

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

Lone Star Chapter

Sample Size:	925
Responses Received:	77
Response Rate:	8%
FY20 Net Promoter Score:	54
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%	24%	65%



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **86%**
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)

Lone Star 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	5	3	6	11	13	34
Percent	0%	0%	0%	0%	0%	7%	4%	8%	15%	18%	47%
Overall	11%							24%		65%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **54**

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	Lone Star 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%	1%	13%	31%	53%	54%	53%
Addressing the right issues and topics	1%	3%	13%	29%	55%	49%	55%
Locating events where I can access them	4%	7%	9%	26%	54%	51%	54%
Keeping me up to date on state and regional issues	1%	1%	16%	23%	58%	53%	58%
Providing connections to others in my field	1%	3%	13%	29%	55%	51%	55%
Providing easy access to information	3%	3%	12%	23%	60%	52%	60%
Chapter networking opportunities	3%	4%	9%	31%	53%	51%	53%
HFMA chapter overall	1%	0%	13%	26%	60%	55%	60%

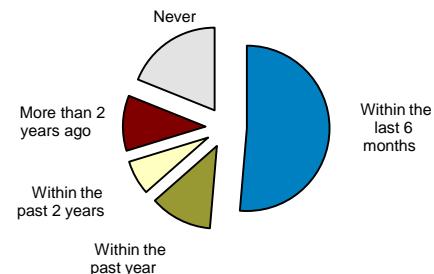
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Lone Star Chapter	All Chapters	
Profitability analysis by product or service line	23%	18%	23%
Accounting and financial reporting issues related to emerging payment models	22%	22%	22%
Improving front end revenue cycle processes	17%	23%	17%
Changes in Medicare reimbursement policies	29%	24%	29%
Compliance with Medicare regulations	18%	16%	18%
Managing and measuring the total cost of care	23%	21%	23%
Improving the patient financial experience	19%	22%	19%
Negotiating contracts with value based payment mechanisms	12%	12%	12%
Prevention and management of denials	13%	20%	13%
Operationalizing structures and processes to reflect changing payment models	22%	17%	22%
Business intelligence and data analytics	29%	28%	29%
State legislative and regulatory update	16%	20%	16%
State Medicaid program	22%	17%	22%
Local payors and employers response to ongoing changes in healthcare	16%	17%	16%

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Lone Star Chapter**

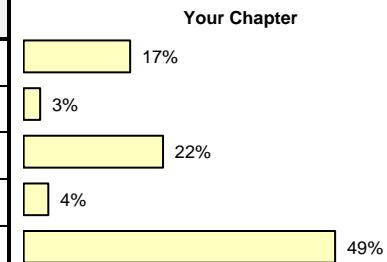
Attending an educational event

When was the last time that you attended a chapter event?	Lone Star Chapter	All Chapters
Within the last 6 months	51%	43%
Within the past year	12%	18%
Within the past 2 years	7%	9%
More than 2 years ago	11%	8%
Never	19%	22%



Attendance Barriers

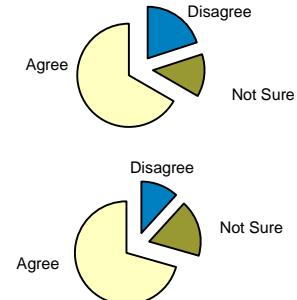
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Lone Star Chapter	All Chapters
Event content not relevant to my job or misses the mark	17%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	22%	22%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



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Lone Star Chapter	All Chapters
Disagree	20%	7%
Not Sure	13%	20%
Agree	67%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	12%	7%
Not Sure	18%	24%
Agree	71%	70%

Sample (new members):	18
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)
Lone Star 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	794	Provider/ Payer	Address questions listed above. Welcome and offer to mentor those desiring certification. The certification program is expensive at \$800 and it's only reading. No videos explaining. I'm a nurse very interested but the education program is awful.
Within the last 6 months	765	Provider/ Payer	All the education and networking events are centrally located in the DFW area. Our chapter covers such a large part of Texas, it would be nice if the networking events were scheduled across the chapter logically to bring members and potential members together. The roadshows have helped with that but the majority are not networking at these events and may need a little more to help them get out there and get involved.
Never	794	Provider/ Payer	Challenging to join all organizations that are applicable to my clinical executive position. I would likely encourage resources of membership to be invested in another organization for fellow nursing executives, as all the content is targeted to that specific job.
Within the past year	762	Provider/ Payer	Definitely a plethora of events to choose from. Unfortunately, it's hard to get away sometimes to attend.
Never	794	Provider/ Payer	Doing a great job!
	761	Provider/ Payer	Great chapter doing amazing work.
Within the last 6 months	762	Provider/ Payer	Have more Texas legislators talk about the healthcare conversations in Austin Some of the educational programming is as much Infomercial as it is educational.
Within the last 6 months	760	Provider/ Payer	Having a hard time finding the content of presentations after the conference. Not receiving certificates for CPE timely or at all.
Never	794	Provider/ Payer	Hold events outside of just Dallas-Ft. Worth. Travelling 5 hours to Dallas for any event isn't realistic on a regular basis.
Within the last 6 months	751	Provider/ Payer	I can imagine it's hard to find the venues for our education seminars, so I'm not being critical. Would like to see more of them in "middle" as opposed to far north. I'm located in Waxahachie, so Grapevine and far north is a little more difficult for me.
Never	750	Business Partner	I do not feel chapter has engaged healthcare workers not actively involved in finance as much as they could be. As a registered nurse working in a business setting, I feel too excluded to participate in a lot of meetings/events
Never	761	Provider/ Payer	I'm in the insurance field, so it be helpful to have more related information.
Within the last 6 months	760	Business Partner	Keep up the great work!!!
Within the last 6 months	752	Business Partner	Maybe more information on volunteer opportunities throughout the year to prepare events or contribute outside of the financial sponsorships.
More than 2 years ago	750	Provider/ Payer	Nothing at this time!
Within the past year	757	Provider/ Payer	You no longer provide educational sessions in East Texas. All your events are in Dallas which is not good for people who do not live near there.

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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
Never	750	Business Partner	Focus on the patient perspective and impact of care on healthcare outcomes
Within the last 6 months	760	Business Partner	Improving communication between different healthcare providers to eliminate waste in the system
Within the last 6 months	752	Business Partner	Mergers and Acquisitions in healthcare industry
Within the last 6 months	765	Provider/ Payer	Accounting/Billing for Transplant Programs Allied Health
Within the past year	762	Provider/ Payer	AI and the future of the Revenue Cycle
More than 2 years ago	760	Provider/ Payer	Business intelligence and data analytics
Never	794	Provider/ Payer	Financial Planning for Pro Formas
More than 2 years ago	750	Provider/ Payer	None
Within the past year	760	Provider/ Payer	None I can think of

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Lone Star 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	750	Business Partner	I am a vendor, so I would prefer more hospital exec's in attendance.
Within the past 2 years	750	Business Partner	Managing current workload and organizational limitations on those that attend.
Within the last 6 months	752	Business Partner	Primary reason i may miss events is timing and conflict with work schedules. Pricing may also be an issue. Is there a way to have bundled pricing for paying for 2+ events?
More than 2 years ago	750	Provider/ Payer	Acquisitions in my company kept me busy which did not allow time to attend meeting events.
More than 2 years ago	750	Provider/ Payer	Emailed newsletter seems to be cluttered and difficult to quickly identify programs of interest. Also, most programs seem to be several hours or days long which does not work with work schedules
More than 2 years ago	760	Provider/ Payer	Employer education funds cut
Within the past year	760	Provider/ Payer	Events are usually during my cost reporting season...January through May.
Never	794	Provider/ Payer	Events that are full days vs. short events. When 5+ hours of travel is required, it's not worth it for a an hour or so long event. Content is also almost entirely focused on adult care with little focus on pediatrics
Within the last 6 months	751	Provider/ Payer	I am a board member. I usually attend.
More than 2 years ago	754	Provider/ Payer	I am retired and my health issue will not let me attend
Within the last 6 months	760	Provider/ Payer	I attend when I can, but new job requires more of my time.
Within the last 6 months	762	Provider/ Payer	I attend when scheduling allows. If I don't attend, it's because of work schedule conflicts.
Never	799	Provider/ Payer	I only attend 1 or 2 a year and went to HFMA this past year will consider regional in the future.
Never	761	Provider/ Payer	I struggle to find time to attend.
Within the last 6 months	752	Provider/ Payer	I typically have work conflicts, otherwise I would attend more often.
Within the last 6 months	765	Provider/ Payer	I usually attend using the provider 5 pack discounts. Without that option it was harder to attend regularly. Please keep it!
Within the past year	752	Provider/ Payer	New job responsibilities currently make it difficult to attend events.
More than 2 years ago	761	Provider/ Payer	No barriers exist from the HFMA perspective. Employer based barriers with time scheduling and ability to attend outside of work.
Never	794	Provider/ Payer	no time to attend
Never	760	Provider/ Payer	not sure that I get the notifications of an event. Was not aware there was a women's forum this past week. Might have missed the invite email.
Within the last 6 months	762	Provider/ Payer	Some of the events have more vendors than providers. The vendors swarm all the providers trying to get them to buy their services.
More than 2 years ago	750	Provider/ Payer	timing... many times conferences are too close to month end close.
Within the last 6 months	757	Provider/ Payer	Travel to DFW and time of month are challenge
Never	794	Provider/ Payer	Very interested in learning but want to pass certification first. Desire local study group and videos. Just reading doesn't cut it after 8-10 hours of work.

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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	762	Provider/ Payer	Would like to see the agenda before committing, as sometimes is weighted heavily for Finance and/or Reimbursement. My facility limits time away for conference and continuing education to 40 hours a year.

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

Lone Star Chapter

Provider/Payer Responses Received: 59
Provider/Payer percent of all Responses Received: 77%

FY20 Net Promoter Score: 55
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 20%	Promoters 68%
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detailed NPS information on page 2

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 HFMA Chapter Survey (FY20) - Provider/Payer Dataset
 Lone Star 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	4	3	4	7	10	28
Percent	0%	0%	0%	0%	0%	7%	5%	7%	13%	18%	50%
Overall	13%							20%		68%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **55**

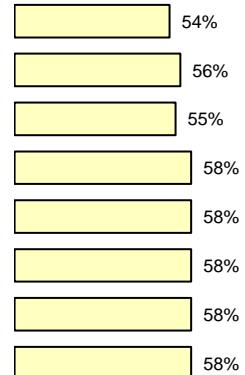
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Lone Star Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	2%	0%	15%	29%	54%	52%
Addressing the right issues and topics	2%	2%	15%	25%	56%	47%
Locating events where I can access them	5%	9%	7%	24%	55%	48%
Keeping me up to date on state and regional issues	2%	0%	15%	25%	58%	52%
Providing connections to others in my field	2%	2%	12%	27%	58%	50%
Providing easy access to information	3%	3%	12%	24%	58%	51%
Chapter networking opportunities	3%	3%	10%	25%	58%	50%
HFMA chapter overall	2%	0%	14%	27%	58%	54%

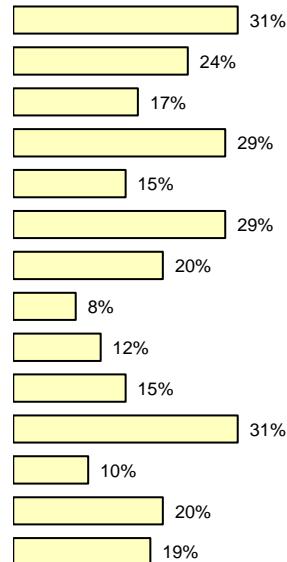
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Lone Star Chapter	P/P All Chapters
Profitability analysis by product or service line	31%	19%
Accounting and financial reporting issues related to emerging payment models	24%	24%
Improving front end revenue cycle processes	17%	23%
Changes in Medicare reimbursement policies	29%	25%
Compliance with Medicare regulations	15%	17%
Managing and measuring the total cost of care	29%	22%
Improving the patient financial experience	20%	20%
Negotiating contracts with value based payment mechanisms	8%	13%
Prevention and management of denials	12%	21%
Operationalizing structures and processes to reflect changing payment models	15%	17%
Business intelligence and data analytics	31%	28%
State legislative and regulatory update	10%	18%
State Medicaid program	20%	18%
Local payors and employers response to ongoing changes in healthcare	19%	17%

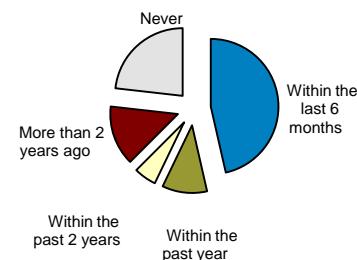
Your Chapter



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

Attending an educational event

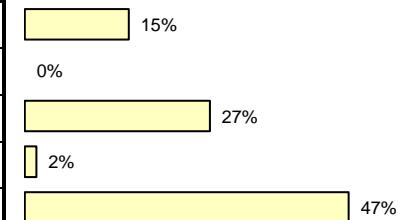
When was the last time that you attended a chapter event?	Lone Star Chapter	P/P All Chapters
Within the last 6 months	46%	39%
Within the past year	11%	19%
Within the past 2 years	5%	10%
More than 2 years ago	14%	8%
Never	23%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Lone Star Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	15%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	27%	25%
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.)	47%	38%

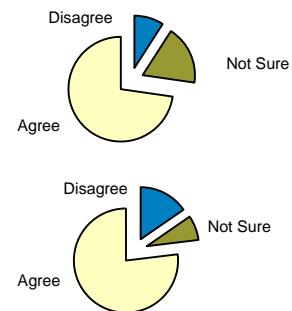
Your Chapter



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Respondents	
	Lone Star Chapter	P/P All Chapters
Disagree	9%	6%
Not Sure	18%	21%
Agree	73%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	15%	7%
Not Sure	8%	24%
Agree	77%	69%

Sample (new members):	14
Percent of Respondents:	24%



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