

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

North Carolina Chapter

Sample Size:	814
Responses Received:	113
Response Rate:	14%
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 12%	Passives 22%	Promoters 66%
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[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **88%**
[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

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North Carolina 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	1	1	1	4	5	10	14	20	52
Percent	0%	1%	1%	1%	1%	4%	5%	9%	13%	18%	48%
Overall	12%							22%		66%	
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	North Carolina Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	2%	2%	10%	29%	57%	54%	57%
Addressing the right issues and topics	2%	3%	14%	31%	50%	49%	50%
Locating events where I can access them	4%	3%	16%	32%	45%	51%	45%
Keeping me up to date on state and regional issues	1%	5%	13%	30%	52%	53%	52%
Providing connections to others in my field	5%	2%	17%	28%	49%	51%	49%
Providing easy access to information	3%	3%	16%	29%	50%	52%	50%
Chapter networking opportunities	2%	6%	11%	32%	50%	51%	50%
HFMA chapter overall	1%	3%	8%	36%	52%	55%	52%

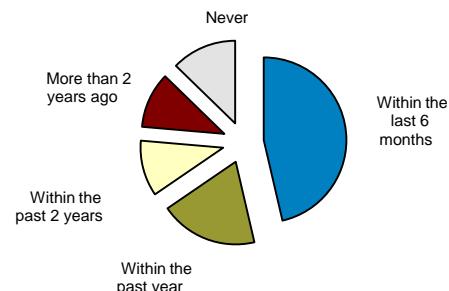
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	North Carolina Chapter	All Chapters	
Profitability analysis by product or service line	18%	18%	18%
Accounting and financial reporting issues related to emerging payment models	18%	22%	18%
Improving front end revenue cycle processes	19%	23%	19%
Changes in Medicare reimbursement policies	24%	24%	24%
Compliance with Medicare regulations	18%	16%	18%
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	12%	12%	12%
Prevention and management of denials	24%	20%	24%
Operationalizing structures and processes to reflect changing payment models	21%	17%	21%
Business intelligence and data analytics	36%	28%	36%
State legislative and regulatory update	17%	20%	17%
State Medicaid program	27%	17%	27%
Local payors and employers response to ongoing changes in healthcare	9%	17%	9%

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North Carolina Chapter**

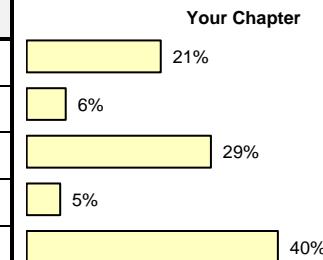
Attending an educational event

When was the last time that you attended a chapter event?	North Carolina Chapter	All Chapters
Within the last 6 months	46%	43%
Within the past year	19%	18%
Within the past 2 years	11%	9%
More than 2 years ago	11%	8%
Never	13%	22%



Attendance Barriers

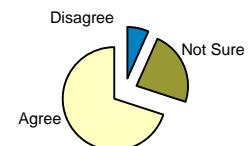
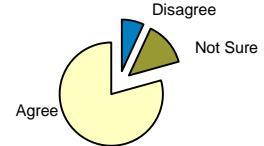
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	North Carolina Chapter	All Chapters
Event content not relevant to my job or misses the mark	21%	24%
The audience present does not support meaningful networking	6%	4%
The locations are not accessible to me	29%	22%
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.)	40%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	North Carolina Chapter	All Chapters
Disagree	7%	7%
Not Sure	14%	20%
Agree	79%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	7%	7%
Not Sure	23%	24%
Agree	70%	70%

Sample (new members):	30
Percent of Respondents:	27%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
North Carolina 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	282	Business Partner	access to educational sessions outside of Winston Salem
Never	277	Provider/ Payer	Both national and state organization are too focused on revenue cycle issue. Operational finance recommendations and staffing models are under-represented in educational activities.
Within the last 6 months	481	Business Partner	Driving more, open collaboration between vendors and providers.
Within the last 6 months	277	Provider/ Payer	Have more events in RTP, Raleigh, Durham area. Include education events that encompass the entire Revenue Cycle - not just payer but cash management, credit balance, charge integrity, etc..
Within the past 2 years	277	Provider/ Payer	Honestly I struggled to think of state and regional issues that have been addressed
More than 2 years ago	282	Provider/ Payer	I am inactive now. I retired 2004 but continue to stay involved with HFMA.
Within the last 6 months	277	Business Partner	I am still new to HealthCare in general. I have an Investment Banking background. Having a more beginner level approach that gradually gets me to the complex topics being discussed in the meeting I attended would have been a more beneficial method for me. However, I'm sure others were able to follow.
Within the past year	272	Provider/ Payer	I do not have a suggestion but more of a Thank you. With Healthcare changing it is harder and harder for leaders to take time out of the office, and the online education is just Awesome! Thank you for listening to our suggestions and exceeding my expectations.
Within the past 2 years	275	Business Partner	I regularly receive chapter alerts from two other HFMA chapters. I have been surprised at how much more I get from the content of these chapters emails than what I receive from the NC chapter. I would have rated NC better if I didn't have the comparison from other chapters. The NC chapter seems focused on in-person educational programs that are not easily accessible for a large number of members in a state as wide as NC. Other chapters offer more web-based educational/training opportunities, and include "basic skills" as well as industry education.
Within the past 2 years	282	Business Partner	I'm in a bit of a niche... Tax. Activities and content are heavily focused on Rev Cycle and collections.
Within the last 6 months	285	Provider/ Payer	It would be nice if HFMA acted more like an advocate for providers and could help resolve issues with payers.
Never	NULL	Business Partner	Meet in more places and make meetings more important. Currently live in Fayetteville and I have never been to a meeting, been invited to a meeting, or even heard about one.
Within the last 6 months	277	Business Partner	More events, more collaboration with other organizations such as AHIMA, AAPC
Within the past year	284	Provider/ Payer	Most of the conferences are geared toward revenue cycle activities. My interest lie in other areas as well such as treasury, financial reporting/accounting, decision support/cost accounting and business operations (business plans, labor productivity & long range financial planning). Would love to see more exposure to these areas.
Within the past year	277	Provider/ Payer	Mostly all the North Carolina chapter events are in the Greensboro area which is about an hour or more from me so they are not easily accessible. I have only seen maybe 2 events in the entire year that are located near the Raleigh/Durham area and i would suspect there is a large number of members at the multiple hospitals and university institutions in this area.
Never	277	Provider/ Payer	N/A
More than 2 years ago	276	Provider/ Payer	NC is a large state geographically. Having all meetings in areas close to chapter leaders is unfair to the membership at large. Break up the state into more than 1 chapter or continuously move meetings where more members can get to them. Begin looking at virtual sessions just like National. Those are very popular.
Within the last 6 months	274	Business Partner	Networking and access to providers are limited. Great organizations and their services aren't considered mostly due to friendships not performance. More should be done to create value for all vendors.

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North Carolina 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	274	Provider/ Payer	Not sure. No longer active professionally
Within the past year	286	Provider/ Payer	Nothing you can do. Boone is just usually far from everywhere. Maybe something in the Hickory area?
More than 2 years ago	281	Provider/ Payer	Offer more education and seminars for Hospice Finance people
Within the last 6 months	275	Provider/ Payer	Programming for annual meetings has improved. Locations of one day educational sessions is not as convenient. Everything is being held in Greensboro or further away. Need to move meetings closer to Raleigh at a minimum.
More than 2 years ago	275	Provider/ Payer	Some of the one day meetings like the Accounting and Audit update have been in Winston Salem at Novant which is more than a one day trip for those in the Eastern part of the state. Greensboro would be a better option. Or have a session in Raleigh for the eastern part of the state and 1 at Novant. This meeting has been in Cary at one time, for instance.
Within the last 6 months	275	Business Partner	This chapter is full of vendors. It's hard to meet anyone at these events that is NOT a vendor, therefore I do not prioritize attending.
Within the last 6 months	276	Provider/ Payer	we must make a conscious effort to add diversity among the membership
Within the last 6 months	280	Business Partner	We need a CFO forum. Our meetings have swung to lower participation by people who are in the care delivery pillar and more people who are vendors. Quality of programming influences who attends.
Within the last 6 months	274	Provider/ Payer	We need additional and more advanced training beyond the boot camp.
Within the last 6 months	286	Business Partner	Website is adequate, but not robust. Education opportunities are generally not released soon enough to obtain manager approval for attendance. Need a minimum of 60-75 days advanced notice.

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North Carolina 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 2 years	282	Business Partner	Discussion on the impact of Tax Reform
Within the last 6 months	280	Business Partner	Leadership Strategic change by increasing the organization's ability to innovate and improve.
Within the past year	276	Business Partner	Revenue integrity and the CDM
Within the last 6 months	277	Business Partner	staff attrition and the use of vendor partners medical coding trainee programs
Within the last 6 months	285	Provider/ Payer	Any topics addressing the cost of care.
Within the last 6 months	275	Provider/ Payer	Business Intelligence
Within the last 6 months	276	Provider/ Payer	Common productivity metrics used to measure how successful the team members are that work variance and denial work queues.
More than 2 years ago	940	Provider/ Payer	HealthCare Long Term Financial Planning models
More than 2 years ago	281	Provider/ Payer	Hospice
Within the past year	272	Provider/ Payer	How to manage to administrative burden the payers specifically managed Medicare put on health systems.
Never	277	Provider/ Payer	N/A
Within the last 6 months	274	Provider/ Payer	Not For Profit Public Debt
Within the last 6 months	281	Provider/ Payer	Personal and Professional/Career Development
More than 2 years ago	271	Provider/ Payer	Revenue Integrity related topics
Within the past 2 years	277	Provider/ Payer	Understanding of bundling payments, Socialism and the effect on healthcare

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

North Carolina 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	481	Business Partner	As a vendor it is difficult sometimes to make connections. I try to avoid vendor stalking and balancing it against the opportunity to meet someone.
Within the last 6 months	283	Business Partner	I attend both the annual and summer meetings. I appreciate the registration fee being waived For Past Presidents. I like keeping up to date with the industry and enjoy staying in contact with members.
Within the past year	276	Business Partner	I travel for business and had scheduling conflicts
Within the past year	280	Business Partner	I travel Mon - Fri for Pat Access
Within the last 6 months	275	Business Partner	I usually attend chapter events for the most part.
Never	275	Business Partner	I'm a new member and would have any significant feedback after I attend a few events.
Within the past year	281	Business Partner	Retired, so not needed as much.
Within the last 6 months	277	Business Partner	the main barrier as a vendor is that there aren't enough providers that attend the events.
Within the last 6 months	277	Business Partner	They do not have recurring events. I attended the one event offered last year and the single event offered this year
Within the last 6 months	286	Business Partner	Would like to see more regionally focused meetings. Hold events in Greenville and Asheville
Within the past year	282	Provider/ Payer	At times, it's difficult to take the time away from work. Traveling to events is more time away from work that cannot always be afforded.
Within the past 2 years	277	Provider/ Payer	Besides the financial bootcamp I've already attended, the couple I may have attended did not work with my schedule. Otherwise nothing has really jumped out at me that I need to attend. I can't answer about the magazine on the next page as I don't receive it.
Within the last 6 months	285	Provider/ Payer	Budget Constraints
Within the past 2 years	283	Provider/ Payer	Computer conversion this past year kept me from traveling more than 1 hour away from my hospital.
More than 2 years ago	270	Provider/ Payer	Cost and travel are not optional for me anymore.
Within the last 6 months	274	Provider/ Payer	Greater Participation and networking would beget greater participation and networking.
More than 2 years ago	281	Provider/ Payer	Hospice
Never	NULL	Provider/ Payer	I am a new member and have not had the opportunity to attend yet
More than 2 years ago	271	Provider/ Payer	I am more interested in topics that are specifically related to Revenue Integrity and the impact that this particular field of focus has on Revenue Cycle Management.
Never	277	Provider/ Payer	I don't want to attend events outside of work hours because it eats into family time, but to attend events during work hours requires approval.
Within the last 6 months	275	Provider/ Payer	I have already addressed the location issue.
Within the last 6 months	276	Provider/ Payer	I need my job to give me permission and to pay for it

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North Carolina 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	285	Provider/ Payer	I usually attend. However, budgeting may become an issue at times.
Within the past year	272	Provider/ Payer	If I am unable to attend it is due to conflicts in schedules or work load.
Within the last 6 months	285	Provider/ Payer	If I felt my attendance would help us to resolve issues with payers.
Within the last 6 months	276	Provider/ Payer	If its during my busy time of the year (Nov to Feb), I try not to take off work.
Within the last 6 months	285	Provider/ Payer	I'm located in eastern NC. Sometimes attending these events are very costly.
Never	272	Provider/ Payer	I'm new to the chapter, but haven't heard about any events.
Within the past 2 years	275	Provider/ Payer	Location of events
Within the last 6 months	277	Provider/ Payer	Maybe some on demand webinar session, as that would help in schedule flexibility.
Within the last 6 months	277	Provider/ Payer	Most chapter events are not held in RTP area, mostly Triad. I would like to see joint events with NCACPA and maybe with Compliance associations such as AHIA, or IIA.
More than 2 years ago	270	Provider/ Payer	My supervisor doesn't encourage attendance or participation. S(He) does encourage membership in the HFMA and pays the fees.
Within the last 6 months	275	Provider/ Payer	One idea: taking advantage of national webinars, but including a host location (or 5) around the state, so people can also meet to exchange local ideas about the subject, review other HFMA NC local topics of interest. At hospitals that offer to host, within an hour of home.
Within the past year	286	Provider/ Payer	Schedule conflicts
More than 2 years ago	276	Provider/ Payer	See previous comments
Within the past year	282	Provider/ Payer	The timing of the events at times doesn't work well with my schedule of responsibilities at work
Within the past year	277	Provider/ Payer	The topics are very relevant, typically there are other scheduling conflicts that prevent me from attending.
Never	277	Provider/ Payer	There's usually no more than one very small part of a day's meeting that pertains to something outside of revenue cycle, reimbursement/managed care/CMS, or other regulatory topics. We (members) are not all involved in the billing cycle and traditional accounting. It's not worth the time for me to drive to a meeting that only has an hour (or less) of relevant content. -- Alternate the agenda focus one month to the next between rev cycle and other 'stuff'; -- or plan a full morning of revenue cycle, and an afternoon of operational finance management and staffing models and productivity improvement projects... -- or develop rotating agendas around the pillars - value, people, quality, service, innovation (some variations between organizations, but usually something along those lines.) Or do some deep dives into topics like alternative financial counseling programs. Something broader than what's offered now. -- or
Within the last 6 months	275	Provider/ Payer	Try not to schedule a networking event the same time as a Finance boot camp!
More than 2 years ago	285	Provider/ Payer	Typically it is the timing of the conferences does not fit well with my schedule and the distance is an issue since I live in Eastern NC.
Within the last 6 months	277	Provider/ Payer	Unable to attend all meetings due to sharing time with others to attend.

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HFMA Chapter Survey (FY20)
North Carolina 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	275	Provider/ Payer	With so many webinars on line it is not as compelling to spend the money to go to the live events. I will try to go to Pinehurst in 2020.
Within the past 2 years	275	Provider/ Payer	Work is just crazy busy.. I just need to make the effort to participate as I know it is very important.
Never	285	Provider/ Payer	Work schedule does not permit.
Never	288	Provider/ Payer	Work Schedule highly erratic.

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

North Carolina Chapter

Provider/Payer Responses Received: 76
Provider/Payer percent of all Responses Received: 67%

FY20 Net Promoter Score: 62
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
11%	16%	73%



detailed NPS information on page 2

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
North Carolina 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	0	0	4	3	4	8	14	40
Percent	0%	0%	1%	0%	0%	5%	4%	5%	11%	19%	54%
Overall	11%							16%		73%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **62**

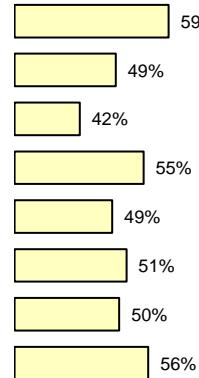
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	North Carolina Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	1%	8%	31%	59%	52%
Addressing the right issues and topics	0%	3%	12%	36%	49%	47%
Locating events where I can access them	3%	3%	18%	34%	42%	48%
Keeping me up to date on state and regional issues	0%	4%	13%	28%	55%	52%
Providing connections to others in my field	3%	1%	16%	31%	49%	50%
Providing easy access to information	1%	3%	15%	29%	51%	51%
Chapter networking opportunities	0%	4%	8%	38%	50%	50%
HFMA chapter overall	0%	1%	8%	35%	56%	54%

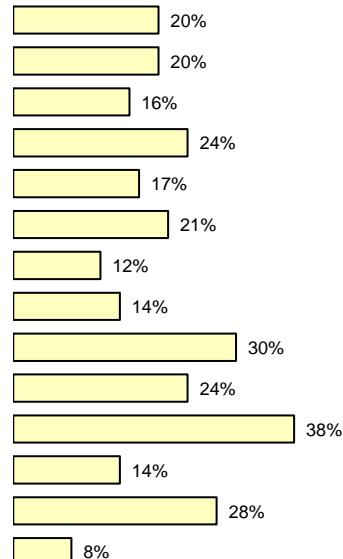
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	North Carolina Chapter	P/P All Chapters
Profitability analysis by product or service line	20%	19%
Accounting and financial reporting issues related to emerging payment models	20%	24%
Improving front end revenue cycle processes	16%	23%
Changes in Medicare reimbursement policies	24%	25%
Compliance with Medicare regulations	17%	17%
Managing and measuring the total cost of care	21%	22%
Improving the patient financial experience	12%	20%
Negotiating contracts with value based payment mechanisms	14%	13%
Prevention and management of denials	30%	21%
Operationalizing structures and processes to reflect changing payment models	24%	17%
Business intelligence and data analytics	38%	28%
State legislative and regulatory update	14%	18%
State Medicaid program	28%	18%
Local payors and employers response to ongoing changes in healthcare	8%	17%

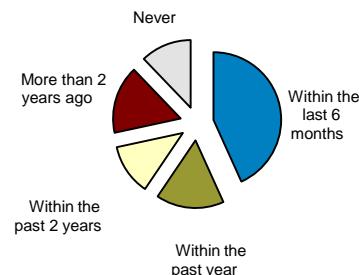
Your Chapter



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North Carolina Chapter**

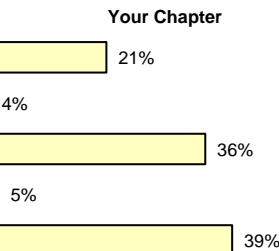
Attending an educational event

When was the last time that you attended a chapter event?	North Carolina Chapter	P/P All Chapters
Within the last 6 months	43%	39%
Within the past year	16%	19%
Within the past 2 years	12%	10%
More than 2 years ago	16%	8%
Never	12%	23%



Attendance Barriers

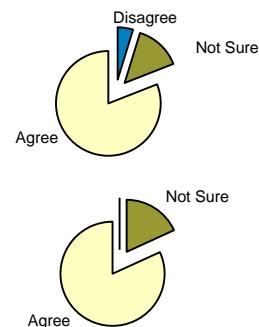
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	North Carolina Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	21%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	36%	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.)	39%	38%



New Member* Perceptions

	North Carolina Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	5%	6%
Not Sure	14%	21%
Agree	81%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	18%	24%
Agree	82%	69%

Sample (new members):	22
Percent of Respondents:	29%



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