

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**January 2020**

## Wisconsin Chapter

Sample Size:	574
Responses Received:	75
Response Rate:	13%
FY20 Net Promoter Score:	30
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:

<b>Detractors</b>	<b>Passives</b>	<b>Promoters</b>
18%	34%	48%



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **82%**  
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)

### Wisconsin 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	1	1	1	3	7	7	17	14	20
Percent	0%	0%	1%	1%	1%	4%	10%	10%	24%	20%	28%
Overall	18%							34%		48%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **30**

All Chapters FY20 Average Net Promoter Score: **49**

Net Promoter Score = % Promoters - % 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	Wisconsin 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%	3%	21%	36%	<b>40%</b>	54%	40%
Addressing the right issues and topics	1%	4%	17%	40%	<b>37%</b>	49%	37%
Locating events where I can access them	1%	1%	26%	26%	<b>45%</b>	51%	45%
Keeping me up to date on state and regional issues	1%	4%	22%	33%	<b>39%</b>	53%	39%
Providing connections to others in my field	0%	9%	21%	30%	<b>40%</b>	51%	40%
Providing easy access to information	1%	4%	19%	30%	<b>46%</b>	52%	46%
Chapter networking opportunities	0%	4%	25%	30%	<b>41%</b>	51%	41%
HFMA chapter overall	0%	0%	19%	39%	<b>43%</b>	55%	43%

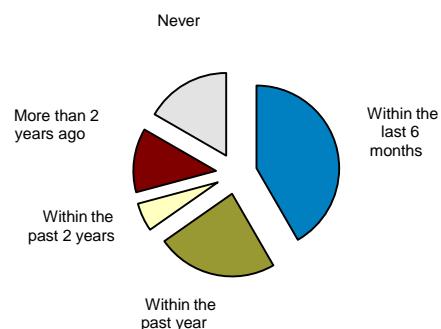
#### Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Wisconsin Chapter	All Chapters	
Profitability analysis by product or service line	21%	18%	21%
Accounting and financial reporting issues related to emerging payment models	21%	22%	21%
Improving front end revenue cycle processes	29%	23%	29%
Changes in Medicare reimbursement policies	17%	24%	17%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	29%	21%	29%
Improving the patient financial experience	27%	22%	27%
Negotiating contracts with value based payment mechanisms	16%	12%	16%
Prevention and management of denials	16%	20%	16%
Operationalizing structures and processes to reflect changing payment models	16%	17%	16%
Business intelligence and data analytics	28%	28%	28%
State legislative and regulatory update	15%	20%	15%
State Medicaid program	13%	17%	13%
Local payors and employers response to ongoing changes in healthcare	16%	17%	16%

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Wisconsin Chapter**

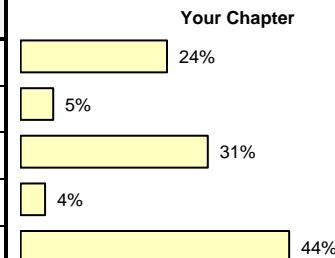
**Attending an educational event**

When was the last time that you attended a chapter event?	Wisconsin Chapter	All Chapters
Within the last 6 months	42%	43%
Within the past year	24%	18%
Within the past 2 years	6%	9%
More than 2 years ago	13%	8%
Never	17%	22%



**Attendance Barriers**

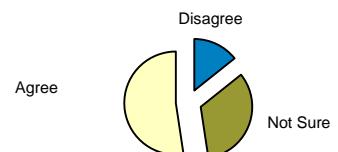
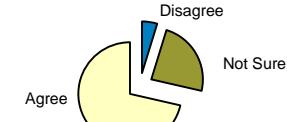
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Wisconsin Chapter	All Chapters
Event content not relevant to my job or misses the mark	24%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	31%	22%
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.)	44%	41%



**New Member\* Perceptions**

Statement	Wisconsin Chapter	All Chapters
	Wisconsin Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	5%	7%
Not Sure	24%	20%
Agree	71%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	14%	7%
Not Sure	33%	24%
Agree	52%	70%

Sample (new members):	24
Percent of Respondents:	32%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Wisconsin 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	546	Provider/ Payer	Am happy with the services. lots of content sometimes feels like overload. maybe a way to call attention to items that may have more impact. high priority topics like state regulation changes or CMS policy updates delivered in short concise format with high attention called to them?
Never	539	Provider/ Payer	Because most events are early in the month, its very difficult for me to participate.
Within the last 6 months	530	Business Partner	Been to Madison a lot lately... how about Osthoff resort or Green Lake?
Within the past year	535	Provider/ Payer	Better and more timely information on state and regional news. Opportunities to meet with other CFOs or senior level finance members.
Within the last 6 months	530	Business Partner	HFMA needs to start thinking of vendors as business partners and not just as companies that provide financial support. Sponsors get recognition all the time for financial support of the Chapter, but seldom do they get recognized for the awesome job they provide to improve the healthcare of our communities.
Never	546	Provider/ Payer	I am not in the finance field but work in healthcare and need to stay abreast of trends in working with our leaders. When I have a question or need more detailed information, your organization has served a great resource. I didn't rate some of the items above because this isn't my primary work so I don't regularly look for opportunities for outside training, networking, etc.
Never	547	Business Partner	I don't know that I receive any specific info from the Wisconsin chapter. I'm overwhelmed with the amount of emails I receive from HFMA in general (despite reducing them), that I don't read them, and don't know what's in them. I have noticed events in Madison, but not all employers pay for travel to Madison. Having more localized events would be beneficial, from an education, networking, etc. standpoint.
Within the past 2 years	544	Provider/ Payer	I really heavily on HFMA for updates that I need to be aware of
Within the last 6 months	530	Business Partner	I think the website could be improved again. I still feel as if I am stumbling around trying to get to what I need.
Never	535	Provider/ Payer	I'm a new member without much exposure to the chapter to fairly rate it. Maybe that means I need more communication from the chapter?
Within the past year	542	Provider/ Payer	It is hard to join in conversations during networking social events. Seems like a lot of people have their groups and don't really make a point to welcome new people to their circle. I feel uncomfortable socializing in a bar atmosphere and I do not golf. Maybe create a team activity or game atmosphere where new people can join and feel they contribute to conversation with people around them.
Never	544	Provider/ Payer	Location is an issue for me. Hard to get to the networking opportunities.
Within the past 2 years	548	Provider/ Payer	Location of events isn't always ideal
Within the last 6 months	544	Business Partner	Love this organization. Thanks for all you do.
Within the past year	539	Provider/ Payer	May want to consider reducing number of events to entice greater participation. Location seems to be key to numbers.  With the success of the mega conference maybe the revenue cycle associations should combine with HFMA since most of the participants are duplicative and have combined events on an ongoing basis.
Within the past year	558	Business Partner	more opportunities to meet other members-doesn't have to be at a two day conference, more educ meetings &/or webinars-again not necessarily at a two day conference, more educational hours at two day conferences. Are there any opportunities for chapter to help other organizations using their finance expertise?
Within the last 6 months	532	Provider/ Payer	My answers "4"s reflect my own interests and location, etc. The subject matter and educational programming on accounting issues do not help me but I understand are crucial to the CFO and Finance audience.
More than 2 years ago	544	Provider/ Payer	Need to determine how to get more CFOs to participate. Not sure if a CFO Forum/council meeting might get more attendance.

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Wisconsin 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 2 years	530	Provider/ Payer	Provide program content there takes topic to a deeper level, more in depth.
More than 2 years ago	537	Provider/ Payer	Providing more routine emails with updates on State and regional issues affecting health care. Less social news in the newsletters. Less photos of people. More "meat" to keep members informed.
Within the last 6 months	537	Provider/ Payer	Since I work for an academic medical center, and not a hospital, it would be hard to find ways for the chapter to improve. :) I think the chapter is doing a great job at providing a variety of topics at the conferences.
Within the last 6 months	530	Provider/ Payer	Somehow you need to get more healthcare personnel at the smaller meetings. There seem to be too high of a percentage of vendors.
Within the last 6 months	530	Provider/ Payer	There are opportunities to expand the variety of networking options available, for example more activity-based events. A fitness walk, museum or attraction tour, etc. are more engaging and social for some than a cocktail hour.

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Wisconsin 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	551	Business Partner	Patient Engagement technology to help with payments
Within the past year	542	Provider/ Payer	Financial statement presentation and reporting. The new issue with tax on parking costs reported on the Form 990. Reporting long term lease liability on the balance sheet.
Within the last 6 months	531	Provider/ Payer	How Data Analytics helps the Financial Role Change Management Strategies on a large and small scale
Within the last 6 months	532	Provider/ Payer	Leadership burnout
Within the last 6 months	530	Provider/ Payer	Leadership, relationship between finance and operations, challenges unique to academic medicine
More than 2 years ago	546	Provider/ Payer	Medicare cost report bootcamp for those newer into the field. Currently working with national HFMA on this for a popup education opportunity.
Never	546	Provider/ Payer	payment variances
Never	535	Provider/ Payer	Physician compensation
Within the past 2 years	530	Provider/ Payer	Provider presentations and panel discussions.
More than 2 years ago	544	Provider/ Payer	Start with the local issues/dynamics and go from there. Even special sessions for reimbursement professionals or others whereby it increases attendance at least once a year.
Within the last 6 months	532	Provider/ Payer	using AI to make clinical decisions with direct financial impacts, for example.....Medical Necessity admission status

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Wisconsin 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	530	Business Partner	I usually attend. My current schedule didn't allow for me to attend at the times given.
Within the last 6 months	544	Business Partner	Living up north provides limited access to events but that's no different from other organizations.
Never	547	Business Partner	notification of events and location
Never	543	Business Partner	Taxes - form 990; Sch H reporting; community benefit
Within the past year	537	Business Partner	Wi HFMA offers a lot so it's not always the right fit.
Within the past year	542	Provider/ Payer	Commented on networking issues in prior question. I am a senior accountant in the financial department of a critical access hospital and rural health clinic. Would like to see more on financial statement presentation trends, budgeting, and data collections. Issues and health service lines in rural areas that address issues using the information regarding Healthiest Wisconsin 2020 Focus Areas.
More than 2 years ago	543	Provider/ Payer	Cost cutting measures at the hospital I work at don't allow for much out of town training anymore.
Within the last 6 months	530	Provider/ Payer	Cost is also an issue - as my hospital is unwilling to fund attendance anymore. I am not going to go unless the topics are very relevant to me and I can possibly avoid hotel costs.
Within the last 6 months	537	Provider/ Payer	I miss the Mega conference in January each year because it is during my budget season. No reflection on the chapter at all!
Within the last 6 months	530	Provider/ Payer	I probably don't pay close enough attention to events.
Never	546	Provider/ Payer	lack of familiarity with events and what I can expect from them
Within the last 6 months	543	Provider/ Payer	Locations that require an overnight stay are often frowned upon by upper management. They want to keep training costs as low as possible, so if we can't drive to the event daily, often times we are not able to attend. It also helps when the event for people working at hospitals is free.
More than 2 years ago	537	Provider/ Payer	More half day or one day local events with keynote speakers, less overnight. Financially more feasible to attend.
Within the last 6 months	546	Provider/ Payer	Mostly, because of work, I can't travel that far to miss work.
Never	539	Provider/ Payer	My inability to attend functions relates more to cost and timing. I would be more likely able to attend if events were held the last week of the month.
More than 2 years ago	546	Provider/ Payer	My position does not allow for numerous conferences or events each year so we have to be selective in what we choose to attend.
More than 2 years ago	546	Provider/ Payer	Need more on CDM work and Medicare cost reports. Overall the chapter does better on leadership information. The timing of the meetings can be tough. I generally have conflicts or don't know about it far enough in advance.
More than 2 years ago	544	Provider/ Payer	Networking is limited, especially for senior leaders. Big differences between CAH, systems, and out of state systems.
Within the last 6 months	532	Provider/ Payer	Schedule conflicts are the biggest barrier
Within the last 6 months	530	Provider/ Payer	Sometimes content is revenue cycle heavy, understandably. There are a lot of topics to cover outside that, however, including process improvement, productivity and clinical analysis, workforce planning, and business planning that my position entails more of.
Never	546	Provider/ Payer	The main reason has been time of the events that don't work with my calendar.
Within the last 6 months	532	Provider/ Payer	Timing is usually the only issue I come across. HFMA does a great job with ensuring locations are convenient.

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
Wisconsin 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	535	Provider/ Payer	We are a new HFMA member utilizing the corporate membership through SSM Health. I look forward to learning more from the chapter and finding time to attend events that are on relevant topics.
Within the past 2 years	544	Provider/ Payer	With the pace of health care it is often difficult to get away and the travel costs are highly scrutinized
Within the past year	530	Provider/ Payer	Work deadlines and changing project timelines make it hard to commit and keep to the scheduled date. I would rather not cancel at the last minute disrupting your plan/attendance. Restrictions in travel/seminar reimbursement by my employer are also a concern.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20) - Provider/Payer Dataset**  
**January 2020**

## Wisconsin Chapter

Provider/Payer Responses Received: 51  
Provider/Payer percent of all Responses Received: 68%

FY20 Net Promoter Score: 25  
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:

<b>Detractors</b> 17%	<b>Passives</b> 42%	<b>Promoters</b> 42%
--------------------------	------------------------	-------------------------



detailed NPS information 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) - Provider/Payer Dataset  
 Wisconsin 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	1	6	6	14	5	15
Percent	0%	0%	0%	0%	2%	2%	13%	13%	29%	10%	31%
Overall	17%							42%		42%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **25**

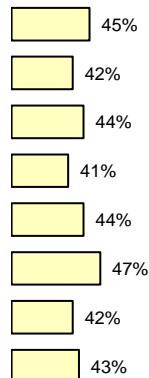
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Wisconsin Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	2%	20%	33%	45%	52%
Addressing the right issues and topics	0%	4%	21%	33%	42%	47%
Locating events where I can access them	0%	2%	23%	31%	44%	48%
Keeping me up to date on state and regional issues	0%	2%	29%	29%	41%	52%
Providing connections to others in my field	0%	8%	19%	29%	44%	50%
Providing easy access to information	0%	2%	18%	33%	47%	51%
Chapter networking opportunities	0%	4%	21%	33%	42%	50%
HFMA chapter overall	0%	0%	18%	39%	43%	54%

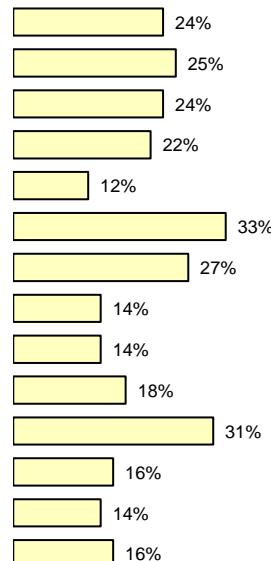
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Wisconsin Chapter	P/P All Chapters
Profitability analysis by product or service line	24%	19%
Accounting and financial reporting issues related to emerging payment models	25%	24%
Improving front end revenue cycle processes	24%	23%
Changes in Medicare reimbursement policies	22%	25%
Compliance with Medicare regulations	12%	17%
Managing and measuring the total cost of care	33%	22%
Improving the patient financial experience	27%	20%
Negotiating contracts with value based payment mechanisms	14%	13%
Prevention and management of denials	14%	21%
Operationalizing structures and processes to reflect changing payment models	18%	17%
Business intelligence and data analytics	31%	28%
State legislative and regulatory update	16%	18%
State Medicaid program	14%	18%
Local payors and employers response to ongoing changes in healthcare	16%	17%

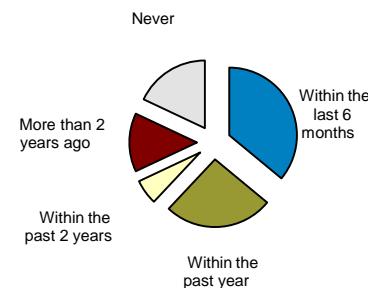
Your Chapter



**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Wisconsin Chapter**

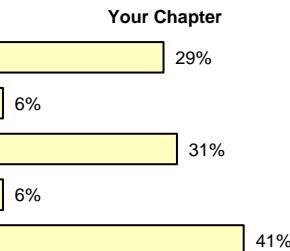
**Attending an educational event**

When was the last time that you attended a chapter event?	Wisconsin Chapter	P/P All Chapters
Within the last 6 months	36%	39%
Within the past year	26%	19%
Within the past 2 years	6%	10%
More than 2 years ago	14%	8%
Never	18%	23%



**Attendance Barriers**

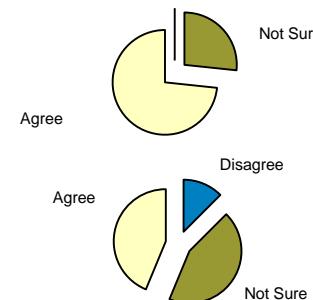
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Wisconsin Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	29%	26%
The audience present does not support meaningful networking	6%	3%
The locations are not accessible to me	31%	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.)	41%	38%



**New Member\* Perceptions**

I received a personal welcome from my HFMA chapter	Wisconsin Chapter		P/P All Chapters	
	Disagree	Not Sure	Agree	Not Sure
Disagree	0%	6%	73%	73%
Not Sure	27%	21%	44%	24%
Agree	73%	73%	44%	69%
I understand how to become more engaged with my HFMA chapter				
Disagree	13%	7%	44%	24%
Not Sure	44%	24%	44%	69%
Agree	44%	69%	44%	24%

Sample (new members):	17
Percent of Respondents:	33%



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