

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

South Carolina Chapter

Sample Size:	756
Responses Received:	77
Response Rate:	10%
FY20 Net Promoter Score:	57
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 8%	Passives 27%	Promoters 65%
-------------------------	------------------------	-------------------------



[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **90%**
[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)

South 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	0	1	1	3	1	10	10	9	40
Percent	0%	0%	0%	1%	1%	4%	1%	13%	13%	12%	53%
Overall	8%							27%		65%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **57**

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	South 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	1%	0%	11%	33%	55%	54%	55%
Addressing the right issues and topics	1%	3%	5%	43%	48%	49%	48%
Locating events where I can access them	0%	1%	15%	22%	62%	51%	62%
Keeping me up to date on state and regional issues	0%	3%	11%	28%	59%	53%	59%
Providing connections to others in my field	4%	0%	15%	31%	51%	51%	51%
Providing easy access to information	0%	1%	13%	24%	62%	52%	62%
Chapter networking opportunities	0%	4%	17%	20%	59%	51%	59%
HFMA chapter overall	0%	0%	11%	33%	57%	55%	57%

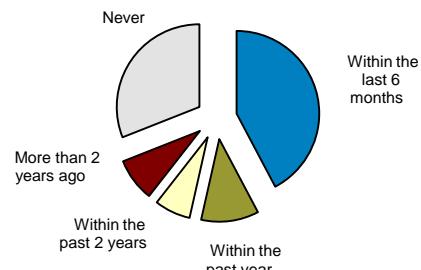
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	South Carolina Chapter	All Chapters	
Profitability analysis by product or service line	10%	18%	10%
Accounting and financial reporting issues related to emerging payment models	17%	22%	17%
Improving front end revenue cycle processes	27%	23%	27%
Changes in Medicare reimbursement policies	18%	24%	18%
Compliance with Medicare regulations	10%	16%	10%
Managing and measuring the total cost of care	18%	21%	18%
Improving the patient financial experience	26%	22%	26%
Negotiating contracts with value based payment mechanisms	9%	12%	9%
Prevention and management of denials	34%	20%	34%
Operationalizing structures and processes to reflect changing payment models	22%	17%	22%
Business intelligence and data analytics	26%	28%	26%
State legislative and regulatory update	14%	20%	14%
State Medicaid program	19%	17%	19%
Local payors and employers response to ongoing changes in healthcare	16%	17%	16%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
South Carolina Chapter**

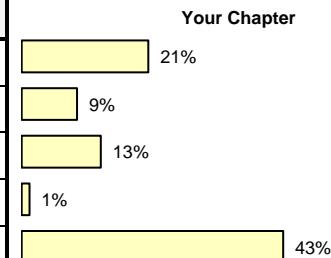
Attending an educational event

When was the last time that you attended a chapter event?	South Carolina Chapter	All Chapters
Within the last 6 months	42%	43%
Within the past year	11%	18%
Within the past 2 years	7%	9%
More than 2 years ago	8%	8%
Never	31%	22%



Attendance Barriers

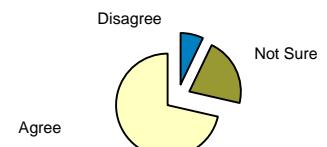
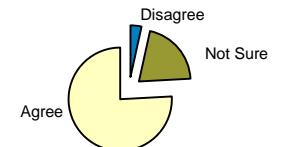
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	South Carolina Chapter	All Chapters
Event content not relevant to my job or misses the mark	21%	24%
The audience present does not support meaningful networking	9%	4%
The locations are not accessible to me	13%	22%
The quality of events does not meet expectations	1%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	43%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	South Carolina Chapter		All Chapters	
	Disagree	Not Sure	Agree	Disagree
Disagree	3%	7%	76%	74%
Not Sure	21%	20%		
Agree				
I understand how to become more engaged with my HFMA chapter				
Disagree	7%	7%		
Not Sure	21%	24%		
Agree	71%	70%		

Sample (new members):	34
Percent of Respondents:	44%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
South 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
Never	295	Provider/ Payer	Cheaper Summits/Conferences
Never	296	Provider/ Payer	I am a new member and do not have much experience with all the SC chapter offers.
Never	290	Provider/ Payer	I am new to HFMA but am excited at the variety of information and educational opportunities. I have not yet taken advantage of the networking component but this should be equally impressive once I get involved.
Never	296	Provider/ Payer	I can't think of a thing at the moment
Within the past 2 years	296	Provider/ Payer	I found it difficult to get to the data about the Greenville meeting this week. It looked like you had to register before seeing the details. I asked and was told you click cancel and then you could see the details, backwards to me
Within the past year	296	Provider/ Payer	I have been a member for years. The member engagement (mine included) is limited. Wish there were more opportunities. I know that is an extremely difficult balancing act!
Never	292	Provider/ Payer	I just joined through Prisma Health and working on a certification. I am a Rehab Manager and going for my MBA. I am not sure of all the things that are provided or what are pertinent to me.
Never	296	Provider/ Payer	Keep up the good work!
Within the last 6 months	294	Provider/ Payer	More communication on state issues.
Within the last 6 months	297	Business Partner	Need more topic diversity, not so heavily focused on revenue cycle. This is HFMA, not AGPAM (of old), and needs to appeal to CFOs, Controllers, accountants, I.T. Directors, and other non-revenue cycle members as well.
Within the last 6 months	294	Business Partner	Quality education at nice and convenient locations! Wonderful networking too.
Within the past year	291	Business Partner	The website should be easier to navigate. It is hard to find the information i am looking for in regards to contacting the appropriate person or committee. It took me over a year to join a committee because i was not receiving responses to the emails i was instructed to send. I literally had to know someone to get a response back. I have noticed some improvements but there doesn't seem to much of a mentoring program. How are you trying to get more people active on the committees and in the organization?
Within the last 6 months	294	Provider/ Payer	Too much emphasis on social/networking. Need more timely educational info on current topics.
Within the last 6 months	290	Business Partner	We all have the opportunity to attend the committees introduction meeting whenever that is? . But you never hear from the committee chairs after the initial meeting. Is there no follow up by the president to see how the chairs are performing their responsibilities?
Within the last 6 months	295	Business Partner	We have great events. But my frustration is being a Silver Sponsor and not getting the recognition that we should get. I sponsored a speaker at our last event and it was not even announced prior to the speaker. Yes I got to announce a speaker, but not the speaker we sponsored. Vendors contribute a great deal to the origination.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
South 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 last 6 months	372	Business Partner	General Leadership
Within the past year	291	Business Partner	HOW to negotiate a better contracted rate. Who to contact when negotiating, etc. Revenue Cycle Management 101. Some members of HFMA are new to revenue cycle management and need experienced mentors giving them tried and true advice. Rural Health Clinic and FQHC news, tips, and events. There is very little help out there for these hospitals/practices. This could grow the membership base as well as provide a valuable educational tool.
Within the last 6 months	297	Business Partner	Long range strategic planning Cybersecurity Owned medical group impact on health system
Within the last 6 months	295	Business Partner	Personally I would rather hear from providers than vendor's. Have them speak about their success and failures in the revenue cycle process.
More than 2 years ago	295	Provider/ Payer	Bad Debt Collections
Within the past 2 years	296	Provider/ Payer	Decision Support tools and issues
Never	296	Provider/ Payer	I am satisfied with the choices provided.
Within the last 6 months	296	Provider/ Payer	Improving back end revenue cycle process
Within the last 6 months	292	Provider/ Payer	Improving engagement of finance staff and reducing employee turnover. Complete revenue cycle review, including how to assess where issues lie and best practices for addressing issues along the entire continuum of the revenue cycle.
Never	295	Provider/ Payer	MCO information about dental payments, credit card processing companies that others use to get better rates and services.
Within the last 6 months	295	Provider/ Payer	Payer Updates
Within the last 6 months	294	Provider/ Payer	Price Transparency CMS requirements

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
South 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	295	Business Partner	I attend on a regular basis.
Within the past year	291	Business Partner	I have attended in the past but budgeting for this year's event was not available. I did notice at the last one I attended that the speakers were using their time to advertise their product. That was a turn off for me. If I am looking for a product, I will contact the vendor directly during one of the networking functions provided. I came to learn things that were relevant to my work.
Within the last 6 months	290	Business Partner	If there are other networking opportunities available, social events. Not sure we have the providers who can attend the social events that would benefit the vendors.
Within the last 6 months	297	Business Partner	Please see my earlier comments re. topics and attendees
Within the past 2 years	290	Business Partner	Retired!
More than 2 years ago	296	Business Partner	work in a very accounting/finance focused role, and many events are focused more operationally/revenue cycle
Within the past year	274	Business Partner	Work schedule can be prohibitive; long conferences are difficult; prefer short day or partial day events
More than 2 years ago	296	Provider/ Payer	Currently the cost.
Within the past 2 years	296	Provider/ Payer	Due to budget/financial limitations, travel was decreased by the organization.
Never	296	Provider/ Payer	I am clinical but I do like knowing about the financial impacts for practices.
Never	296	Provider/ Payer	I am new in membership and have yet to broach the subject of taking time away to attend an event with my bosses- am fairly new with my organization and am unsure of the policies involved.
Never	296	Provider/ Payer	I don't really have barriers - I'm just a new member.
Within the last 6 months	296	Provider/ Payer	I just joined HFMA and was very impressed with the Greenville, SC conference!
Never	296	Provider/ Payer	I plan to attend my first event this year.
Never	296	Provider/ Payer	I received the notification too late to attend.
Within the last 6 months	296	Provider/ Payer	I usually attend
Never	292	Provider/ Payer	I want to be informed of financial challenges, but it is not my job to solve them. I want to have an understanding so that I can operate my department as lean as possible and make better decisions to help the hospital be profitable
Never	292	Provider/ Payer	I work in clinical area and work scheduling prevents me from attending these events.
Never	296	Provider/ Payer	I'm brand new to the organization, so haven't yet attended anything. I'm looking forward to the conference this week in Greenville though!
Never	296	Provider/ Payer	It tends to be a long ride for me, and the cost for attending is way out of what I can afford to pay. However I would love to attend in the future.
Never	296	Provider/ Payer	Most of the events happen after work, in a location that would take me about 2 hours or more to get to, plus having to drive 2 hours or more home.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
South 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	295	Provider/ Payer	My boss won't reimburse other than the registration fee
Never	293	Provider/ Payer	New member
Within the last 6 months	296	Provider/ Payer	New member should be an option.
Within the last 6 months	294	Provider/ Payer	Provider budgets don't allow.
Within the last 6 months	291	Provider/ Payer	Some educational events are geared more towards Finance and not Revenue Cycle. As a PFS Manager, I don't get involved with Cost Reporting or other pertinent Data Analytics in my present role.
Within the past 2 years	291	Provider/ Payer	The events are usually held earlier in the month and I am busy closing the month and preparing the board package. I would really prefer to attend one the 3rd or 4th week of the month.
Within the past 2 years	296	Provider/ Payer	The information presented does not pertain to me
More than 2 years ago	295	Provider/ Payer	We have been involved in a system conversion for over three years

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

South Carolina Chapter

Provider/Payer Responses Received: 57
Provider/Payer percent of all Responses Received: 74%

FY20 Net Promoter Score: 54
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 9%	Passives 29%	Promoters 63%
-------------------------	------------------------	-------------------------



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.

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) - Provider/Payer Dataset
South 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	0	1	1	2	1	7	9	4	31
Percent	0%	0%	0%	2%	2%	4%	2%	13%	16%	7%	55%
Overall	9%							29%		63%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **54**

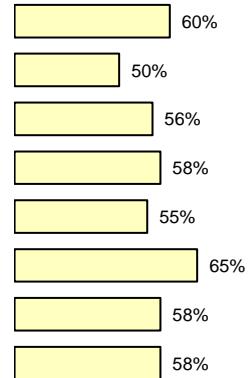
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	South Carolina Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	2%	0%	11%	28%	60%	52%
Addressing the right issues and topics	2%	4%	5%	39%	50%	47%
Locating events where I can access them	0%	2%	18%	24%	56%	48%
Keeping me up to date on state and regional issues	0%	2%	12%	28%	58%	52%
Providing connections to others in my field	4%	0%	7%	34%	55%	50%
Providing easy access to information	0%	2%	12%	21%	65%	51%
Chapter networking opportunities	0%	2%	16%	25%	58%	50%
HFMA chapter overall	0%	0%	12%	30%	58%	54%

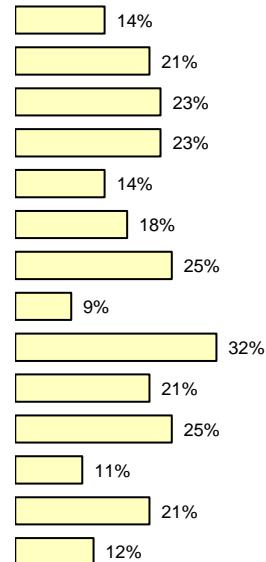
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	South Carolina Chapter	P/P All Chapters
Profitability analysis by product or service line	14%	19%
Accounting and financial reporting issues related to emerging payment models	21%	24%
Improving front end revenue cycle processes	23%	23%
Changes in Medicare reimbursement policies	23%	25%
Compliance with Medicare regulations	14%	17%
Managing and measuring the total cost of care	18%	22%
Improving the patient financial experience	25%	20%
Negotiating contracts with value based payment mechanisms	9%	13%
Prevention and management of denials	32%	21%
Operationalizing structures and processes to reflect changing payment models	21%	17%
Business intelligence and data analytics	25%	28%
State legislative and regulatory update	11%	18%
State Medicaid program	21%	18%
Local payors and employers response to ongoing changes in healthcare	12%	17%

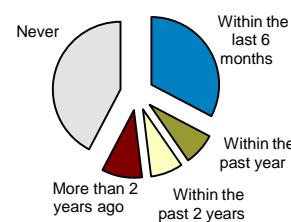
Your Chapter



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

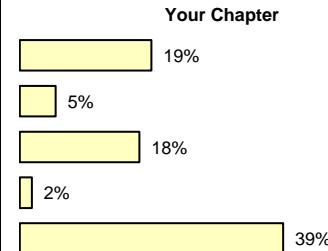
Attending an educational event

When was the last time that you attended a chapter event?	South Carolina Chapter	P/P All Chapters
Within the last 6 months	33%	39%
Within the past year	8%	19%
Within the past 2 years	8%	10%
More than 2 years ago	10%	8%
Never	42%	23%



Attendance Barriers

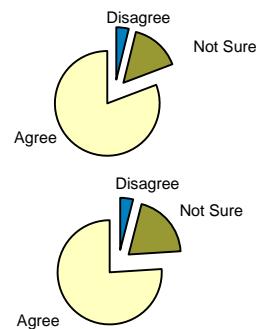
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	South Carolina Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	19%	26%
The audience present does not support meaningful networking	5%	3%
The locations are not accessible to me	18%	25%
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.)	39%	38%



New Member* Perceptions

	South Carolina Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	4%	6%
Not Sure	15%	21%
Agree	81%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	4%	7%
Not Sure	20%	24%
Agree	76%	69%

Sample (new members):	31
Percent of Respondents:	54%



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