

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

Eastern Michigan Chapter

Sample Size:	2,032
Responses Received:	131
Response Rate:	6%
FY20 Net Promoter Score:	48
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
11%	30%	59%



[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **92%**
[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)

Eastern Michigan 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	1	0	0	0	1	8	4	15	21	20	52
Percent	1%	0%	0%	0%	1%	7%	3%	12%	17%	16%	43%
Overall	11%							30%		59%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **48**

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	Eastern Michigan 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%	11%	26%	63%	54%	63%
Addressing the right issues and topics	0%	0%	15%	26%	58%	49%	58%
Locating events where I can access them	0%	3%	15%	26%	55%	51%	55%
Keeping me up to date on state and regional issues	0%	1%	11%	23%	65%	53%	65%
Providing connections to others in my field	2%	0%	18%	23%	56%	51%	56%
Providing easy access to information	0%	2%	11%	27%	60%	52%	60%
Chapter networking opportunities	2%	2%	12%	27%	58%	51%	58%
HFMA chapter overall	0%	0%	8%	31%	61%	55%	61%

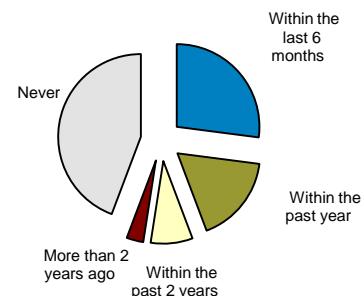
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Eastern Michigan Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	17%
Accounting and financial reporting issues related to emerging payment models	21%	22%	21%
Improving front end revenue cycle processes	33%	23%	33%
Changes in Medicare reimbursement policies	24%	24%	24%
Compliance with Medicare regulations	18%	16%	18%
Managing and measuring the total cost of care	19%	21%	19%
Improving the patient financial experience	21%	22%	21%
Negotiating contracts with value based payment mechanisms	9%	12%	9%
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	18%	28%	18%
State legislative and regulatory update	18%	20%	18%
State Medicaid program	20%	17%	20%
Local payors and employers response to ongoing changes in healthcare	21%	17%	21%

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Eastern Michigan Chapter**

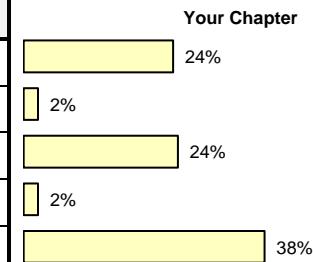
Attending an educational event

When was the last time that you attended a chapter event?	Eastern Michigan Chapter	All Chapters
Within the last 6 months	27%	43%
Within the past year	17%	18%
Within the past 2 years	8%	9%
More than 2 years ago	3%	8%
Never	44%	22%



Attendance Barriers

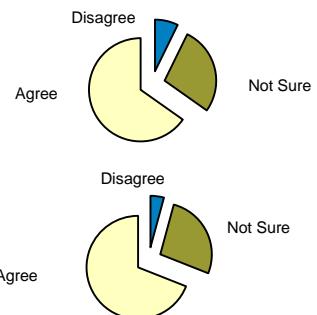
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Eastern Michigan Chapter	All Chapters
Event content not relevant to my job or misses the mark	24%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	24%	22%
The quality of events does not meet expectations	2%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	38%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Eastern Michigan Chapter	All Chapters
Disagree	7%	7%
Not Sure	28%	20%
Agree	65%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	4%	7%
Not Sure	27%	24%
Agree	69%	70%

Sample (new members):	81
Percent of Respondents:	62%



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

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Eastern Michigan 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	483	Provider/ Payer	As a newer member is there a meet and greet coming up?
Never	480	Provider/ Payer	Being a new member to the State of Michigan I was surprised that nobody has reached out to me. In Indiana I participated in several committees but I am still uncertain how to get involved with the Michigan chapter. I believe HFMA is such a wonderful resource and fully support the many activities and opportunities HFMA affords many of us. I would like the opportunity to be more involved. I would like to mention that the certifications offered with membership has been an excellent perk for many.
Within the last 6 months	480	Provider/ Payer	Educational information and programs are aimed at hospital finance topics. Very little focus on managed care, contracting and professional/physician topics.
Within the past year	482	Provider/ Payer	I appreciate all of the communications and updates I receive from the group. I find the information very valuable.
Never	480	Business Partner	I don't utilize this much, we had to join for work.
Within the last 6 months	480	Provider/ Payer	I enjoy the events and meetings and gain valuable insight.
Never	480	Business Partner	I seem to be getting all the latest information available and invites to some great events and opportunities! Not sure what more I would need. Thank you.
	483	Provider/ Payer	Is there a reason emails come from multiple addresses within the same local HFMA chapter? Would be great if they came from a single address ... On a separate note, the HFMA events/classes I've been able to attend to-date have been great. Thank you so much.
Within the past 2 years	480	Provider/ Payer	less high level and more detailed educational opportunities.
Within the past year	482	Provider/ Payer	more lead time on events. Events in the downriver area.
Never	482	Provider/ Payer	NA
Within the last 6 months	481	Provider/ Payer	Need to find new networking ideas. The Chapter leadership has ideas but it is hard to get people to participate.
Within the last 6 months	481	Provider/ Payer	Only suggestion is to somehow streamline communications so we get fewer emails but still get the same information - we get a lot between local and national.
Within the past year	480	Provider/ Payer	provide more local employment opportunities
Within the last 6 months	481	Provider/ Payer	The chapter has been a great resource to me to keep up-to-date on industry changes. Thank you.
Within the past 2 years	481	Business Partner	Though I had been less active as of late it always seems there is a group of "insiders" . This is not necessarily a bad thing for I was once a Board Member. Maybe altering the path to President - I understand the balance of having people with content in Management positions maybe some of the officer positions need to be "new" people not people that are serving one notch below and now being moved up.
Never	480	Provider/ Payer	Too new to suggest anything yet
Never	481	Business Partner	Very Pleased

**Healthcare Financial Management Association
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Eastern Michigan 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	482	Provider/ Payer	When accessing HFMA to register for webinars or to view profile, I have system issues that are not readily solved. I will call membership, but it is becoming annoying.
Within the past 2 years	480	Provider/ Payer	With Google and so many consultants and webinars a lot of the education and information is already easily available. The expert panels have good practical discussions.
Within the past year	482	Business Partner	With the advent of the internet the utility of in person programs has changed. Basic information and news is now readily available without leaving one's desk. If the Chapter provided in depth, "master level," interactive sessions that would be beneficial.

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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	483	Business Partner	Couldn't drag topics above. My choices: Managing cost of care Negotiating VBP P&L by service line
Within the past year	482	Business Partner	Federal law regulatory update.
More than 2 years ago	480	Business Partner	Local payors and employers response to ongoing changes in healthcare
Within the last 6 months	483	Provider/ Payer	*Corporate Politics & How to Stop Toxic Cultures *Artificial Intelligence
Within the last 6 months	481	Provider/ Payer	Government provider enrollment is a topic I have never seen from HFMA - may not be enough interest to justify
Within the past year	483	Provider/ Payer	Hospital facility provider enrollments for CMS (PECOS) and MDHHS (CHAMPS) systems
Within the past year	483	Provider/ Payer	I would like to hear from our top local hospital executives regarding how their organization is preparing the Presidential executive order around Price Transparency.
Never	480	Provider/ Payer	Just the changing nature of healthcare regulations and reimbursement.
Within the past 2 years	480	Provider/ Payer	Managing Physician Compensation Models
Within the past year	482	Provider/ Payer	Medicare Cost Reporting - new tool workings, shortcomings and workarounds.
Never	482	Provider/ Payer	NA
Within the last 6 months	483	Provider/ Payer	Price transparency pros and cons Consumer use of price transparency tools/State or Federal mandated charge master or payment posting to hospital website
Within the past year	481	Provider/ Payer	Process Improvement Activities - how to become more lean while improving efficiency and quality

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Eastern Michigan 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 past year	482	Business Partner	I commute to Detroit and the events rarely if ever are in Detroit.
Never	480	Business Partner	If my position allowed time to attend during working hours
Never	480	Business Partner	Just became a member, haven't had opportunity to attend
More than 2 years ago	480	Business Partner	most of the meetings are too far away for me
Within the past 2 years	481	Business Partner	Since I travel for work its difficult to make many of the events.
Never	480	Business Partner	Well I'm new first off and have a busy schedule. Still getting used to it as our work is using this more for getting a certification and haven't had time to look at other resources available.
Within the last 6 months	481	Business Partner	Would be interested in having more specific events tailored to my top 3 topics.
Within the last 6 months	483	Provider/ Payer	*Not always in a good location or time of day *Already affiliated with MCACHE, so need to be selective of events so it's not overwhelming *I like the joint events
Never	480	Provider/ Payer	closer to my area distance wise either my job or home location
Within the last 6 months	481	Provider/ Payer	Full reimbursement policies do not apply to my work. Process flows, denials are more relevant.
Within the past year	483	Provider/ Payer	Gaining management approval for attending off-site events.
Never	482	Provider/ Payer	I am having a few transportation issues, I hope to soon resolve. Once completely resolve the plan is to attend regularly.
Within the past year	480	Provider/ Payer	I have been too busy lately to attend, although I would like to attend more
Never	480	Provider/ Payer	I just moved to Michigan and I would like to be more involved.
Within the last 6 months	480	Provider/ Payer	I sometimes have to miss due to work.
Within the last 6 months	482	Provider/ Payer	I usually attend the events if they are relevant to my job.
Within the past year	481	Provider/ Payer	It's hard to get away from work to attend. The locations of the meetings are usually 45-60 minutes away.
More than 2 years ago	480	Provider/ Payer	Job duties also
Within the last 6 months	480	Provider/ Payer	Many events are at the Trinity corporate offices which is a very long commute for me, especially during rush hour traffic
Within the past 2 years	481	Provider/ Payer	Meeting dates have conflicted with internal company requirements and dates. Have attended national HFMA events.
Within the past year	481	Provider/ Payer	My company would not pay for out of town events, has to come out of my pocket.

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Eastern Michigan 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 past year	480	Provider/ Payer	none
Within the past year	483	Provider/ Payer	Other meeting/schedule conflicts
Within the past 2 years	480	Provider/ Payer	Other staff in my hospital go and can bring back the relevant information
Within the last 6 months	483	Provider/ Payer	Some of the events are across town and due to my work location, attending them on time are difficult due to distance, traffic, etc.
Within the last 6 months	482	Provider/ Payer	Some of the events not relevant to my daily responsibilities.
Within the past year	481	Provider/ Payer	Sometimes my workload is such that it is not worth going to an event that is not directly related to my duties.
Never	480	Provider/ Payer	The meetings seem to be far away and it is very hard for me to take a day away from work.
Never	482	Provider/ Payer	The only barriers currently are family obligations which makes it hard to travel. However, in the near future I do plan to attend.
Within the past year	483	Provider/ Payer	The primary reason why I don't attend as often is the work load. Some I plan to attend the webinar and another pressing event is placed on my calendar.
Never	483	Provider/ Payer	Time demands at my job
Within the past 2 years	480	Provider/ Payer	Too busy at work
Within the last 6 months	481	Provider/ Payer	Topics don't usually apply to my work so it is difficult to request/obtain approval for the cost of events and the time away from my day-to-day work to attend them even when the location is very convenient (which it often is)
Within the last 6 months	480	Provider/ Payer	Usually cannot attend any weekday events unless event is close by.
Within the past year	482	Provider/ Payer	Was recently on medical leave that effected my participation. Will begin attending again.
Within the past 2 years	480	Provider/ Payer	Workload not permitting attendance
Never	480	Provider/ Payer	Would prefer to attend events in the evenings so it doesn't effect the work day. It seems like a lot of events are held during the afternoon.

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

Eastern Michigan Chapter

Provider/Payer Responses Received: 99
Provider/Payer percent of all Responses Received: 76%

FY20 Net Promoter Score: 52
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 8%	Passives 33%	Promoters 60%
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[detailed NPS information on page 2](#)

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 HFMA Chapter Survey (FY20) - Provider/Payer Dataset
 Eastern Michigan 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	1	0	0	0	1	3	2	12	18	16	39
Percent	1%	0%	0%	0%	1%	3%	2%	13%	20%	17%	42%
Overall	8%							33%		60%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **52**

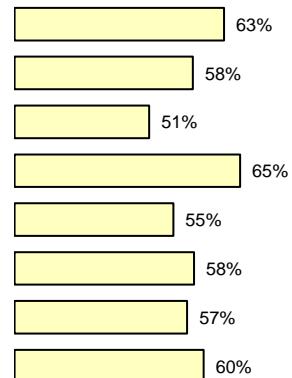
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Eastern Michigan Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	12%	26%	63%	52%
Addressing the right issues and topics	0%	0%	14%	28%	58%	47%
Locating events where I can access them	0%	3%	17%	29%	51%	48%
Keeping me up to date on state and regional issues	0%	0%	12%	23%	65%	52%
Providing connections to others in my field	2%	0%	17%	26%	55%	50%
Providing easy access to information	0%	2%	11%	29%	58%	51%
Chapter networking opportunities	2%	0%	11%	30%	57%	50%
HFMA chapter overall	0%	0%	7%	33%	60%	54%

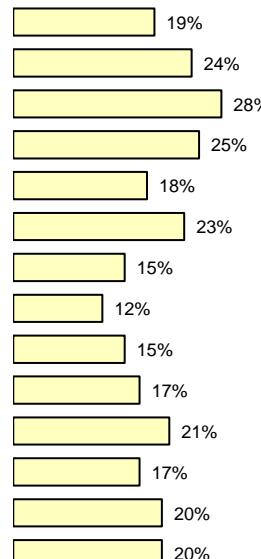
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Eastern Michigan Chapter	P/P All Chapters
Profitability analysis by product or service line	19%	19%
Accounting and financial reporting issues related to emerging payment models	24%	24%
Improving front end revenue cycle processes	28%	23%
Changes in Medicare reimbursement policies	25%	25%
Compliance with Medicare regulations	18%	17%
Managing and measuring the total cost of care	23%	22%
Improving the patient financial experience	15%	20%
Negotiating contracts with value based payment mechanisms	12%	13%
Prevention and management of denials	15%	21%
Operationalizing structures and processes to reflect changing payment models	17%	17%
Business intelligence and data analytics	21%	28%
State legislative and regulatory update	17%	18%
State Medicaid program	20%	18%
Local payors and employers response to ongoing changes in healthcare	20%	17%

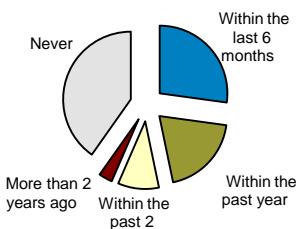
Your Chapter



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

Attending an educational event

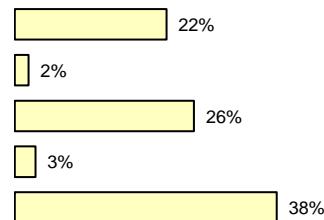
When was the last time that you attended a chapter event?	Eastern Michigan Chapter	P/P All Chapters
Within the last 6 months	27%	39%
Within the past year	20%	19%
Within the past 2 years	10%	10%
More than 2 years ago	3%	8%
Never	40%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Eastern Michigan Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	22%	26%
The audience present does not support meaningful networking	2%	3%
The locations are not accessible to me	26%	25%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	38%	38%

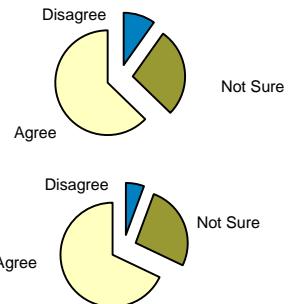
Your Chapter



New Member* Perceptions

Statement	Percent of Respondents	
	Eastern Michigan Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	10%	6%
Not Sure	27%	21%
Agree	63%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	6%	7%
Not Sure	26%	24%
Agree	68%	69%

Sample (new members):	60
Percent of Respondents:	61%



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