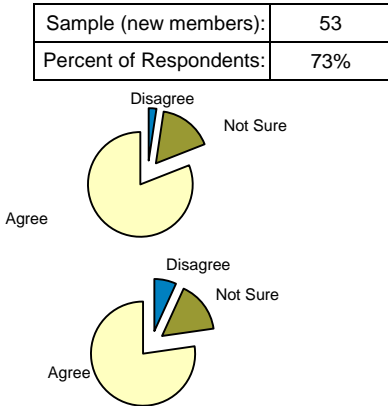
Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	West Virginia Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	11%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	23%	25%
The quality of events does not meet expectations	1%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	38%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Responses	
	West Virginia Chapter	P/P All Chapters
Disagree	2%	6%
Not Sure	17%	21%
Agree	81%	73%
I understand how to become more engaged with my HFMA chapter	Percent of Responses	
	West Virginia Chapter	P/P All Chapters
Disagree	7%	7%
Not Sure	16%	24%
Agree	77%	69%



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