Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Connecticut Chapter

Sample Size:	**372**
Responses Received:	**38**
Response Rate:	**10%**
FY20 Net Promoter Score:	**42**
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	Passives	Promoters
19%	19%	61%

detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 75%

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.
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Third request to complete survey sent to non-respondents on November 11, 2019.
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Connecticut Chapter

Net Promoter Score: an indicator of customer loyalty

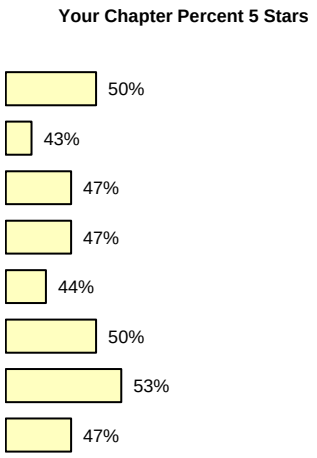
	Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?										
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	1	2	4	2	5	6	16
Percent	0%	0%	0%	0%	3%	6%	11%	6%	14%	17%	44%
Overall	19%							19%		61%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 42 **All Chapters FY20 Average Net Promoter Score:** 49

Net Promoter Score = % Promoters − % Detractors

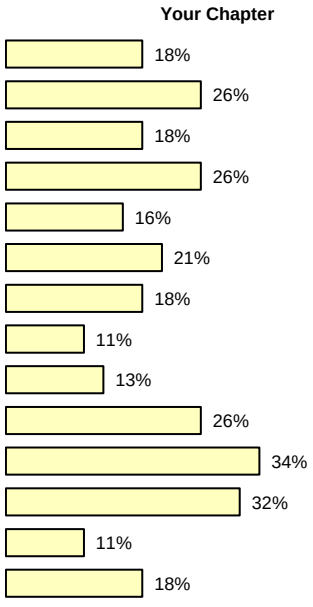
Star ratings of various aspects of chapter services to members

How many stars out of 5 would you give to your chapter on each of these aspects of service	Connecticut Chapter					All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	6%	6%	11%	28%	**50%**	54%
Addressing the right issues and topics	3%	9%	14%	31%	**43%**	49%
Locating events where I can access them	0%	8%	25%	19%	**47%**	51%
Keeping me up to date on state and regional issues	3%	6%	25%	19%	**47%**	53%
Providing connections to others in my field	0%	3%	33%	19%	**44%**	51%
Providing easy access to information	0%	8%	14%	28%	**50%**	52%
Chapter networking opportunities	3%	6%	14%	25%	**53%**	51%
HFMA chapter overall	0%	6%	19%	28%	**47%**	55%



Top Topics: members asked to select their top three topics

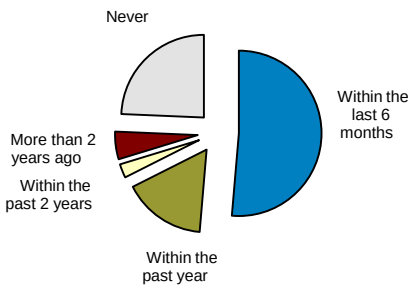
Please select your top three preferred topics from the list	Percent of time selected	
	Connecticut Chapter	All Chapters
Profitability analysis by product or service line	**18%**	18%
Accounting and financial reporting issues related to emerging payment models	**26%**	22%
Improving front end revenue cycle processes	**18%**	23%
Changes in Medicare reimbursement policies	**26%**	24%
Compliance with Medicare regulations	**16%**	16%
Managing and measuring the total cost of care	**21%**	21%
Improving the patient financial experience	**18%**	22%
Negotiating contracts with value based payment mechanisms	**11%**	12%
Prevention and management of denials	**13%**	20%
Operationalizing structures and processes to reflect changing payment models	**26%**	17%
Business intelligence and data analytics	**34%**	28%
State legislative and regulatory update	**32%**	20%
State Medicaid program	**11%**	17%
Local payors and employers response to ongoing changes in healthcare	**18%**	17%



Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Connecticut Chapter

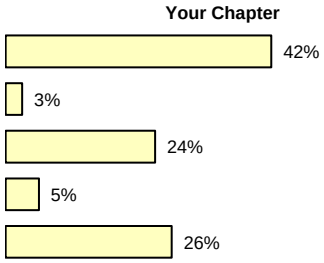
Attending an educational event

When was the last time that you attended a chapter event?	Connecticut Chapter	All Chapters
Within the last 6 months	**51%**	43%
Within the past year	**16%**	18%
Within the past 2 years	**3%**	9%
More than 2 years ago	**5%**	8%
Never	**24%**	22%



Attendance Barriers

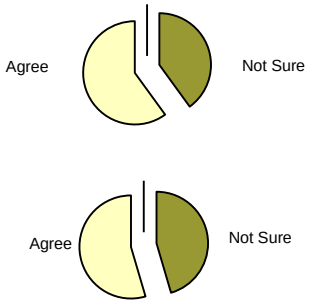
Which barriers prevent you from attending events more frequently?	Percent of time selected: Connecticut Chapter	Percent of time selected: All Chapters
Event content not relevant to my job or misses the mark	**42%**	24%
The audience present does not support meaningful networking	**3%**	4%
The locations are not accessible to me	**24%**	22%
The quality of events does not meet expectations	**5%**	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	**26%**	41%



New Member* Perceptions

	Connecticut 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	**45%**	24%
Agree	**55%**	70%

Sample (new members):	11
Percent of Respondents:	29%



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

Healthcare Financial Management Association
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Connecticut 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	061	Provider/ Payer	Although I am a new member to this chapter, I have found the site to be easy to navigate through and the information to be very useful. I am hoping to have the opportunity to attend one of your conferences in the near future. Respectfully, Kim Cowdrey
Within the last 6 months	060	Business Partner	Everything requires some changes in some areas. Total star ratings for each item is not ideal.
Within the past 2 years	061	Provider/ Payer	Information provided is good, connecting to others and networking could be improved
Never	064	Provider/ Payer	It seems like all the events are based in mid to upper ct. How about a Fairfield county event? I will not be rejoining this year, as I do not feel connected to the organization.
Within the past year	065	Provider/ Payer	Many events are in the Hartford Area which is inconvenient from New Haven.
Within the last 6 months	061	Provider/ Payer	Quality education sessions just wish more folks were able to attend.
Never	065	Provider/ Payer	stopped receiving magazines?
Within the last 6 months	061	Provider/ Payer	Use central locations

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Connecticut 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	067	Business Partner	All of the above
Never	061	Provider/ Payer	In depth training for facility based compliance and billing would be greatly appreciated as I have worked in the professional field for so many years, I find it difficult finding guidelines and regulations for facility based establishments.
Within the last 6 months	061	Provider/ Payer	New market forces from new competition (pharmacies, Walmart, Amazon..)
Within the last 6 months	061	Provider/ Payer	Pros and Cons of the Single Payor / Medicare For All approach to health care
Within the past year	065	Provider/ Payer	Value based reimbursement and Population health

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Connecticut 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	064	Business Partner	Current job is in long term care which is not addressed as frequently as it is by ALTCFM.
Within the last 6 months	064	Business Partner	Have not been a member long enough to comment.
Within the last 6 months	060	Business Partner	I am no longer employed (retired) Attend for my benefit,
Within the last 6 months	060	Business Partner	none
Within the last 6 months	067	Business Partner	Time constraints. I personally believe you get more out of a training session when you attend in person. Problem, unless you want to extend you day it is harder to attend. alternative is more webinars, but you don't get the interaction of the in-person crowd.
More than 2 years ago	066	Provider/ Payer	Cost
Within the past 2 years	061	Provider/ Payer	Have not seen events recently
Never	061	Provider/ Payer	My current job does not always provide funding to employees to have the ability to attend HFMA conferences and the cost is sometimes a little high.
Within the last 6 months	060	Provider/ Payer	N/A I usually attend
Within the past year	064	Provider/ Payer	PERSONAL (Family commitments/obligations on weekend evenings).
Within the last 6 months	061	Provider/ Payer	Prefer more centrally located venues with less traffic issues than those associated with Greater Hartford area locations. Include at least one practical presentation/workshop for an issue of more immediate concern.
Within the last 6 months	068	Provider/ Payer	Some events are not relevant to me or are on a long distance from me.
Within the last 6 months	061	Provider/ Payer	Sometimes getting to different parts of State difficult due to traffic or timing of event.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Connecticut Chapter

Provider/Payer Responses Received:	**27**
Provider/Payer percent of all Responses Received:	**71%**
FY20 Net Promoter Score:	**36**
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	Passives	Promoters
20%	24%	56%

detailed NPS information on page 2

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Connecticut Chapter

Net Promoter Score: an indicator of customer loyalty

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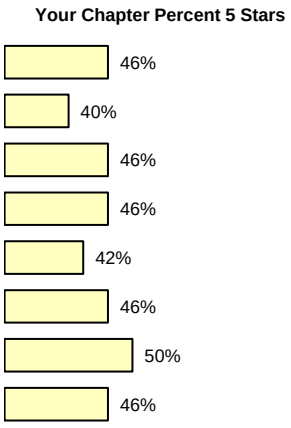
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	1	1	3	2	4	5	9
Percent	0%	0%	0%	0%	4%	4%	12%	8%	16%	20%	36%
Overall	20%							24%		56%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 36 **P/P All Chapters FY20 Average Net Promoter Score:** 47

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	Connecticut Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	8%	4%	15%	27%	**46%**	52%
Addressing the right issues and topics	4%	8%	16%	32%	**40%**	47%
Locating events where I can access them	0%	8%	31%	15%	**46%**	48%
Keeping me up to date on state and regional issues	4%	4%	27%	19%	**46%**	52%
Providing connections to others in my field	0%	4%	35%	19%	**42%**	50%
Providing easy access to information	0%	8%	19%	27%	**46%**	51%
Chapter networking opportunities	4%	4%	19%	23%	**50%**	50%
HFMA chapter overall	0%	4%	27%	23%	**46%**	54%



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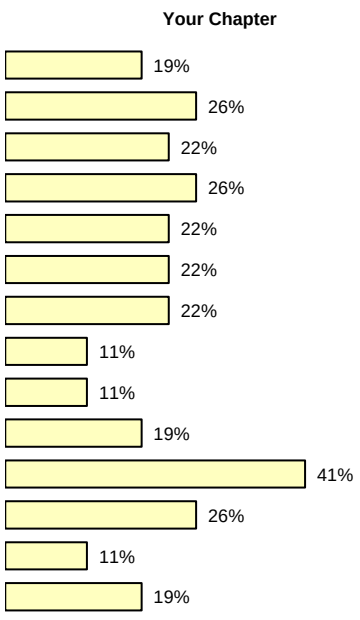

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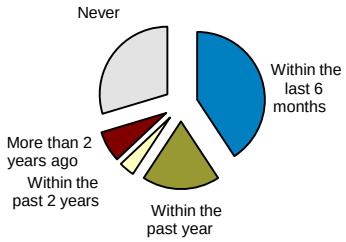
Connecticut Chapter

Attending an educational event

When was the last time that you attended a chapter event?	Connecticut Chapter	P/P All Chapters
Within the last 6 months	**41%**	39%
Within the past year	**19%**	19%
Within the past 2 years	**4%**	10%
More than 2 years ago	**7%**	8%
Never	**30%**	23%



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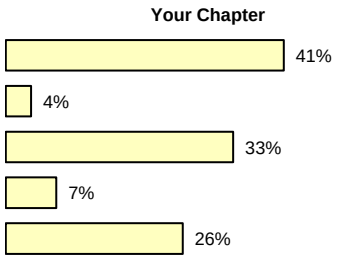
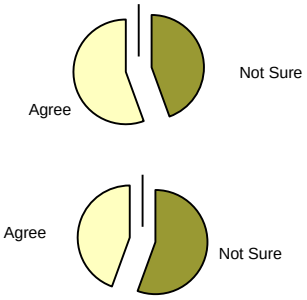
The locations are not accessible to me	**33%**	25%
The quality of events does not meet expectations	**7%**	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	**26%**	38%



New Member* Perceptions

	Connecticut Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	**0%**	6%
Not Sure	**44%**	21%
Agree	**56%**	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	**0%**	7%
Not Sure	**56%**	24%
Agree	**44%**	69%

Sample (new members):	9
Percent of Respondents:	33%



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