

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Wyoming Chapter

Sample Size: 61
Responses Received: 12
Response Rate: 20%

FY20 Net Promoter Score: 73
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 9%	Promoters 82%
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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: **84%**

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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Wyoming 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	1	0	0	1	0	9
Percent	0%	0%	0%	0%	0%	9%	0%	0%	9%	0%	82%
Overall	9%							9%		82%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 73

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	Wyoming 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%	0%	25%	8%	67%	54%	<div><div></div></div> 67%
Addressing the right issues and topics	0%	0%	17%	25%	58%	49%	<div><div></div></div> 58%
Locating events where I can access them	0%	8%	17%	8%	67%	51%	<div><div></div></div> 67%
Keeping me up to date on state and regional issues	0%	17%	17%	8%	58%	53%	<div><div></div></div> 58%
Providing connections to others in my field	0%	9%	9%	9%	73%	51%	<div><div></div></div> 73%
Providing easy access to information	0%	17%	8%	8%	67%	52%	<div><div></div></div> 67%
Chapter networking opportunities	0%	0%	27%	0%	73%	51%	<div><div></div></div> 73%
HFMA chapter overall	0%	0%	17%	17%	67%	55%	<div><div></div></div> 67%

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
	Wyoming Chapter	All Chapters	
Profitability analysis by product or service line	8%	18%	<div><div></div></div> 8%
Accounting and financial reporting issues related to emerging payment models	17%	22%	<div><div></div></div> 17%
Improving front end revenue cycle processes	42%	23%	<div><div></div></div> 42%
Changes in Medicare reimbursement policies	25%	24%	<div><div></div></div> 25%
Compliance with Medicare regulations	17%	16%	<div><div></div></div> 17%
Managing and measuring the total cost of care	17%	21%	<div><div></div></div> 17%
Improving the patient financial experience	33%	22%	<div><div></div></div> 33%
Negotiating contracts with value based payment mechanisms	8%	12%	<div><div></div></div> 8%
Prevention and management of denials	25%	20%	<div><div></div></div> 25%
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	17%	20%	<div><div></div></div> 17%
State Medicaid program	17%	17%	<div><div></div></div> 17%
Local payors and employers response to ongoing changes in healthcare	17%	17%	<div><div></div></div> 17%

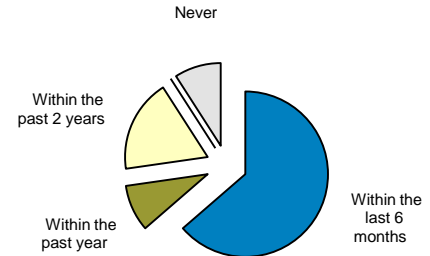
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HFMA Chapter Survey (FY20)

Wyoming Chapter

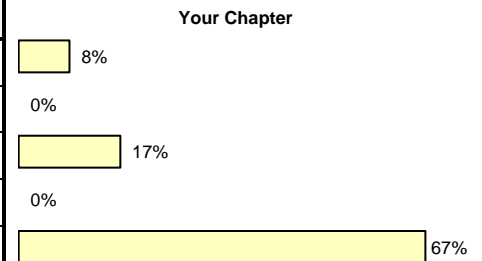
Attending an educational event

When was the last time that you attended a chapter event?	Wyoming Chapter	All Chapters
Within the last 6 months	64%	43%
Within the past year	9%	18%
Within the past 2 years	18%	9%
More than 2 years ago	0%	8%
Never	9%	22%



Attendance Barriers

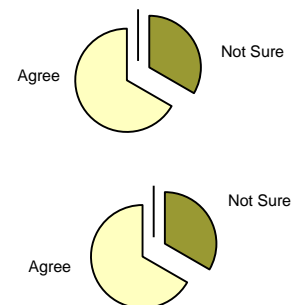
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Wyoming Chapter	All Chapters
Event content not relevant to my job or misses the mark	8%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	17%	22%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	67%	41%



New Member* Perceptions

	Wyoming Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	33%	20%
Agree	67%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	33%	24%
Agree	67%	70%

Sample (new members):	3
Percent of Respondents:	25%



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

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Wyoming 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	831	Provider/ Payer	Improve quality education
Within the last 6 months	820	Business Partner	Limited communication on emerging topics from State chapter. Not enough outreach.

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Wyoming 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	801	Business Partner	Enterprise Risk Management to include Cyber Security.

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Wyoming 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	823	Business Partner	I'm new to Wyoming so I will be involved moving forward.
Within the last 6 months	820	Business Partner	Sometimes it is just a scheduling conflict.
Within the past 2 years	828	Provider/ Payer	I am without a job- cost to attend.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Wyoming Chapter

Provider/Payer Responses Received: 6
Provider/Payer percent of all Responses Received: 50%

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 20%	Passives 0%	Promoters 80%
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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Wyoming 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	1	0	0	0	0	4
Percent	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	80%
Overall	20%							0%		80%	
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	Wyoming 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%	0%	17%	17%	67%	52%	<div><div></div></div> 67%
Addressing the right issues and topics	0%	0%	17%	33%	50%	47%	<div><div></div></div> 50%
Locating events where I can access them	0%	0%	17%	17%	67%	48%	<div><div></div></div> 67%
Keeping me up to date on state and regional issues	0%	0%	33%	17%	50%	52%	<div><div></div></div> 50%
Providing connections to others in my field	0%	0%	17%	17%	67%	50%	<div><div></div></div> 67%
Providing easy access to information	0%	17%	0%	17%	67%	51%	<div><div></div></div> 67%
Chapter networking opportunities	0%	0%	20%	0%	80%	50%	<div><div></div></div> 80%
HFMA chapter overall	0%	0%	17%	17%	67%	54%	<div><div></div></div> 67%

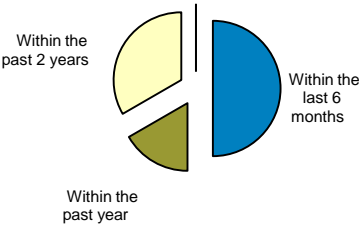
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Wyoming Chapter	P/P All Chapters	
Profitability analysis by product or service line	17%	19%	<div><div></div></div> 17%
Accounting and financial reporting issues related to emerging payment models	0%	24%	<div><div></div></div> 0%
Improving front end revenue cycle processes	50%	23%	<div><div></div></div> 50%
Changes in Medicare reimbursement policies	0%	25%	<div><div></div></div> 0%
Compliance with Medicare regulations	17%	17%	<div><div></div></div> 17%
Managing and measuring the total cost of care	17%	22%	<div><div></div></div> 17%
Improving the patient financial experience	33%	20%	<div><div></div></div> 33%
Negotiating contracts with value based payment mechanisms	17%	13%	<div><div></div></div> 17%
Prevention and management of denials	33%	21%	<div><div></div></div> 33%
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	17%	18%	<div><div></div></div> 17%
State Medicaid program	33%	18%	<div><div></div></div> 33%
Local payors and employers response to ongoing changes in healthcare	33%	17%	<div><div></div></div> 33%

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Wyoming Chapter

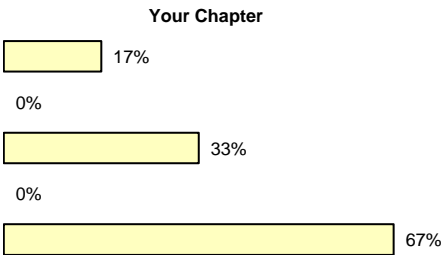
Attending an educational event

When was the last time that you attended a chapter event?	Wyoming Chapter	P/P All Chapters
Within the last 6 months	50%	39%
Within the past year	17%	19%
Within the past 2 years	33%	10%
More than 2 years ago	0%	8%
Never	0%	23%



Attendance Barriers

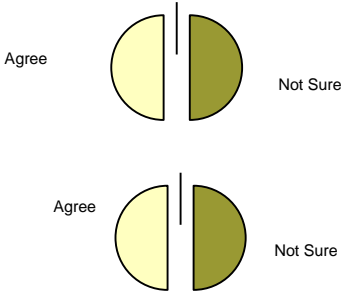
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Wyoming Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	17%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	33%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	67%	38%



New Member* Perceptions

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

Sample (new members):	2
Percent of Respondents:	33%



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