

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Nevada Chapter

Sample Size: 83  
Responses Received: 12  
Response Rate: 14%

FY20 Net Promoter Score: 8  
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> 25%	<b>Passives</b> 42%	<b>Promoters</b> 33%
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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: 67%

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)

### Nevada 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	1	0	0	0	1	1	0	5	0	4
Percent	0%	8%	0%	0%	0%	8%	8%	0%	42%	0%	33%
Overall	25%						42%		33%		
All Chapters	12%						28%		60%		

**FY20 Net Promoter Score: 8**

**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	Nevada Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	8%	0%	17%	42%	33%	54%	<div><div></div></div> 33%
Addressing the right issues and topics	8%	0%	25%	42%	25%	49%	<div><div></div></div> 25%
Locating events where I can access them	17%	25%	0%	25%	33%	51%	<div><div></div></div> 33%
Keeping me up to date on state and regional issues	8%	8%	17%	42%	25%	53%	<div><div></div></div> 25%
Providing connections to others in my field	17%	0%	33%	17%	33%	51%	<div><div></div></div> 33%
Providing easy access to information	8%	8%	33%	25%	25%	52%	<div><div></div></div> 25%
Chapter networking opportunities	17%	17%	17%	25%	25%	51%	<div><div></div></div> 25%
HFMA chapter overall	8%	8%	17%	42%	25%	55%	<div><div></div></div> 25%

### 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
	Nevada Chapter	All Chapters	
Profitability analysis by product or service line	0%	18%	<div><div></div></div> 0%
Accounting and financial reporting issues related to emerging payment models	17%	22%	<div><div></div></div> 17%
Improving front end revenue cycle processes	25%	23%	<div><div></div></div> 25%
Changes in Medicare reimbursement policies	17%	24%	<div><div></div></div> 17%
Compliance with Medicare regulations	42%	16%	<div><div></div></div> 42%
Managing and measuring the total cost of care	17%	21%	<div><div></div></div> 17%
Improving the patient financial experience	8%	22%	<div><div></div></div> 8%
Negotiating contracts with value based payment mechanisms	0%	12%	<div><div></div></div> 0%
Prevention and management of denials	33%	20%	<div><div></div></div> 33%
Operationalizing structures and processes to reflect changing payment models	8%	17%	<div><div></div></div> 8%
Business intelligence and data analytics	17%	28%	<div><div></div></div> 17%
State legislative and regulatory update	33%	20%	<div><div></div></div> 33%
State Medicaid program	8%	17%	<div><div></div></div> 8%
Local payors and employers response to ongoing changes in healthcare	25%	17%	<div><div></div></div> 25%

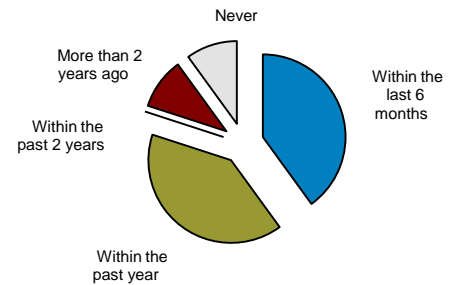
# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### Nevada Chapter

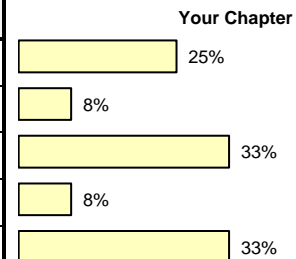
#### Attending an educational event

When was the last time that you attended a chapter event?	Nevada Chapter	All Chapters
Within the last 6 months	40%	43%
Within the past year	40%	18%
Within the past 2 years	0%	9%
More than 2 years ago	10%	8%
Never	10%	22%



#### Attendance Barriers

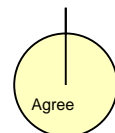
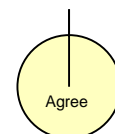
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Nevada Chapter	All Chapters
Event content not relevant to my job or misses the mark	25%	24%
The audience present does not support meaningful networking	8%	4%
The locations are not accessible to me	33%	22%
The quality of events does not meet expectations	8%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	33%	41%



#### New Member\* Perceptions

	Percent of time selected	
	Nevada Chapter	All Chapters
<b>I received a personal welcome from my HFMA chapter</b>		
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
<b>I understand how to become more engaged with my HFMA chapter</b>		
Disagree	0%	7%
Not Sure	0%	24%
Agree	100%	70%

Sample (new members):	2
Percent of Respondents:	17%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Nevada 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	890	Provider/ Payer	I have been a member for a long time, event timing and location are not easy to participate from my area and location. The group leading the organization are the same people for several years. It is not open to new comers. Don't get me wrong, I have received invitation to participate, when I accept the invitation, there was no follow-up. Overall, it is OK to be a member.
Never	895	Provider/ Payer	I have found the online education to be an excellent resource.
Within the last 6 months	891	Provider/ Payer	Providing more opportunities for educational activities may be helpful for people that want to gain more certifications.
Within the past year	913	Provider/ Payer	They need to grow chapter and support new things vs doing same events each year. Offer more things to show HFMA is valuable

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Nevada 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	913	Provider/ Payer	CAH and Rural Health
Within the last 6 months	891	Provider/ Payer	Medicare Shared Savings Program and ACO's.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Nevada 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	891	Business Partner	While the Chapter does a good job collaborating with other associations, I think they do it too much. In doing so, HFMA NV is losing their identity and getting lost in the mix. Additionally, because of this, they are losing good talent because while older members have moved on as part of succession planning they are now calling the shots through the other organizations that HFMA NV collaborates with too much!
Never	895	Provider/ Payer	My industry is emergency medical ambulance transportation.
Within the past year	913	Provider/ Payer	Offer more early or late events

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20) - Provider/Payer Dataset

January 2020

### Nevada Chapter

Provider/Payer Responses Received: 8  
Provider/Payer percent of all Responses Received: 67%

FY20 Net Promoter Score: 13  
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:

<b>Detractors</b> 25%	<b>Passives</b> 38%	<b>Promoters</b> 38%
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Healthcare Financial Management Association  
HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Nevada 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	1	1	0	3	0	3
Percent	0%	0%	0%	0%	0%	13%	13%	0%	38%	0%	38%
Overall	25%							38%		38%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 13 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	Nevada 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%	25%	38%	38%	52%	<div><div></div></div> 38%
Addressing the right issues and topics	0%	0%	25%	50%	25%	47%	<div><div></div></div> 25%
Locating events where I can access them	13%	38%	0%	13%	38%	48%	<div><div></div></div> 38%
Keeping me up to date on state and regional issues	0%	13%	13%	50%	25%	52%	<div><div></div></div> 25%
Providing connections to others in my field	13%	0%	50%	13%	25%	50%	<div><div></div></div> 25%
Providing easy access to information	0%	13%	50%	13%	25%	51%	<div><div></div></div> 25%
Chapter networking opportunities	13%	25%	13%	25%	25%	50%	<div><div></div></div> 25%
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Top Topics: members asked to select their top three topics

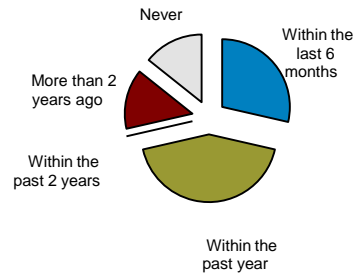
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Improving front end revenue cycle processes	13%	23%	<div><div></div></div> 13%
Changes in Medicare reimbursement policies	25%	25%	<div><div></div></div> 25%
Compliance with Medicare regulations	63%	17%	<div><div></div></div> 63%
Managing and measuring the total cost of care	13%	22%	<div><div></div></div> 13%
Improving the patient financial experience	0%	20%	<div><div></div></div> 0%
Negotiating contracts with value based payment mechanisms	0%	13%	<div><div></div></div> 0%
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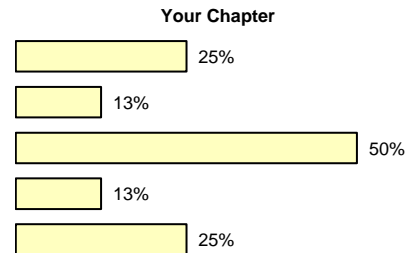
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Within the past 2 years	0%	10%
More than 2 years ago	14%	8%
Never	14%	23%



Attendance Barriers

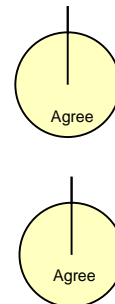
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The locations are not accessible to me	50%	25%
The quality of events does not meet expectations	13%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	25%	38%



New Member\* Perceptions

I received a personal welcome from my HFMA chapter	Nevada 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	Nevada Chapter	P/P All Chapters
Disagree	0%	7%
Not Sure	0%	24%
Agree	100%	69%

Sample (new members):	1
Percent of Respondents:	13%



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