

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

**San Diego Imperial Chapter**

Sample Size:	394
Responses Received:	37
Response Rate:	9%
FY20 Net Promoter Score:	67
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> 6%	<b>Passives</b> 22%	<b>Promoters</b> 72%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **97%**  
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.  
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# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

### San Diego Imperial 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	0	0	0	0	2	6	3	23
Percent	0%	3%	3%	0%	0%	0%	0%	6%	17%	8%	64%
Overall	6%							22%		72%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **67**

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	San Diego Imperial 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%	3%	5%	27%	<b>65%</b>	54%	65%
Addressing the right issues and topics	0%	0%	11%	30%	<b>59%</b>	49%	59%
Locating events where I can access them	0%	0%	8%	25%	<b>67%</b>	51%	67%
Keeping me up to date on state and regional issues	0%	3%	0%	30%	<b>68%</b>	53%	68%
Providing connections to others in my field	0%	6%	6%	25%	<b>64%</b>	51%	64%
Providing easy access to information	0%	0%	8%	22%	<b>70%</b>	52%	70%
Chapter networking opportunities	0%	3%	5%	27%	<b>65%</b>	51%	65%
HFMA chapter overall	0%	3%	0%	27%	<b>70%</b>	55%	70%

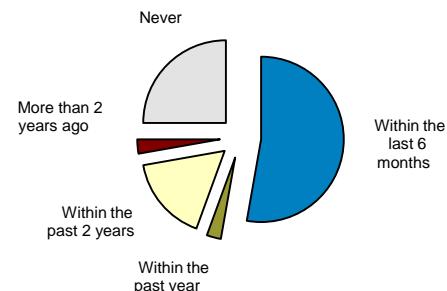
#### Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	San Diego Imperial Chapter	All Chapters	
Profitability analysis by product or service line	22%	18%	22%
Accounting and financial reporting issues related to emerging payment models	30%	22%	30%
Improving front end revenue cycle processes	22%	23%	22%
Changes in Medicare reimbursement policies	8%	24%	8%
Compliance with Medicare regulations	14%	16%	14%
Managing and measuring the total cost of care	30%	21%	30%
Improving the patient financial experience	27%	22%	27%
Negotiating contracts with value based payment mechanisms	11%	12%	11%
Prevention and management of denials	19%	20%	19%
Operationalizing structures and processes to reflect changing payment models	22%	17%	22%
Business intelligence and data analytics	27%	28%	27%
State legislative and regulatory update	27%	20%	27%
State Medicaid program	5%	17%	5%
Local payors and employers response to ongoing changes in healthcare	22%	17%	22%

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HFMA Chapter Survey (FY20)  
San Diego Imperial Chapter**

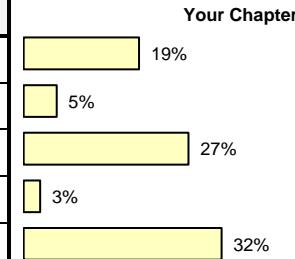
**Attending an educational event**

When was the last time that you attended a chapter event?	San Diego Imperial Chapter	All Chapters
Within the last 6 months	53%	43%
Within the past year	3%	18%
Within the past 2 years	17%	9%
More than 2 years ago	3%	8%
Never	25%	22%



**Attendance Barriers**

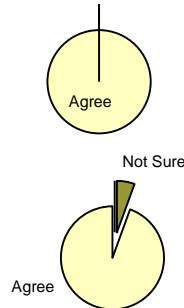
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	San Diego Imperial Chapter	All Chapters
Event content not relevant to my job or misses the mark	19%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	27%	22%
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.)	32%	41%



**New Member\* Perceptions**

I received a personal welcome from my HFMA chapter	San Diego Imperial Chapter	All Chapters
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	6%	24%
Agree	94%	70%

Sample (new members):	19
Percent of Respondents:	51%



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

**Healthcare Financial Management Association  
HFMA Chapter Survey (FY20)  
San Diego Imperial 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	925	Business Partner	I enjoy what our chapter is doing.
Within the last 6 months	921	Provider/ Payer	I really enjoy being a part of HFMA. I have made great connections and have learned so much. Looking forward to another year of membership!
Never	921	Business Partner	I think the CRCR test needs some updates. The questions are very tricky and hard to understand. You have to read them several times in order to understand what is being asked.
Within the last 6 months	921	Business Partner	It would be nice to have more networking opportunities
Within the last 6 months	920	Provider/ Payer	May be a unique situation, but I would try to get more of my team involved if academic medicine finance had greater visibility over pure hospital system costs. A lot of what we do surrounds wRVUs and session-based physician compensation.
Within the past year	921	Provider/ Payer	N/A
Within the last 6 months	921	Business Partner	No improvement is needed right now. Keep up the excellent work.
Within the last 6 months	921	Provider/ Payer	Option for 2-3 yr President position instead of 1 yr only.
Within the last 6 months	921	Provider/ Payer	The education programs are typically geared toward the revenue cycle, whereas I would benefit from more operational finance and decision support type topics.
Within the last 6 months	919	Provider/ Payer	The events are usually hosted at North County venues after work. Traveling from East County or even Central San Diego County is very difficult at that hour of the day

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San Diego Imperial 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	921	Business Partner	all is good.
Within the last 6 months	920	Business Partner	More discussion on the impact of non-healthcare players in reshaping the industry. Everyone from CVS to Warren Buffet thinks they can improve delivery. Some of that will have long-lasting effects. Also - there is very little offered from the customer's view...we don't even call them customers, which is how they should be seen, but patients - which puts them into a more subservient role. That's going to blow-up in our face
Within the last 6 months	921	Business Partner	Population health
Within the past year	921	Provider/ Payer	N/A
Within the last 6 months	921	Provider/ Payer	None
Within the last 6 months	920	Provider/ Payer	Physician productivity (wRVUs / sessions / etc).
Within the last 6 months	919	Provider/ Payer	Pre-Service Opportunities to ensure that the patients have ALL the information to make an informed decision from not just a clinical perspective but also from a financial perspective. i.e. Max allowable payment of \$5000 for surgical procedures and high Max Out of Pocket to the patient that would result in high after insurance patient balance.
Within the last 6 months	921	Provider/ Payer	Trends in forecasting and uses of AI in finding cost saving opportunities

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San Diego Imperial 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	920	Business Partner	Half and full day events take up too much time. Back in the 80's and 90's we used to have lunches, which short lectures - which took no more than a couple hours, allowed for some nice networking and didn't severely impact either the morning or afternoon activities
Within the past 2 years	921	Business Partner	I travel a great deal so events are sometimes not during times that I can attend.
Within the last 6 months	921	Business Partner	If I'm in town and there isn't a conflict with my schedule I'll attend.
Within the last 6 months	921	Business Partner	Maybe we can do a webinar if the meeting is far away and receive any items we would have received if we would of attend the events by mail.
Never	921	Business Partner	The costs at this time.
Within the last 6 months	921	Provider/ Payer	Free
Never	921	Provider/ Payer	I am new to the chapter and have not attended any meetings yet.
Within the past 2 years	920	Provider/ Payer	I have to take time off work to attend. Attendance is not encouraged in my current job. I really like the lunch webinars!!
Within the last 6 months	921	Provider/ Payer	I usually attend if my schedule allows, however the topics are not always relevant to my position.
Never	921	Provider/ Payer	I'm sure that I will make a point to attend an event soon.
Within the past 2 years	921	Provider/ Payer	Programs and events are outstanding! My role is in internal audit, so I gravitate towards AHIA and IIA events. However, the HFMA membership and events are very valuable to me.
Within the last 6 months	920	Provider/ Payer	Registration fee sometimes is high when paying out of pocket
Within the last 6 months	921	Provider/ Payer	Sometimes I have scheduling conflicts.
Within the last 6 months	921	Provider/ Payer	sometimes the events are during work hours

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

**San Diego Imperial Chapter**

Provider/Payer Responses Received: 23  
Provider/Payer percent of all Responses Received: 62%

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:

<b>Detractors</b> 9%	<b>Passives</b> 23%	<b>Promoters</b> 68%
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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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 San Diego Imperial 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	0	0	0	0	2	3	1	14
Percent	0%	5%	5%	0%	0%	0%	0%	9%	14%	5%	64%
Overall	9%							23%		68%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **59**

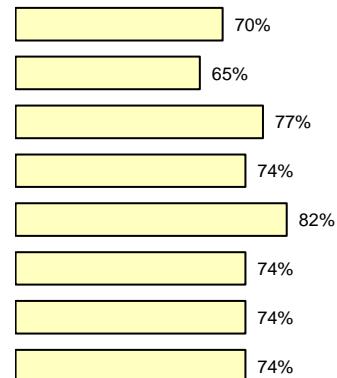
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	San Diego Imperial Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	4%	4%	22%	<b>70%</b>	52%
Addressing the right issues and topics	0%	0%	13%	22%	<b>65%</b>	47%
Locating events where I can access them	0%	0%	5%	18%	<b>77%</b>	48%
Keeping me up to date on state and regional issues	0%	4%	0%	22%	<b>74%</b>	52%
Providing connections to others in my field	0%	5%	9%	5%	<b>82%</b>	50%
Providing easy access to information	0%	0%	4%	22%	<b>74%</b>	51%
Chapter networking opportunities	0%	4%	0%	22%	<b>74%</b>	50%
HFMA chapter overall	0%	4%	0%	22%	<b>74%</b>	54%

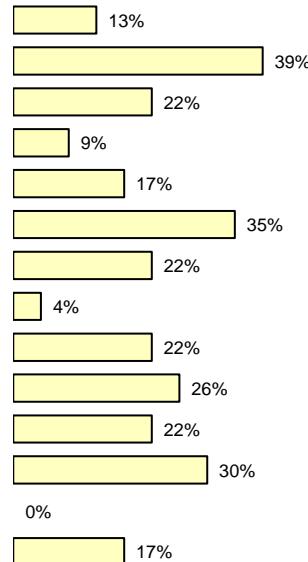
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	San Diego Imperial Chapter	P/P All Chapters
Profitability analysis by product or service line	13%	19%
Accounting and financial reporting issues related to emerging payment models	39%	24%
Improving front end revenue cycle processes	22%	23%
Changes in Medicare reimbursement policies	9%	25%
Compliance with Medicare regulations	17%	17%
Managing and measuring the total cost of care	35%	22%
Improving the patient financial experience	22%	20%
Negotiating contracts with value based payment mechanisms	4%	13%
Prevention and management of denials	22%	21%
Operationalizing structures and processes to reflect changing payment models	26%	17%
Business intelligence and data analytics	22%	28%
State legislative and regulatory update	30%	18%
State Medicaid program	0%	18%
Local payors and employers response to ongoing changes in healthcare	17%	17%

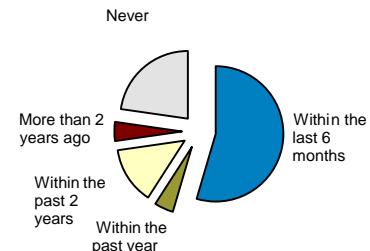
Your Chapter



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San Diego Imperial Chapter**

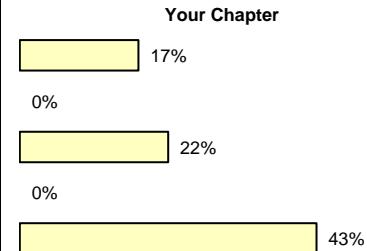
**Attending an educational event**

When was the last time that you attended a chapter event?	San Diego Imperial Chapter	P/P All Chapters
Within the last 6 months	55%	39%
Within the past year	5%	19%
Within the past 2 years	14%	10%
More than 2 years ago	5%	8%
Never	23%	23%



**Attendance Barriers**

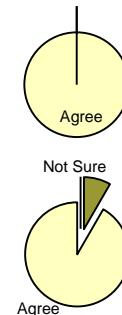
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	San Diego Imperial Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	17%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	22%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	43%	38%



**New Member\* Perceptions**

Statement	Percent of Respondents	
	San Diego Imperial Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	8%	24%
Agree	92%	69%

Sample (new members):	12
Percent of Respondents:	52%



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