

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Montana Chapter

Sample Size: 172
Responses Received: 46
Response Rate: 27%

FY20 Net Promoter Score: 58
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 2%	Passives 37%	Promoters 60%
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Net Promoter Score	=	% Promoters	—	% Detractors
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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.

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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	1	0	0	4	12	5	21
Percent	0%	0%	0%	0%	2%	0%	0%	9%	28%	12%	49%
Overall	2%							37%		60%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: 58

All Chapters FY20 Average Net Promoter Score: 49

$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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	Montana 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%	2%	13%	37%	48%	54%	<div><div></div></div> 48%
Addressing the right issues and topics	2%	0%	20%	33%	46%	49%	<div><div></div></div> 46%
Locating events where I can access them	0%	4%	13%	46%	37%	51%	<div><div></div></div> 37%
Keeping me up to date on state and regional issues	0%	2%	15%	41%	41%	53%	<div><div></div></div> 41%
Providing connections to others in my field	0%	7%	9%	30%	54%	51%	<div><div></div></div> 54%
Providing easy access to information	2%	0%	26%	35%	37%	52%	<div><div></div></div> 37%
Chapter networking opportunities	0%	0%	13%	35%	52%	51%	<div><div></div></div> 52%
HFMA chapter overall	0%	0%	9%	46%	46%	55%	<div><div></div></div> 46%

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
	Montana Chapter	All Chapters	
Profitability analysis by product or service line	22%	18%	<div><div></div></div> 22%
Accounting and financial reporting issues related to emerging payment models	22%	22%	<div><div></div></div> 22%
Improving front end revenue cycle processes	26%	23%	<div><div></div></div> 26%
Changes in Medicare reimbursement policies	17%	24%	<div><div></div></div> 17%
Compliance with Medicare regulations	17%	16%	<div><div></div></div> 17%
Managing and measuring the total cost of care	20%	21%	<div><div></div></div> 20%
Improving the patient financial experience	17%	22%	<div><div></div></div> 17%
Negotiating contracts with value based payment mechanisms	7%	12%	<div><div></div></div> 7%
Prevention and management of denials	24%	20%	<div><div></div></div> 24%
Operationalizing structures and processes to reflect changing payment models	13%	17%	<div><div></div></div> 13%
Business intelligence and data analytics	30%	28%	<div><div></div></div> 30%
State legislative and regulatory update	22%	20%	<div><div></div></div> 22%
State Medicaid program	11%	17%	<div><div></div></div> 11%
Local payors and employers response to ongoing changes in healthcare	26%	17%	<div><div></div></div> 26%

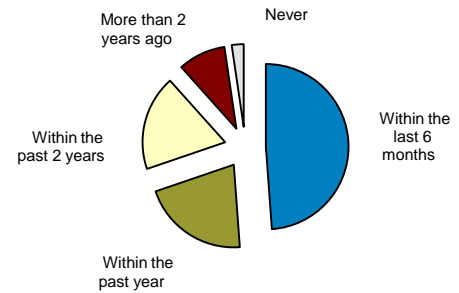
Healthcare Financial Management Association

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Montana Chapter

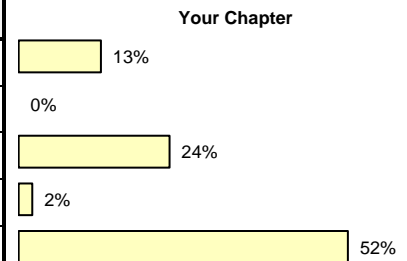
Attending an educational event

When was the last time that you attended a chapter event?	Montana Chapter	All Chapters
Within the last 6 months	49%	43%
Within the past year	21%	18%
Within the past 2 years	19%	9%
More than 2 years ago	9%	8%
Never	2%	22%



Attendance Barriers

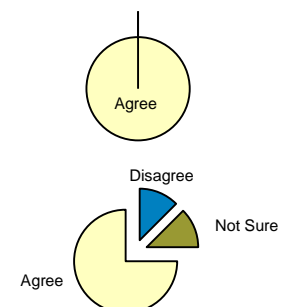
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Montana Chapter	All Chapters
Event content not relevant to my job or misses the mark	13%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	24%	22%
The 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.)	52%	41%



New Member* Perceptions

	Montana Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	13%	7%
Not Sure	13%	24%
Agree	75%	70%

Sample (new members):	8
Percent of Respondents:	17%



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

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Montana 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	597	Business Partner	For me, the best benefit has been the HFMA Conference in Billings. This provided the opportunity to network with others, be part of a group email where we can ask others questions, and overview of topics with current information. Most of the responses above are a positive result of attending the HFMA Conference where I was able to learn about many topics and opportunities. There was a mentor program offered, which is amazing! I am starting to receive emails, which I appreciate. Finding time is challenging for most of us. Providing a welcome video giving a short overview of the membership benefits; i.e. website overview, networking opportunities, and training would be very helpful. Less than five minutes so more members would view it. (If this benefit was available when I became a new member, please disregard my note.) Thank you for having HFMA!
Within the last 6 months	595	Provider/ Payer	I hear we are lucky to have payers at our Conference that a lot of chapters don't, I wish we could do more interactive round tables with the payers. I think our facilities have common woes with them and maybe getting put on the spot a little they will take action instead of all of us having to take them on one by one. I know ppl are sick to death of discussing denials, but it is still a huge issue with a huge impact on A/R. I just think our voices may be heard as a group better than as individuals IMO. Thanks :)
Within the past 2 years	597	Provider/ Payer	Maybe this is a product of my position at my company but many of the things I go to are interesting but that is as far as it gets. I don't get much about implementation or strategies at addressing challenges.
Within the last 6 months	598	Provider/ Payer	More beer is always nice.
Within the past year	590	Provider/ Payer	Providing more networking opportunities outside of the education opportunities
Within the last 6 months	591	Provider/ Payer	The MT Chapter of HFMA has the challenge of connecting a diverse group of members with diverse priorities.
Within the past year	592	Provider/ Payer	The two conferences are always awesome but I don't feel there is much done outside that by way of current state and regional updates. Having said that and knowing this is a volunteer organization I am not sure that can be changed much.
Within the last 6 months	598	Provider/ Payer	The volunteers do a wonderful job and put in a lot of their own time. It would be nice to see some younger involvement and more up to date methods of communication. The conferences are great but seem more geared towards providing vendors with business opportunities than peer to peer networking.
Within the past year	597	Provider/ Payer	Topics and issues is tough because we are a diverse group and what is a priority for one person, is not necessarily what is a priority for others. I don't think there is any avoiding this and the chapter does a good job of varying the topics.

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Montana 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	597	Business Partner	My 4th choice would be managing and measuring the total cost of care. I would like to see some education on understanding fee schedules and when they update, etc.
Within the last 6 months	591	Provider/ Payer	All of the above are of interest.
Within the last 6 months	598	Provider/ Payer	How to get more beer at less cost.
Within the past year	597	Provider/ Payer	I think that it would be beneficial to add some general management, communication and possibly process improvement training.
Within the last 6 months	598	Provider/ Payer	It would be nice to see some integration of the national topics and how they will be affecting us locally, even if it's not immediate. More specifically, the necessity of technology and the impact of politics in our industry.
Within the last 6 months	595	Provider/ Payer	Maybe some coding basics? Even as Rev Cycle we have to know about coding and modifiers as some of us are small and don't have experienced coders or coding teams to navigate common coding denials for us. A lot of denials are coding related so if we could remedy them at the biller level that would help immensely. :)
Within the past year	597	Provider/ Payer	Telemedicine.
Within the last 6 months	592	Provider/ Payer	What will the impact be for the laws laid out by the Executive and Legislative branch on healthcare, and strategies to address and comply with the new regulations.

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Montana 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	598	Business Partner	I have so much work to do, the content needs to be worth me missing work for. Most of what I learn, can be done online,
Never	594	Business Partner	Timing of events
Within the past year	594	Provider/ Payer	Always great content when can attend, just hard to get away from work commitments.
Within the last 6 months	591	Provider/ Payer	Budget constraints for travel/training.
Within the past 2 years	592	Provider/ Payer	Dates of events don't usually align with my schedule well.
Within the last 6 months	595	Provider/ Payer	For example the big regional conference in Vegas. Sometimes it's a financial burden on smaller organizations. The road shows are another example. We drove 6.5 hours round trip for the one in Helena and it would have been more feasible if it was broadcast maybe via a REACH type medium? Then we wouldn't have to drive and more of my staff could attend. Would still pay \$20/person to access etc. as that was a reasonable price. Thanks.
Within the last 6 months	590	Provider/ Payer	I always attend if my schedule allows.....HFMA meetings always brings meaningful content & either verifies I am doing what I need to or alerts me to something I have missed.
Within the past year	592	Provider/ Payer	I have had time conflicts when I have missed.
Within the past year	597	Provider/ Payer	I think that the Montana Chapter does an excellent job of making the events accessible. Unfortunately, my time doesn't always permit me to travel to places like Great Falls.
Within the last 6 months	595	Provider/ Payer	I usually attend
More than 2 years ago	598	Provider/ Payer	It is simply an issue of time conflicts with other important things that take me out of the office.
Within the last 6 months	598	Provider/ Payer	Location, location, location
Within the last 6 months	592	Provider/ Payer	Montana is a large state, the MT chapter of HFMA does its best to make it accessible for every part of the state. Sometimes the drive is too long though, especially if the weather forecast is predicting winter weather.
Within the past year	594	Provider/ Payer	More revenue cycle than finance/accounting
Within the last 6 months	598	Provider/ Payer	Not so much the locations as restrictions of my department's budget for travel
Within the past 2 years	597	Provider/ Payer	See previous response
More than 2 years ago	598	Provider/ Payer	sometimes event content is not relevant but the main barrier is staffing; I prefer not to have more than one person absent for training/HFMA

Healthcare Financial Management Association

HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

Montana Chapter

Provider/Payer Responses Received: 38
Provider/Payer percent of all Responses Received: 83%

FY20 Net Promoter Score: 59
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 3%	Passives 35%	Promoters 62%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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.

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Montana 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	1	0	0	3	10	5	18
Percent	0%	0%	0%	0%	3%	0%	0%	8%	27%	14%	49%
Overall	3%							35%		62%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 59 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	Montana 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%	3%	11%	37%	50%	52%	<div><div></div></div> 50%
Addressing the right issues and topics	3%	0%	21%	26%	50%	47%	<div><div></div></div> 50%
Locating events where I can access them	0%	5%	13%	47%	34%	48%	<div><div></div></div> 34%
Keeping me up to date on state and regional issues	0%	0%	18%	42%	39%	52%	<div><div></div></div> 39%
Providing connections to others in my field	0%	5%	11%	32%	53%	50%	<div><div></div></div> 53%
Providing easy access to information	3%	0%	32%	29%	37%	51%	<div><div></div></div> 37%
Chapter networking opportunities	0%	0%	16%	34%	50%	50%	<div><div></div></div> 50%
HFMA chapter overall	0%	0%	11%	42%	47%	54%	<div><div></div></div> 47%

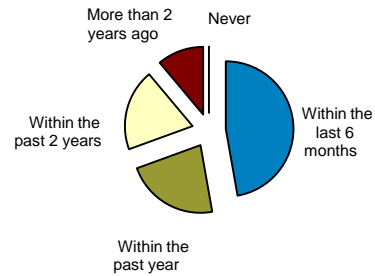
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Montana Chapter	P/P All Chapters	
Profitability analysis by product or service line	24%	19%	<div><div></div></div> 24%
Accounting and financial reporting issues related to emerging payment models	18%	24%	<div><div></div></div> 18%
Improving front end revenue cycle processes	32%	23%	<div><div></div></div> 32%
Changes in Medicare reimbursement policies	18%	25%	<div><div></div></div> 18%
Compliance with Medicare regulations	18%	17%	<div><div></div></div> 18%
Managing and measuring the total cost of care	21%	22%	<div><div></div></div> 21%
Improving the patient financial experience	18%	20%	<div><div></div></div> 18%
Negotiating contracts with value based payment mechanisms	8%	13%	<div><div></div></div> 8%
Prevention and management of denials	29%	21%	<div><div></div></div> 29%
Operationalizing structures and processes to reflect changing payment models	16%	17%	<div><div></div></div> 16%
Business intelligence and data analytics	24%	28%	<div><div></div></div> 24%
State legislative and regulatory update	18%	18%	<div><div></div></div> 18%
State Medicaid program	8%	18%	<div><div></div></div> 8%
Local payors and employers response to ongoing changes in healthcare	32%	17%	<div><div></div></div> 32%

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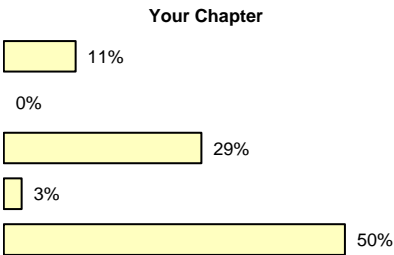
Attending an educational event

When was the last time that you attended a chapter event?	Montana Chapter	P/P All Chapters
Within the last 6 months	47%	39%
Within the past year	22%	19%
Within the past 2 years	19%	10%
More than 2 years ago	11%	8%
Never	0%	23%



Attendance Barriers

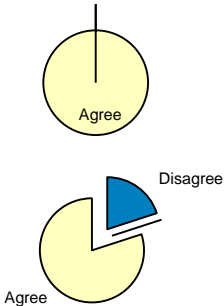
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	Montana Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	11%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	29%	25%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	50%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	Montana Chapter	P/P All Chapters
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	Montana Chapter	P/P All Chapters
Disagree	20%	7%
Not Sure	0%	24%
Agree	80%	69%

Sample (new members):	5
Percent of Respondents:	13%



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