

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

Alabama Chapter

Sample Size:	277
Responses Received:	35
Response Rate:	13%
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 3%	Passives 21%	Promoters 76%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **85%**
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)

Alabama 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	2	5	6	19
Percent	0%	0%	0%	0%	0%	3%	0%	6%	15%	18%	58%
Overall	3%							21%		76%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **73**

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	Alabama 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%	9%	41%	47%	54%	47%
Addressing the right issues and topics	0%	6%	6%	44%	44%	49%	44%
Locating events where I can access them	0%	0%	31%	20%	49%	51%	49%
Keeping me up to date on state and regional issues	0%	12%	24%	26%	38%	53%	38%
Providing connections to others in my field	0%	6%	18%	26%	50%	51%	50%
Providing easy access to information	0%	6%	26%	18%	50%	52%	50%
Chapter networking opportunities	0%	3%	24%	26%	47%	51%	47%
HFMA chapter overall	0%	3%	12%	41%	44%	55%	44%

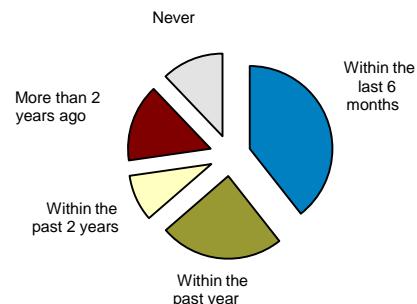
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Alabama Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	17%
Accounting and financial reporting issues related to emerging payment models	23%	22%	23%
Improving front end revenue cycle processes	20%	23%	20%
Changes in Medicare reimbursement policies	26%	24%	26%
Compliance with Medicare regulations	14%	16%	14%
Managing and measuring the total cost of care	9%	21%	9%
Improving the patient financial experience	31%	22%	31%
Negotiating contracts with value based payment mechanisms	6%	12%	6%
Prevention and management of denials	26%	20%	26%
Operationalizing structures and processes to reflect changing payment models	23%	17%	23%
Business intelligence and data analytics	37%	28%	37%
State legislative and regulatory update	31%	20%	31%
State Medicaid program	17%	17%	17%
Local payors and employers response to ongoing changes in healthcare	9%	17%	9%

**Healthcare Financial Management Association
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Alabama Chapter**

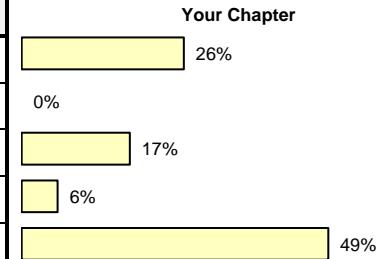
Attending an educational event

When was the last time that you attended a chapter event?	Alabama Chapter	All Chapters
Within the last 6 months	39%	43%
Within the past year	24%	18%
Within the past 2 years	9%	9%
More than 2 years ago	15%	8%
Never	12%	22%



Attendance Barriers

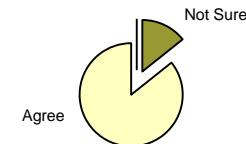
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Alabama Chapter	All Chapters
Event content not relevant to my job or misses the mark	26%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	17%	22%
The quality of events does not meet expectations	6%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	49%	41%



New Member* Perceptions

Statement	Percent of Respondents	
	Alabama Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	14%	20%
Agree	86%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	14%	24%
Agree	86%	70%

Sample (new members):	8
Percent of Respondents:	23%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Alabama 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	352	Business Partner	Although better this year than previous years, sometimes the events are not scheduled on the website calendar until 'too soon' before the event. Would be nice to get a heads up a couple of months in advance, when possible.
Within the last 6 months	368	Provider/ Payer	Basically the meetings I have attended focus more on Patient Access and Accounting information. I would like to see some topics on Finance and Accounting topics to be covered also.
Within the last 6 months	354	Provider/ Payer	Chapter is dominated by vendor representatives. More provider participation and input is needed.
Within the past 2 years	365	Provider/ Payer	Few opportunities in the southern part of the state. I am in Behavioral Health administration. There is not much available data or information regarding mental illness, psychiatric inpatient hospital data.
Never	365	Business Partner	I really think the problem is me not making myself get involved vs. the chapter so it's hard to mark the above in a knowledgeable fashion. I travel constantly with most of my travel being to other HFMA state conferences so I'm never in town to participate here but would like to start. I feel like I only get email about 2-3 events a year but maybe not what's happening in state & regional issues or ways I can participate more. I will watch my emails closer and visit our chapter website to do some more digging for opportunity.
Never	368	Business Partner	I recently joined in the last few months and have not had an opportunity to attend any events, so my feedback is limited.
	351	Business Partner	In the past former chapter presidents were held in higher esteem than I experience now.
More than 2 years ago	352	Business Partner	Keep up the good work
Within the past year	352	Provider/ Payer	More frequent communication
Within the last 6 months	361	Business Partner	Sometimes I do not receive emails about upcoming events and someone has to send them to me from my office.
Within the past year	368	Provider/ Payer	The chapter is less "vibrant" than it used to be. I have employees who want to get their Advanced CPAR but are struggling to get five events in per year. The overnight events are costly and there seem to be fewer one-day events to send staff to. The CPAR education and testing haven't kept up with changes and still reflect things like ICD-9 which changed back in 2015. I would also like to see events that are designed to train my billing staff to improve cash flow. The friendships built in the chapter are fantastic, but we need to pull in new members and grow our provider base some more. It seems as though the vendors in attendance exceed the providers at most events.

**Healthcare Financial Management Association
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Alabama 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
	351	Business Partner	Break out sessions that qualify for Accounting/Auditing credit. Access to capital and financing options. Geez, Medical Properties Trust is headquartered in Alabama.
Within the last 6 months	352	Business Partner	Price transparency / ratcheting down the obscene gross charges without impact reimbursement too much.
More than 2 years ago	352	Business Partner	You have covered the most important topics.
Within the last 6 months	368	Provider/ Payer	Changes in GAAP New lease accounting policy New FASB rules
Within the last 6 months	354	Provider/ Payer	wage index S-10

**Healthcare Financial Management Association
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Alabama 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	352	Business Partner	I have scheduling conflicts, so it's all on me.
Never	365	Business Partner	I typically travel out of town most weeks and have a young family I need to be with when I'm in town. I do want to try and start attending our chapter events.
More than 2 years ago	352	Business Partner	None
Within the last 6 months	354	Business Partner	The cost of the summer conference in Destin is becoming too high. Would like to see it moved to an Alabama location.
More than 2 years ago	352	Provider/ Payer	I rarely receive notice of any events within the state. The communication to membership, on AL and National level, is a strong opportunity for improvement.
Within the last 6 months	354	Provider/ Payer	Medicare reimbursement related
Within the past year	368	Provider/ Payer	More one day events would be helpful. I am also much busier than I used to be so I have to limit my networking to get the most out of my time spent.
Within the last 6 months	368	Provider/ Payer	My previous experience is the speakers selected are not usually the best qualified to speak on the subject and some have very little experience in addressing the issues. Vendors are not necessarily the best to present a topic since they are trying to sell their product to the attending members. It is hard for me to take off 1-2 days just to attend a chapter meeting especially if the topics to be covered are not appealing or will enhance my knowledge, there is no meat to the topics to be covered.
Within the past 2 years	350	Provider/ Payer	Usually too busy at work to break away. Closing out the books the first two weeks of each month does not allow attendance at an event unless it is held later in the month.

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

Alabama Chapter

Provider/Payer Responses Received: 22
Provider/Payer percent of all Responses Received: 63%

FY20 Net Promoter Score: 71
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 0%	Passives 29%	Promoters 71%
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[detailed NPS information on page 2](#)

Online survey conducted by HFMA on behalf of the chapter.

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 Alabama 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	0	0	0	2	4	4	11
Percent	0%	0%	0%	0%	0%	0%	0%	10%	19%	19%	52%
Overall	0%							29%		71%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **71**

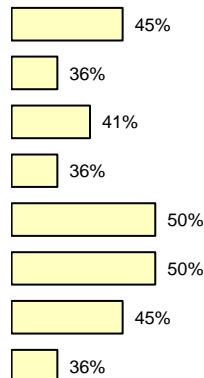
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Alabama Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	5%	9%	41%	45%	52%
Addressing the right issues and topics	0%	5%	9%	50%	36%	47%
Locating events where I can access them	0%	0%	36%	23%	41%	48%
Keeping me up to date on state and regional issues	0%	14%	18%	32%	36%	52%
Providing connections to others in my field	0%	9%	23%	18%	50%	50%
Providing easy access to information	0%	9%	27%	14%	50%	51%
Chapter networking opportunities	0%	5%	23%	27%	45%	50%
HFMA chapter overall	0%	5%	14%	45%	36%	54%

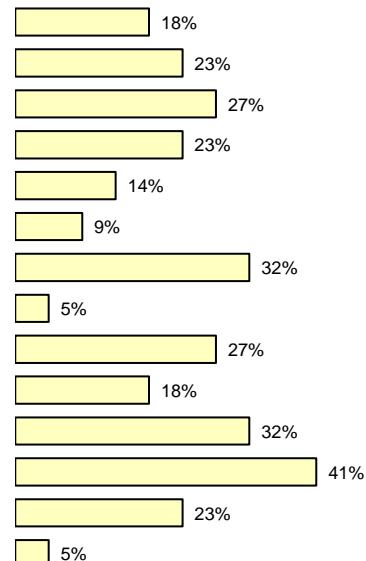
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Alabama Chapter	P/P All Chapters
Profitability analysis by product or service line	18%	19%
Accounting and financial reporting issues related to emerging payment models	23%	24%
Improving front end revenue cycle processes	27%	23%
Changes in Medicare reimbursement policies	23%	25%
Compliance with Medicare regulations	14%	17%
Managing and measuring the total cost of care	9%	22%
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Negotiating contracts with value based payment mechanisms	5%	13%
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Local payors and employers response to ongoing changes in healthcare	5%	17%

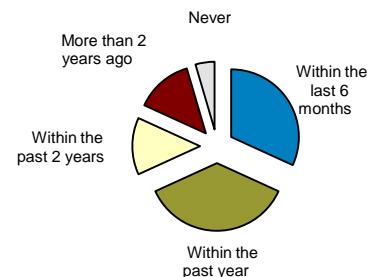
Your Chapter



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Alabama Chapter**

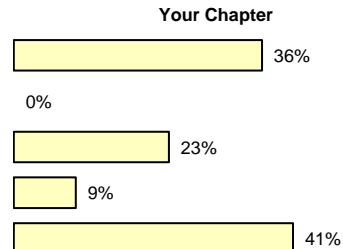
Attending an educational event

When was the last time that you attended a chapter event?	Alabama Chapter	P/P All Chapters
Within the last 6 months	32%	39%
Within the past year	36%	19%
Within the past 2 years	14%	10%
More than 2 years ago	14%	8%
Never	5%	23%



Attendance Barriers

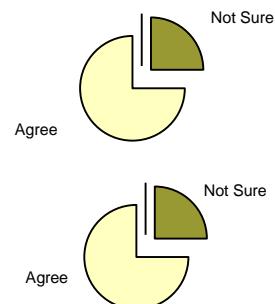
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Alabama Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	36%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	23%	25%
The quality of events does not meet expectations	9%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	41%	38%



New Member* Perceptions

Statement	Percent of Respondents	
	Alabama Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	25%	21%
Agree	75%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	25%	24%
Agree	75%	69%

Sample (new members):	4
Percent of Respondents:	18%



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