

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Western New York Chapter

Sample Size: 129
Responses Received: 30
Response Rate: 23%

FY20 Net Promoter Score: 25
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 25%	Passives 25%	Promoters 50%
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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: **70%**

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)

Western New York 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	3	3	0	7	5	9
Percent	0%	0%	0%	0%	4%	11%	11%	0%	25%	18%	32%
Overall	25%						25%		50%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: 25

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	Western New York Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	10%	10%	17%	37%	27%	54%	<div><div></div></div> 27%
Addressing the right issues and topics	10%	10%	23%	23%	33%	49%	<div><div></div></div> 33%
Locating events where I can access them	3%	3%	30%	37%	27%	51%	<div><div></div></div> 27%
Keeping me up to date on state and regional issues	17%	3%	20%	33%	27%	53%	<div><div></div></div> 27%
Providing connections to others in my field	3%	3%	33%	37%	23%	51%	<div><div></div></div> 23%
Providing easy access to information	10%	17%	17%	34%	21%	52%	<div><div></div></div> 21%
Chapter networking opportunities	0%	17%	23%	37%	23%	51%	<div><div></div></div> 23%
HFMA chapter overall	0%	10%	20%	43%	27%	55%	<div><div></div></div> 27%

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
	Western New York 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	33%	22%	<div><div></div></div> 33%
Improving front end revenue cycle processes	17%	23%	<div><div></div></div> 17%
Changes in Medicare reimbursement policies	43%	24%	<div><div></div></div> 43%
Compliance with Medicare regulations	10%	16%	<div><div></div></div> 10%
Managing and measuring the total cost of care	13%	21%	<div><div></div></div> 13%
Improving the patient financial experience	13%	22%	<div><div></div></div> 13%
Negotiating contracts with value based payment mechanisms	17%	12%	<div><div></div></div> 17%
Prevention and management of denials	10%	20%	<div><div></div></div> 10%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div><div></div></div> 17%
Business intelligence and data analytics	17%	28%	<div><div></div></div> 17%
State legislative and regulatory update	33%	20%	<div><div></div></div> 33%
State Medicaid program	33%	17%	<div><div></div></div> 33%
Local payors and employers response to ongoing changes in healthcare	17%	17%	<div><div></div></div> 17%

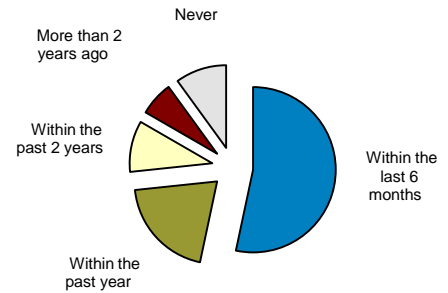
Healthcare Financial Management Association

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Western New York Chapter

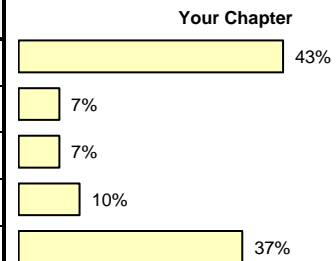
Attending an educational event

When was the last time that you attended a chapter event?	Western New York Chapter	All Chapters
Within the last 6 months	53%	43%
Within the past year	20%	18%
Within the past 2 years	10%	9%
More than 2 years ago	7%	8%
Never	10%	22%



Attendance Barriers

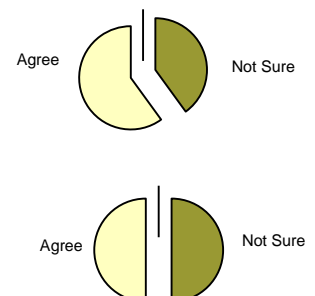
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Western New York Chapter	All Chapters
Event content not relevant to my job or misses the mark	43%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	7%	22%
The quality of events does not meet expectations	10%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	37%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Western New York Chapter	All Chapters
Disagree	0%	7%
Not Sure	40%	20%
Agree	60%	74%
I understand how to become more engaged with my HFMA chapter	Western New York Chapter	All Chapters
Disagree	0%	7%
Not Sure	50%	24%
Agree	50%	70%

Sample (new members):	6
Percent of Respondents:	20%



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

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Western New York 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	142	Provider/Payer	A 5 star would indicate no room for improvement. I believe there should always be room for improvement. I believe a great job is done, and I enjoy the events offered in the area.
Within the last 6 months	142	Provider/Payer	Chapter provides great education, but communication could be better to its members as to what is going on. No news on what went on at ANI, LTC, R2, Banquet, etc. Could be reason why chapter has problems getting members involved. Website has not been updated w/ current officers & chairs, awards since 2017, etc. Nice that they are starting to provide pics of past events. Also need more networking.
Within the last 6 months	142	Provider/Payer	Get the people who are higher up to support us at the ground level.
Within the past 2 years	142	Business Partner	Hold education events, improve communications. I receive nothing from the chapter except webinar invites periodically.
Never	142	Business Partner	I don't see a lot coming from the WNY chapter. More visibility and communication could help.
Within the last 6 months	142	Provider/Payer	I feel that there is very little being provided to members. Very few educational programs. Only a few regional webinars. No communication to members (ex. Newsletter or email updates) to let members know what is going on in the Chapter.
Within the past 2 years	142	Provider/Payer	I haven't been receiving any info on local events/speakers. Have there been any? Outside the golf tournament in Rochester, I haven't seen anything in almost 2 years.
Within the past year	142	Provider/Payer	Need to have education sessions on a regular basis that provide information on current issues in healthcare finance and reimbursement.
Within the last 6 months	142	Provider/Payer	One thing I miss and have suggested is to bring back the annual directory booklet of our members. My last one is several years old, so does not have any of the newer members.
Within the last 6 months	142	Business Partner	Our chapter lacks the ability to keep facilities interested enough to attend meetings or even provide questions for the meetings. The revenue cycle struggles to get people involved. We combined all aspects of revenue cycle into one and seem to have lost its luster. We have very little focus on physician practice billing even though a lot of facilities bill their own nowadays. It's difficult to get payers involved in coming to address issues. We have a lot of work to do to get back on track.
Within the last 6 months	142	Provider/Payer	Over the last few years I have noticed a significant drop in quality educational offerings. Those that are pulled together are generally not well advertised and/or the notices are not sent out on a timely basis. There should be more effort by the chapter to bring relevant and timely educational speakers and presentations to the region that are associated with current "hot" topics in health care (rather than the same old revenue cycle, cost reporting basics that have been around for years). HANYS, GNYHA, NYS, etc. Topics that come to mind are: VBP, ACOs/IPAs, Medicare APMs, Federal Gov'n't Updates, NYS Gov'n't Updates, NYS Medicaid DSRIP Activities and Outcomes..... There are very few networking events - these too require more advanced notice to ensure people can attend. I also miss the newsletters that would feature member activities and events. That said, I remain a strong supporter and advocate of the local chapter and appreciate the volunteer hours that the officers and committee members provide.
Within the last 6 months	142	Provider/Payer	Please update the WNY chapter website on a regular basis. I could not find any information about the Region 2 Institute or the golf outing when I went looking for it and it looked like it hadn't been updated in months. Emails for both of those events went out really late this year. Also, if we moved the golf outing back to Buffalo, I think a ton more people would attend.
Within the last 6 months	142	Provider/Payer	The main purpose of the chapter is to provide education to it's members. This has not been occurring on any consistent basis.
Within the last 6 months	142	Provider/Payer	Would like more relevant accounting and industry updates. What they have is great - just wish there were more.

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Western New York 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	142	Provider/ Payer	would like to see more education and social events.

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Western New York 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
Never	142	Business Partner	n/a
Within the last 6 months	142	Provider/ Payer	Emerging changes in healthcare and healthcare finance.
Within the past year	142	Provider/ Payer	Medicaid Cost Report 101 Medicare Cost Report 101
Within the last 6 months	142	Provider/ Payer	Please see previous comment box at start of survey
Within the last 6 months	142	Provider/ Payer	Price transparency NYS Managed Care Law changes
Within the past year	142	Provider/ Payer	Worksheet S-10 drives DSH payments, what can facilities do within their revenue cycle to ensure they are reporting correctly. Would like to see hands on program that provides actionable ideas. Medicaid rates, programs that provide actionable ideas to prepare for next rebasing year. How to review capital allocation to ensure appropriate reporting for capital pass thru.

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Western New York 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
Never	142	Business Partner	I was aware of a conference and golf tournament this year and the dates and locations just didn't work out for me.
Within the last 6 months	142	Business Partner	Sometimes the events don't address current issues or present any time of resolution
Within the past 2 years	142	Business Partner	Very limited events offered outside of CDM and cost report
Within the last 6 months	142	Provider/ Payer	1. Most education events are too specific to a particular healthcare entity or position and do not apply at all to my work in healthcare. 2. The annual banquet is always super early (5:30pm), located in the driving direction of the worst rush hour traffic, and tends to be scheduled during month end close. I've missed it several years for these reasons. 3. I do not like the shared chapter events. They are much too long of a drive.
Within the last 6 months	142	Provider/ Payer	Family commitments
Within the past year	142	Provider/ Payer	I am a beginner in reimbursement, I usually attend the cost report roadshow, but would like to really gain the foundation for reimbursement before venturing into other topics.
Within the last 6 months	142	Provider/ Payer	I usually attend.
Within the past year	142	Provider/ Payer	My schedule, but if topic important and meaningful enough I will adjust my schedule to attend.
Within the last 6 months	142	Provider/ Payer	Need more and timely communication of events. Have new social event separate from education.
Within the last 6 months	142	Provider/ Payer	Not enough education. I attend the HANYS Finance officer's meetings as those are scheduled on a regular basis by WNYHA. Chapter education has been very infrequent.
Within the last 6 months	142	Provider/ Payer	The notices for the events do not come out far enough in advance of the event.
Within the last 6 months	142	Provider/ Payer	The Seminar at Turning Stone is too cost prohibitive for me to attend.
Within the last 6 months	142	Provider/ Payer	There are no events to attend

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Western New York Chapter

Provider/Payer Responses Received: 25
Provider/Payer percent of all Responses Received: 83%

FY20 Net Promoter Score: 29
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 25%	Passives 21%	Promoters 54%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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Western New York 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	3	2	0	5	5	8
Percent	0%	0%	0%	0%	4%	13%	8%	0%	21%	21%	33%
Overall	25%							21%		54%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 29 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	Western New York 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	8%	12%	8%	44%	28%	52%	<div><div></div></div> 28%
Addressing the right issues and topics	12%	8%	16%	24%	40%	47%	<div><div></div></div> 40%
Locating events where I can access them	0%	4%	20%	44%	32%	48%	<div><div></div></div> 32%
Keeping me up to date on state and regional issues	16%	4%	12%	40%	28%	52%	<div><div></div></div> 28%
Providing connections to others in my field	4%	0%	32%	36%	28%	50%	<div><div></div></div> 28%
Providing easy access to information	8%	20%	12%	36%	24%	51%	<div><div></div></div> 24%
Chapter networking opportunities	0%	12%	24%	36%	28%	50%	<div><div></div></div> 28%
HFMA chapter overall	0%	8%	12%	48%	32%	54%	<div><div></div></div> 32%

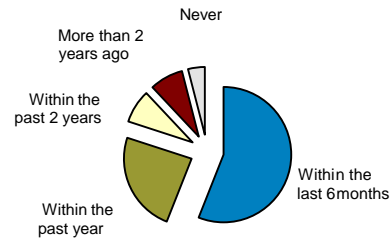
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Western New York Chapter	P/P All Chapters	
Profitability analysis by product or service line	16%	19%	<div><div></div></div> 16%
Accounting and financial reporting issues related to emerging payment models	40%	24%	<div><div></div></div> 40%
Improving front end revenue cycle processes	12%	23%	<div><div></div></div> 12%
Changes in Medicare reimbursement policies	44%	25%	<div><div></div></div> 44%
Compliance with Medicare regulations	12%	17%	<div><div></div></div> 12%
Managing and measuring the total cost of care	16%	22%	<div><div></div></div> 16%
Improving the patient financial experience	8%	20%	<div><div></div></div> 8%
Negotiating contracts with value based payment mechanisms	16%	13%	<div><div></div></div> 16%
Prevention and management of denials	4%	21%	<div><div></div></div> 4%
Operationalizing structures and processes to reflect changing payment models	20%	17%	<div><div></div></div> 20%
Business intelligence and data analytics	12%	28%	<div><div></div></div> 12%
State legislative and regulatory update	32%	18%	<div><div></div></div> 32%
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Local payors and employers response to ongoing changes in healthcare	20%	17%	<div><div></div></div> 20%

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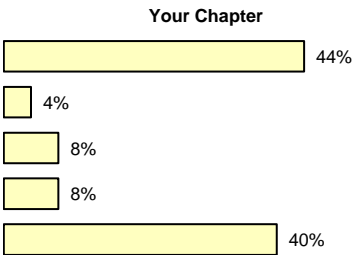
Attending an educational event

When was the last time that you attended a chapter event?	Western New York Chapter	P/P All Chapters
Within the last 6 months	56%	39%
Within the past year	24%	19%
Within the past 2 years	8%	10%
More than 2 years ago	8%	8%
Never	4%	23%



Attendance Barriers

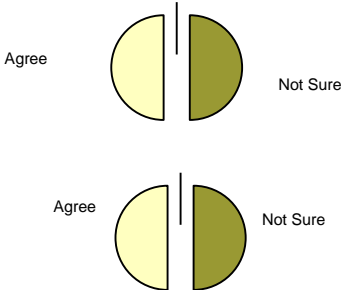
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Western New York Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	44%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	8%	25%
The quality of events does not meet expectations	8%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	40%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Western New York Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	50%	21%
Agree	50%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Western New York Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	50%	24%
Agree	50%	69%

Sample (new members):	4
Percent of Respondents:	16%



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