

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

**McMahon-Illini Chapter**

Sample Size:	919
Responses Received:	62
Response Rate:	7%
FY20 Net Promoter Score:	39
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:

<b>Detractors</b>	<b>Passives</b>	<b>Promoters</b>
16%	28%	56%



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **79%**  
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)

### McMahon-Illini 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	1	0	4	4	10	7	9	25
Percent	0%	0%	2%	2%	0%	7%	7%	16%	11%	15%	41%
Overall	16%							28%		56%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **39**

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	McMahon-Illini 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%	10%	13%	27%	<b>50%</b>	54%	50%
Addressing the right issues and topics	0%	8%	11%	39%	<b>42%</b>	49%	42%
Locating events where I can access them	0%	5%	15%	29%	<b>52%</b>	51%	52%
Keeping me up to date on state and regional issues	0%	8%	13%	34%	<b>45%</b>	53%	45%
Providing connections to others in my field	2%	5%	18%	31%	<b>44%</b>	51%	44%
Providing easy access to information	0%	3%	16%	37%	<b>44%</b>	52%	44%
Chapter networking opportunities	2%	10%	10%	32%	<b>47%</b>	51%	47%
HFMA chapter overall	2%	3%	16%	31%	<b>48%</b>	55%	48%

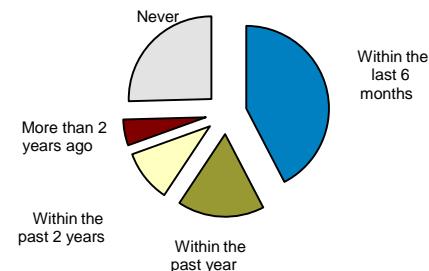
#### Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	McMahon-Illini Chapter	All Chapters	
Profitability analysis by product or service line	18%	18%	18%
Accounting and financial reporting issues related to emerging payment models	26%	22%	26%
Improving front end revenue cycle processes	31%	23%	31%
Changes in Medicare reimbursement policies	31%	24%	31%
Compliance with Medicare regulations	13%	16%	13%
Managing and measuring the total cost of care	10%	21%	10%
Improving the patient financial experience	24%	22%	24%
Negotiating contracts with value based payment mechanisms	8%	12%	8%
Prevention and management of denials	31%	20%	31%
Operationalizing structures and processes to reflect changing payment models	11%	17%	11%
Business intelligence and data analytics	24%	28%	24%
State legislative and regulatory update	18%	20%	18%
State Medicaid program	21%	17%	21%
Local payors and employers response to ongoing changes in healthcare	11%	17%	11%

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McMahon-Illini Chapter**

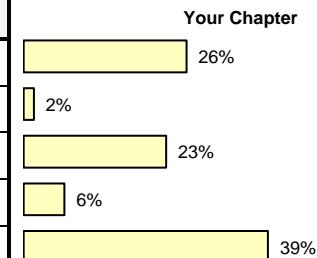
**Attending an educational event**

When was the last time that you attended a chapter event?	McMahon-Illini Chapter	All Chapters
Within the last 6 months	42%	43%
Within the past year	17%	18%
Within the past 2 years	10%	9%
More than 2 years ago	5%	8%
Never	25%	22%



**Attendance Barriers**

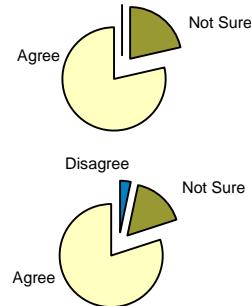
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	McMahon-Illini Chapter	All Chapters
Event content not relevant to my job or misses the mark	26%	24%
The audience present does not support meaningful networking	2%	4%
The locations are not accessible to me	23%	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.)	39%	41%



**New Member\* Perceptions**

I received a personal welcome from my HFMA chapter	McMahon-Illini Chapter	All Chapters
Disagree	0%	7%
Not Sure	21%	20%
Agree	79%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	3%	7%
Not Sure	17%	24%
Agree	80%	70%

Sample (new members):	33
Percent of Respondents:	53%



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

**Healthcare Financial Management Association  
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McMahon-Illini 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	627	Business Partner	Accessing the presentations from meetings could be less cumbersome. Would like to see additional networking opportunities...more time allotted for that sole purpose. It would be helpful to have presenters deliver in more interactive rather than didactic way.
Within the past year	609	Business Partner	Chapter has gone down hill over the past five years. Hardly even worth going to meetings, if we even have them, and not sure what leadership is doing about it.
More than 2 years ago	627	Provider/ Payer	HFMA, specifically the McMahon Illini Chapter, has been a great place to learn and meet peers to form life-long connections. As I am no longer part of a hospital or hospital system, my education and other needs are more specific to physician practices.
Never	616	Provider/ Payer	Honestly, I'd love to attend more of the seminars/webinars but they are cost prohibitive
Within the last 6 months	627	Provider/ Payer	I found the leader of the last meeting to be distracted and unprepared, which made it difficult for me to focus on her pieces of the presentation. Other than that, I always enjoy our meetings and having the opportunity to be a part of such an amazing group!
Within the last 6 months	611	Provider/ Payer	I have a difficult time navigating thru the website trying to find webinars or online educational classes to sign up for. I would like to see a tutorial on how to navigate thru the website.
Within the past year	616	Provider/ Payer	I have been disappointed in the chapter the last year or so. The communication has really fallen down and it doesn't even seem like as much was offered. I know one of my colleagues reached out because we stopped getting e-mail notifications and was told to go to the website to look for events but that isn't user friendly. Things should be pushed to the chapter as whole to encourage participation. The last session I didn't go to because nothing pertained to my area in Patient Access.
Within the last 6 months	616	Business Partner	It would be helpful to obtain an electronic copy of the attendee list following the meeting.
Within the past year	782	Business Partner	It's my feeling that there's been a marked drop off in the quality of educational events. I'd say that the networking opportunities at the chapter events aren't as robust as past years.
Within the past year	610	Provider/ Payer	Meetings and topics seemed to have fallen behind the last 12-18 months.
Never	617	Provider/ Payer	MORE FRONT LINE INFO
Within the last 6 months	616	Provider/ Payer	More local CPE opportunities would be helpful.
	616	Provider/ Payer	More Medicare/Medicaid training. Access to regulations updates. Interpretation of governmental regulations.
Never	609	Provider/ Payer	More webinars not everyone can leave or afford to leave their facility to attend but would like the information.
Within the last 6 months	622	Provider/ Payer	Please provide an IL Medicaid update presentation at least twice each year.
Never	613	Provider/ Payer	Provide a weekly or monthly newsletter that a frontline healthcare leader can read quickly and easily take away information to make positive changes in his/her department.
Within the last 6 months	617	Provider/ Payer	The best sessions are state and national updates on legislative issues. Most others are pretty high level and not a lot of what I would think of as actionable information
Within the last 6 months	615	Provider/ Payer	The programming at the spring and fall meetings could be much better. People don't find the topics interesting and the agenda changes last minute and people are disappointed. The women's event at the country club a few years ago was really good! But I feel like the other events since then have been lacking. I did enjoy the Epic speaker and the Epic gift basket making, but some of the speakers at the last event were not relevant. Also the CPEs from the last spring session were never uploaded to the website or emailed out.
Within the last 6 months	618	Provider/ Payer	The website is disappointing not really updated. Programs change after the agenda is posted and participants not informed. Don't really know what is going on in the chapter.
Within the past year	627	Provider/ Payer	Topics seem not as targeted as in years past. There is not a theme for events; feel thrown together.

**Healthcare Financial Management Association  
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McMahon-Illini 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 past year	609	Business Partner	National regulatory issues.
Within the last 6 months	616	Provider/ Payer	340B
Within the last 6 months	627	Provider/ Payer	Benchmarking and provider compensation
Never	615	Provider/ Payer	Best practices / access to higher learning - certifying
Within the past 2 years	617	Provider/ Payer	Chargemaster management
Within the last 6 months	615	Provider/ Payer	Leadership presentations: how to be a good leader, how to manage today's workforce with millennials and baby boomers all working together. For another women's event: how to be a woman leader in the healthcare field, challenges and ways to overcome those challenges as a woman in healthcare. Innovation in healthcare finance: how can we be innovative in healthcare finance? What changes can we make? How can finance be involved with innovation? Disruptors in the healthcare arena - Amazon, etc. How can we as health systems be prepared for the disruptors?
Never	609	Provider/ Payer	More State legislative and regulatory update in person - Inviting the legislature to speak at the meetings or webinars
Within the past year	627	Provider/ Payer	price transparency
Within the past 2 years	611	Provider/ Payer	Use of technology on the Patient Access side - relating to registration, check in, etc.

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McMahon-Illini 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	610	Provider/ Payer	1) Conflict in scheduling with AAHAM or ICAHN 2) Need Revenue Cycle content and/or Government Payor Compliance topics
Never	615	Provider/ Payer	Cannot attend during work hours. At this time classes/trainings would be on my own time.
Within the last 6 months	617	Provider/ Payer	for me the biggest barrier is scheduling conflicts
More than 2 years ago	627	Provider/ Payer	For the past few years, I have been attending AMGA meetings which are more specific to my current position.
Never	618	Provider/ Payer	I am a new employee and missed the opportunity to attend the last roadshow but am looking forward to all opportunities to attend these events in the future.
Never	613	Provider/ Payer	I am new in my field so I have not had the chance to attend yet but I do plan on it in the near future.
Within the last 6 months	627	Provider/ Payer	I am only just now getting involved in the chapter.
Within the last 6 months	615	Provider/ Payer	I feel like sometimes the content is lacking or is always the same content. Please try to bring in different speakers and different topics!
Never	609	Provider/ Payer	I have a large group from my facility that attend the HFMA functions so it doesn't allow me to attend.
Within the last 6 months	627	Provider/ Payer	I usually attend.
Within the past year	627	Provider/ Payer	In addition, gets old having in Peoria
Never	617	Provider/ Payer	LOCATION CONTENT
More than 2 years ago	618	Provider/ Payer	My department has been short-staffed, but as it builds up there may be more opportunity for me to join.
Within the past 2 years	611	Provider/ Payer	Not something managers do in my organization.
Within the last 6 months	618	Provider/ Payer	Program has changed after registering. More vendors than providers for discussions
More than 2 years ago	613	Provider/ Payer	The dates usually conflict with my schedule. I can't skip a board meeting to attend an HFMA event.
Within the past 2 years	627	Provider/ Payer	Timing issues
Within the past 2 years	615	Provider/ Payer	Workload has been heavy lately. I hope to attend again in the future.

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

**McMahon-Illini Chapter**

Provider/Payer Responses Received: 56  
Provider/Payer percent of all Responses Received: 90%

FY20 Net Promoter Score: 40  
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
15%	31%	55%



detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.

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 McMahon-Illini 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	1	0	3	4	10	7	9	21
Percent	0%	0%	0%	2%	0%	5%	7%	18%	13%	16%	38%
Overall	15%							31%		55%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **40**

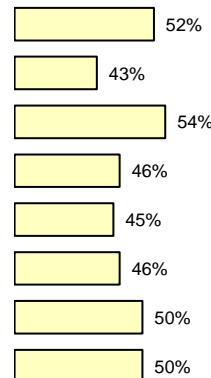
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	McMahon-Illini Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	7%	14%	27%	<b>52%</b>	52%
Addressing the right issues and topics	0%	5%	13%	39%	<b>43%</b>	47%
Locating events where I can access them	0%	4%	14%	29%	<b>54%</b>	48%
Keeping me up to date on state and regional issues	0%	5%	13%	36%	<b>46%</b>	52%
Providing connections to others in my field	0%	5%	16%	33%	<b>45%</b>	50%
Providing easy access to information	0%	2%	13%	39%	<b>46%</b>	51%
Chapter networking opportunities	0%	9%	9%	32%	<b>50%</b>	50%
HFMA chapter overall	0%	2%	18%	30%	<b>50%</b>	54%

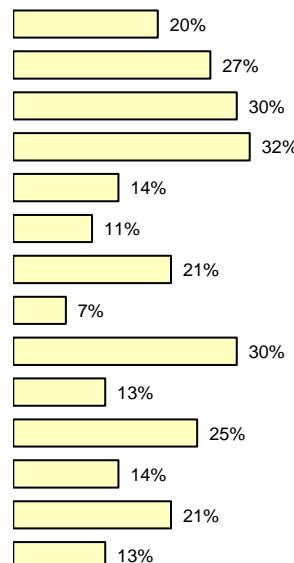
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	McMahon-Illini Chapter	P/P All Chapters
Profitability analysis by product or service line	20%	19%
Accounting and financial reporting issues related to emerging payment models	27%	24%
Improving front end revenue cycle processes	30%	23%
Changes in Medicare reimbursement policies	32%	25%
Compliance with Medicare regulations	14%	17%
Managing and measuring the total cost of care	11%	22%
Improving the patient financial experience	21%	20%
Negotiating contracts with value based payment mechanisms	7%	13%
Prevention and management of denials	30%	21%
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State legislative and regulatory update	14%	18%
State Medicaid program	21%	18%
Local payors and employers response to ongoing changes in healthcare	13%	17%

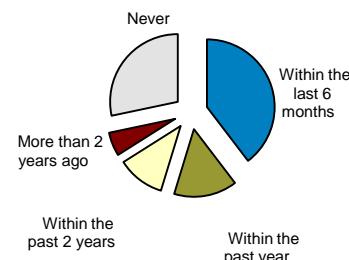
Your Chapter



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McMahon-Illini Chapter**

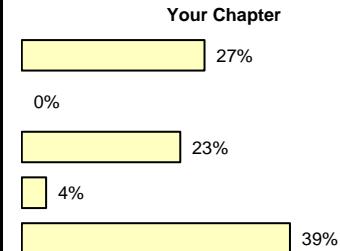
**Attending an educational event**

When was the last time that you attended a chapter event?	McMahon-Illini Chapter	P/P All Chapters
Within the last 6 months	40%	39%
Within the past year	15%	19%
Within the past 2 years	11%	10%
More than 2 years ago	6%	8%
Never	28%	23%



**Attendance Barriers**

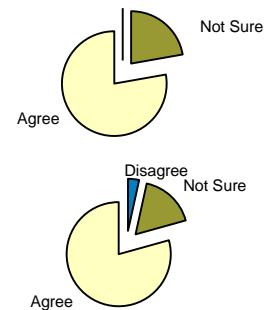
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	McMahon-Illini Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	27%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	23%	25%
The quality of events does not meet expectations	4%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	39%	38%



**New Member\* Perceptions**

Statement	Percent of Respondents	
	McMahon-Illini Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	22%	21%
Agree	78%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	3%	7%
Not Sure	17%	24%
Agree	79%	69%

Sample (new members):	32
Percent of Respondents:	57%



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