

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Indiana Pressler Memorial Chapter

Sample Size: 541
Responses Received: 78
Response Rate: 14%

FY20 Net Promoter Score: 35
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 17%	Passives 31%	Promoters 52%
--------------------------	------------------------	-------------------------

Net Promoter Score	=	% Promoters	—	% Detractors
--------------------	---	-------------	---	--------------

detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **77%**

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)

Indiana Pressler Memorial 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	2	2	4	4	13	10	16	23
Percent	0%	0%	1%	3%	3%	5%	5%	17%	13%	21%	31%
Overall	17%							31%		52%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 35

All Chapters FY20 Average Net Promoter Score: 49



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	Indiana Pressler Memorial Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	1%	0%	19%	43%	36%	54%	36%
Addressing the right issues and topics	3%	3%	22%	33%	39%	49%	39%
Locating events where I can access them	5%	11%	20%	28%	37%	51%	37%
Keeping me up to date on state and regional issues	1%	7%	18%	34%	39%	53%	39%
Providing connections to others in my field	5%	7%	20%	28%	41%	51%	41%
Providing easy access to information	1%	5%	19%	25%	49%	52%	49%
Chapter networking opportunities	3%	8%	16%	37%	37%	51%	37%
HFMA chapter overall	1%	3%	20%	32%	45%	55%	45%

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
	Indiana Pressler Memorial Chapter	All Chapters	
Profitability analysis by product or service line	26%	18%	26%
Accounting and financial reporting issues related to emerging payment models	26%	22%	26%
Improving front end revenue cycle processes	26%	23%	26%
Changes in Medicare reimbursement policies	17%	24%	17%
Compliance with Medicare regulations	10%	16%	10%
Managing and measuring the total cost of care	22%	21%	22%
Improving the patient financial experience	18%	22%	18%
Negotiating contracts with value based payment mechanisms	13%	12%	13%
Prevention and management of denials	27%	20%	27%
Operationalizing structures and processes to reflect changing payment models	14%	17%	14%
Business intelligence and data analytics	26%	28%	26%
State legislative and regulatory update	18%	20%	18%
State Medicaid program	26%	17%	26%
Local payors and employers response to ongoing changes in healthcare	14%	17%	14%

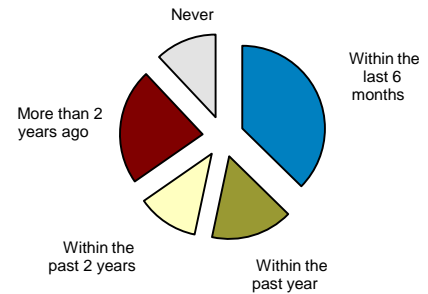
Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Indiana Pressler Memorial Chapter

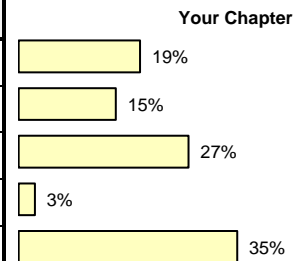
Attending an educational event

When was the last time that you attended a chapter event?	Indiana Pressler Memorial Chapter	All Chapters
Within the last 6 months	37%	43%
Within the past year	16%	18%
Within the past 2 years	12%	9%
More than 2 years ago	23%	8%
Never	12%	22%



Attendance Barriers

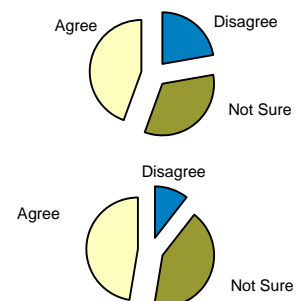
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Indiana Pressler Memorial Chapter	All Chapters
Event content not relevant to my job or misses the mark	19%	24%
The audience present does not support meaningful networking	15%	4%
The locations are not accessible to me	27%	22%
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.)	35%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Indiana Pressler Memorial Chapter	All Chapters
Disagree	22%	7%
Not Sure	33%	20%
Agree	44%	74%
I understand how to become more engaged with my HFMA chapter	Indiana Pressler Memorial Chapter	All Chapters
Disagree	11%	7%
Not Sure	42%	24%
Agree	47%	70%

Sample (new members):	20
Percent of Respondents:	26%



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

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Indiana Pressler Memorial 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 year	465	Business Partner	As a retired hospital CFO it would be nice to have reduced registration fees so make it easier for retirees to attend. I worked for CAHs most of my life and there was not a lot of financial reward but truly enjoyed HFMA programs.
Within the last 6 months	461	Provider/ Payer	Awareness of networking opportunities
Within the last 6 months	475	Provider/ Payer	Continue to explore ways to get new members and the get them involved. Also, is there a way to offer large discounted or free registration rates to providers? Many providers' travel and education budgets have been slashed and it may create opportunities for folks to attend the events.
Within the last 6 months	462	Business Partner	Create conferences where there are less vendors and more hospital employed attendees. Also try to make it more attractive for select vendors to attend. The latest Tri-State HFMA Conference provided minimal connections with HFMA members due to the number of vendors compared to hospital employed attendees.
Within the past 2 years	468	Provider/ Payer	I am a healthcare insurance provider and I would like to see more programs and networking with other healthcare insurance providers. In addition, I am in Fort Wayne, IN and would love to have more of the meetings in Fort Wayne.
More than 2 years ago	463	Provider/ Payer	I am in northern Indiana so would like to see some events toward that direction. I don't seem to be receiving communications very frequently and/or if at all. I do receive HFMA daily emails.
More than 2 years ago	462	Business Partner	I had been a member many years ago, but left the healthcare industry. I currently am the Firm Manager of a CPA firm with many healthcare related clients. Unfortunately the main chapter events have been during tax season (including the extension deadline), so have been unable to attend. Would love if there were more events!
More than 2 years ago	468	Provider/ Payer	I live in Fort Wayne, and unfortunately it is too much of a travel burden for me to go to Indianapolis for events. I do receive notifications periodically about events, but they are always in Indianapolis (which completely makes sense, as that is where the majority of your members reside). I believe there used to be a chapter in Fort Wayne, but since that group dissolved, my closest chapter option by default is now Indy - but unfortunately it is not feasible for me to attend events at a chapter that is located 2+ hours away.
Within the past year	473	Provider/ Payer	I would like to see more push information that provides easy access to relevant topics for my area. Like email notifications, apps for phone etc.
Within the past year	463	Provider/ Payer	Many of the events offered are not in NWI. It would be nice to see more events in the area.
Within the last 6 months	460	Business Partner	More frequent e-mails, communication, etc. from chapter leaders
Within the past 2 years	479	Business Partner	My focus is just slightly different so while I think the information is great, I would like to see more on leadership development, quality, and some of the non-tangible needs of Revenue Cycle
Within the last 6 months	460	Provider/ Payer	My main interest in HFMA is revenue cycle oriented which is a small portion of HFMA business which is why I didn't select a 5 because I use other resources for my main professional focus (HIM). I don't expect HFMA to meet all my needs.
Within the past 2 years	477	Provider/ Payer	My only issue is location and timing of educational events.
Within the last 6 months	468	Provider/ Payer	Networking opportunities could be enhanced by using ice-breakers (maybe even uncomfortable ones or game-oriented ones) to force members to get out of their comfort zones. Locating Health Care Finance and Reimbursement events closer to Fort Wayne would be a plus. I was disappointed with the attendance of Indianapolis contingent at the recent Tri-State Institute. It was about a 4-hour drive for me. Where was everyone from Indy?

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Indiana Pressler Memorial 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
More than 2 years ago	466	Provider/ Payer	Not enough Business Intelligence related topics.
Within the last 6 months	462	Business Partner	Quality Chapter.
Within the past 2 years	421	Business Partner	The Chapter needs to increase it's membership of hospital admin/execs. It has become quite vendor heavy. The leadership members needs to do a better job of staying in touch with vendors throughout the year and making them feel that their participation/sponsorship is greatly appreciated.
Within the last 6 months	461	Business Partner	The new membership directory does not have phone numbers. Additionally the email link does not work. I tested it with those in my office and they did not receive it.
Never	462	Business Partner	This is no reflection on the chapter but I have not had any contact with the Indiana Chapter as of yet so I am unable to provide an accurate rating.
More than 2 years ago	463	Business Partner	You might consider something for long-time members who have retired but are still interested and engaged. I've been a member for over 40 years and haven't attended a meeting for some time.;

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Indiana Pressler Memorial 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	465	Business Partner	Bridging the gap between cost and quality
Within the past 2 years	479	Business Partner	Impact changes to evaluation and management coming in 2021 will have on your practice and how to measure accuracy
Within the last 6 months	462	Business Partner	None
Within the past 2 years	421	Business Partner	Presentations that include "Leadership", "Crisis Management", "Company Culture"
More than 2 years ago	463	Business Partner	The evolving role of the CFO in the executive team
Within the last 6 months	468	Provider/Payer	Nuts and bolts of the Medicaid Disproportionate Share programs (i.e. how providers qualify, what is necessary to include on the hospital-specific-limit surveys, how payments are made, audit requirements, true-ups, how does the program tie-in to the HAF program, etc.).
Within the last 6 months	461	Provider/Payer	Outpatient Clinical Documentation Improvement and impact on the revenue cycle
Within the last 6 months	475	Provider/Payer	Would like to see the payers at the meetings to field questions.

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Indiana Pressler Memorial 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	462	Business Partner	Conflicts with client needs affect attending at times.
Within the last 6 months	462	Business Partner	Events closer to home would be extremely helpful (Hamilton County).
Within the last 6 months	782	Business Partner	Getting more providers to events to network would be a good thing for the chapter.
Never	477	Business Partner	I didn't know about the events.
Never	462	Business Partner	I have not seen any correspondence for any event the Indiana Chapter has held. I do reside in Indiana, but I travel in my current position.
Within the last 6 months	460	Business Partner	I seem to receive national HFMA emails, events, etc. but rarely from the local chapter. If I find out about a local event, it is because I actively tried to find the website information because I need the CEU's for my certification.
Within the last 6 months	460	Business Partner	I typically travel for business and, as a result, I am out of town during many events.
Within the past 2 years	479	Business Partner	no barriers, just others from company have attended instead of me
Within the past year	465	Business Partner	Reduced fees for retirees.
More than 2 years ago	462	Business Partner	See previous comment on timing of events...close to tax deadlines.
Within the past 2 years	421	Business Partner	The membership has struggled over the past few years. I understand the barriers of obtaining more hospital leadership but having those hospital leaders present and active within their state chapter is needed for vendors to continue to support and pay for the activities throughout the year.
Within the past 2 years	462	Business Partner	Timing always seems to be difficult with Spring and Fall events.
More than 2 years ago	472	Provider/ Payer	Although a 40 year member of HFMA, I have moved from the position of CFO to CEO so the content of the meetings is not applicable to my current role.
Within the past year	463	Provider/ Payer	As stated in previous comments, I would like to see more events in Northwest Indiana.
Within the past year	464	Provider/ Payer	Bad timing with internal dates and obligations
More than 2 years ago	463	Provider/ Payer	Barriers are usually just timing and workload. Nothing to do with the content provided. I would like to see events closer to the northern part of the state.

Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Indiana Pressler Memorial 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
More than 2 years ago	467	Provider/ Payer	Cost - too far and too expensive
Within the last 6 months	466	Provider/ Payer	Due to work commitments/projects, I have been unable to attend more recent events.
More than 2 years ago	468	Provider/ Payer	Fort Wayne location
Within the past 2 years	468	Provider/ Payer	Have at least one or two meetings in Fort Wayne. Consider that you have members that are not health care providers, but health care insurers as well.
Within the last 6 months	468	Provider/ Payer	I am a Director of Reimbursement. My time is limited so I target events that focus on my specialty.
Within the last 6 months	475	Provider/ Payer	I don't attend due to cost. Unless I'm willing to pay out of my own pocket, I can't go.
More than 2 years ago	477	Provider/ Payer	I have to drive several hours to attend
Within the past 2 years	477	Provider/ Payer	In the past, the events held locally were more basic. The more intense learning sessions are typically around the Indy area, which means more time out of the office in travel.
More than 2 years ago	466	Provider/ Payer	Locations and topics were accessible, it just cam down to scheduling conflicts
Within the last 6 months	460	Provider/ Payer	please see comments in previous section about my small focus of the services that HFMA offers.
Within the last 6 months	462	Provider/ Payer	Sometimes work calendar just doesn't allow me to make the events.
Within the last 6 months	469	Provider/ Payer	Timing of events. Usually falls during month end and requires an overnight stay during a time when I can't take 2-3 days away from work.
Within the past year	473	Provider/ Payer	Work conflict

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Indiana Pressler Memorial Chapter

Provider/Payer Responses Received: 41
Provider/Payer percent of all Responses Received: 53%

FY20 Net Promoter Score: 43
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 13%	Passives 33%	Promoters 55%
--------------------------	------------------------	-------------------------



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
Indiana Pressler Memorial 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	2	0	1	2	8	5	9	13
Percent	0%	0%	0%	5%	0%	3%	5%	20%	13%	23%	33%
Overall	13%							33%		55%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 43 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	Indiana Pressler Memorial 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%	22%	34%	44%	52%	<div><div></div></div> 44%
Addressing the right issues and topics	2%	2%	24%	32%	39%	47%	<div><div></div></div> 39%
Locating events where I can access them	7%	12%	27%	20%	34%	48%	<div><div></div></div> 34%
Keeping me up to date on state and regional issues	0%	7%	22%	27%	44%	52%	<div><div></div></div> 44%
Providing connections to others in my field	5%	7%	20%	22%	46%	50%	<div><div></div></div> 46%
Providing easy access to information	0%	5%	17%	27%	51%	51%	<div><div></div></div> 51%
Chapter networking opportunities	0%	10%	15%	39%	37%	50%	<div><div></div></div> 37%
HFMA chapter overall	0%	2%	20%	34%	44%	54%	<div><div></div></div> 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
	Indiana Pressler Memorial Chapter	P/P All Chapters	
Profitability analysis by product or service line	29%	19%	<div><div></div></div> 29%
Accounting and financial reporting issues related to emerging payment models	29%	24%	<div><div></div></div> 29%
Improving front end revenue cycle processes	22%	23%	<div><div></div></div> 22%
Changes in Medicare reimbursement policies	15%	25%	<div><div></div></div> 15%
Compliance with Medicare regulations	10%	17%	<div><div></div></div> 10%
Managing and measuring the total cost of care	24%	22%	<div><div></div></div> 24%
Improving the patient financial experience	12%	20%	<div><div></div></div> 12%
Negotiating contracts with value based payment mechanisms	20%	13%	<div><div></div></div> 20%
Prevention and management of denials	34%	21%	<div><div></div></div> 34%
Operationalizing structures and processes to reflect changing payment models	15%	17%	<div><div></div></div> 15%
Business intelligence and data analytics	20%	28%	<div><div></div></div> 20%
State legislative and regulatory update	12%	18%	<div><div></div></div> 12%
State Medicaid program	27%	18%	<div><div></div></div> 27%
Local payors and employers response to ongoing changes in healthcare	12%	17%	<div><div></div></div> 12%

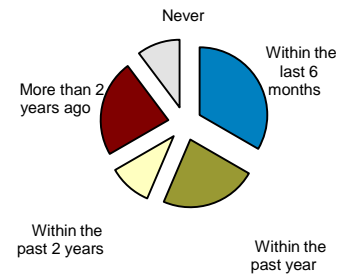
Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

Indiana Pressler Memorial Chapter

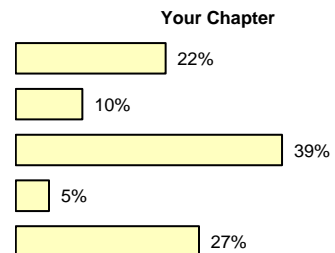
Attending an educational event

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



Attendance Barriers

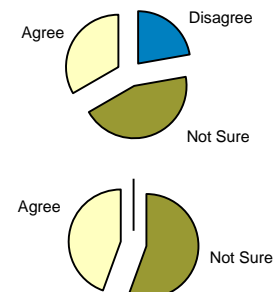
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Indiana Pressler Memorial Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	22%	26%
The audience present does not support meaningful networking	10%	3%
The locations are not accessible to me	39%	25%
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.)	27%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Indiana Pressler Memorial Chapter	P/P All Chapters
Disagree	22%	6%
Not Sure	44%	21%
Agree	33%	73%
I understand how to become more engaged with my HFMA chapter	Indiana Pressler Memorial Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	56%	24%
Agree	44%	69%

Sample (new members):	9
Percent of Respondents:	22%



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