

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

**South Texas Chapter**

|  |     |
|--|-----|
| Sample Size:                                 | 282 |
| Responses Received:                          | 35  |
| Response Rate:                               | 12% |
| <br>   |     |
| 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><br>6% | <b>Passives</b><br>21% | <b>Promoters</b><br>73% |
|-------------------------|------------------------|-------------------------|



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **89%**  
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 Texas 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  | 1  | 0  | 2        | 5   | 3         | 21  |
| Percent  | 0%         | 0% | 0% | 0% | 3% | 3% | 0% | 6%       | 15% | 9%        | 64% |
| Overall  | 6%         |    |    |    |    |    |    | 21%      |     | 73%       |     |
| 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 | South Texas 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%      | 9%      | 18%     | <b>71%</b> | 54%                 | 71%                          |
| Addressing the right issues and topics   | 0%                  | 6%      | 15%     | 15%     | <b>65%</b> | 49%                 | 65%                          |
| Locating events where I can access them  | 3%                  | 6%      | 6%      | 21%     | <b>65%</b> | 51%                 | 65%                          |
| Keeping me up to date on state and regional issues   | 3%                  | 0%      | 12%     | 26%     | <b>59%</b> | 53%                 | 59%                          |
| Providing connections to others in my field  | 3%                  | 0%      | 20%     | 26%     | <b>51%</b> | 51%                 | 51%                          |
| Providing easy access to information   | 0%                  | 3%      | 12%     | 26%     | <b>59%</b> | 52%                 | 59%                          |
| Chapter networking opportunities   | 3%                  | 0%      | 12%     | 21%     | <b>65%</b> | 51%                 | 65%                          |
| HFMA chapter overall   | 3%                  | 0%      | 9%      | 21%     | <b>68%</b> | 55%                 | 68%                          |

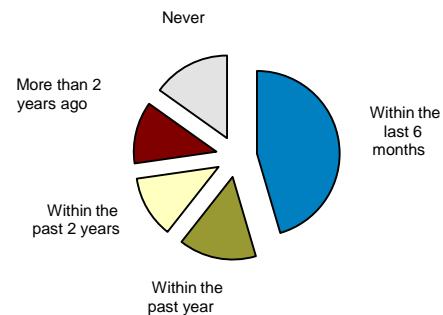
#### Top Topics: members asked to select their top three topics

| Please select your top three preferred topics from the list                  | Percent of time selected |              | Your Chapter |
|--|--------------------------|--------------|--------------|
|  | South Texas Chapter      | All Chapters |              |
| Profitability analysis by product or service line                            | 23%                      | 18%          | 23%          |
| Accounting and financial reporting issues related to emerging payment models | 17%                      | 22%          | 17%          |
| Improving front end revenue cycle processes                                  | 14%                      | 23%          | 14%          |
| Changes in Medicare reimbursement policies                                   | 14%                      | 24%          | 14%          |
| Compliance with Medicare regulations   | 11%                      | 16%          | 11%          |
| Managing and measuring the total cost of care                                | 46%                      | 21%          | 46%          |
| Improving the patient financial experience                                   | 20%                      | 22%          | 20%          |
| Negotiating contracts with value based payment mechanisms                    | 20%                      | 12%          | 20%          |
| Prevention and management of denials   | 17%                      | 20%          | 17%          |
| Operationalizing structures and processes to reflect changing payment models | 17%                      | 17%          | 17%          |
| Business intelligence and data analytics                                     | 23%                      | 28%          | 23%          |
| State legislative and regulatory update                                      | 23%                      | 20%          | 23%          |
| State Medicaid program   | 6%                       | 17%          | 6%           |
| Local payors and employers response to ongoing changes in healthcare         | 14%                      | 17%          | 14%          |

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

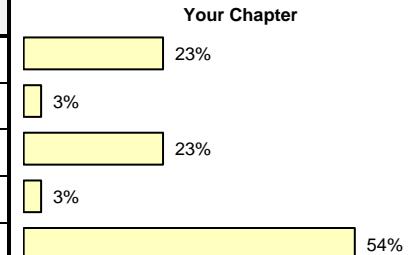
**Attending an educational event**

| When was the last time that you attended a chapter event? | South Texas Chapter | All Chapters |
|---|---------------------|--------------|
| Within the last 6 months                                  | 45%                 | 43%          |
| Within the past year                                      | 15%                 | 18%          |
| Within the past 2 years                                   | 12%                 | 9%           |
| More than 2 years ago                                     | 12%                 | 8%           |
| Never   | 15%                 | 22%          |



**Attendance Barriers**

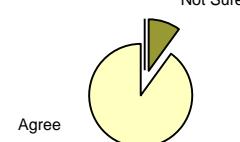
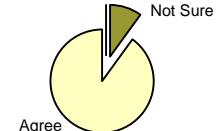
| Which barriers prevent you from attending events more frequently?                   | Percent of time selected |              |
|---|--------------------------|--------------|
|   | South Texas Chapter      | All Chapters |
| Event content not relevant to my job or misses the mark                             | 23%                      | 24%          |
| The audience present does not support meaningful networking                         | 3%                       | 4%           |
| The locations are not accessible to me  | 23%                      | 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.) | 54%                      | 41%          |



**New Member\* Perceptions**

|  | South Texas Chapter | All Chapters |
|--|---------------------|--------------|
| I received a personal welcome from my HFMA chapter           |                     |              |
| Disagree   | 0%                  | 7%           |
| Not Sure   | 10%                 | 20%          |
| Agree  | 90%                 | 74%          |
| I understand how to become more engaged with my HFMA chapter |                     |              |
| Disagree   | 0%                  | 7%           |
| Not Sure   | 10%                 | 24%          |
| Agree  | 90%                 | 70%          |

|                         |     |
|-------------------------|-----|
| Sample (new members):   | 10  |
| Percent of Respondents: | 29% |



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

**Healthcare Financial Management Association  
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South Texas 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                         | 785                         | Provider/<br>Payer | HFMA does an awesome job!   |
| Within the past year                          | 780                         | Provider/<br>Payer | I am at a critical access hospital. The majority of topics appear directed to larger hospitals which I understand, but it would be nice to have concurrent sessions for the smaller hospitals. Thanks for your efforts.   |
| Within the last 6 months                      | 581                         | Business Partner   | Keep up the great work!!!   |
| More than 2 years ago                         | 781                         | Business Partner   | Less rev cycle and more cost accounting and Analytics talks   |
| Within the past 2 years                       | 781                         | Provider/<br>Payer | membership list   |
| Within the last 6 months                      | 787                         | Provider/<br>Payer | Much of the available programming (education opportunities, updates, etc.) are still very centered on integrated delivery systems or hospitals. Independent medical groups and rural facilities have issues and challenges that are not addressed.                                      |
| Never   | 768                         | Provider/<br>Payer | Need more rural healthcare relative topics.<br>Need more CAH relative topics.<br>Cost report.<br>Uncompensated care topics.<br>DSRIP topics.<br>QIIPP topics.<br>Face to face learning and networking opportunities in rural areas and/or regional areas. Metro areas are too far away. |

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South Texas 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                      | 787                         | Provider/<br>Payer | Along with profitability analysis, a deeper look at Robotic Surgery would be beneficial. Intuitive has a presentation they would be willing to give. Contact Tyler Price at (913)626-4759  |
| Never   | 768                         | Provider/<br>Payer | Critical access cost report<br>Uncompensated care<br>QIPP  |
| Within the past year                          | 780                         | Provider/<br>Payer | How to survive at a small, rural, CAH hospital   |
| Never   | 782                         | Provider/<br>Payer | I would love to see a webinar on Medicare Cost Report basics. I don't complete the cost report at the local level so exposure is limited. I'm not suggesting a review of the cost report. I am suggesting the basics of Medicare reimbursement as it relates to the cost report. |
| Within the last 6 months                      | 787                         | Provider/<br>Payer | Local impact of federal law and policy changes - including impact on independent medical groups, rural facilities, SNFs & long term care.  |

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**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                         | 782                         | Business Partner  | Almost every provider in the San Antonio/Austin corridor is a large system that is challenging for our company to do business with. Therefore, I attend other chapters, state and regional meetings that are more productive from a networking standpoint   |
| Within the past 2 years                       | 786                         | Business Partner  | Chapter does a great job.   |
| Within the last 6 months                      | 581                         | Business Partner  | I usually attend.   |
| More than 2 years ago                         | 781                         | Business Partner  | More cost accounting  |
| Within the past 2 years                       | 754                         | Business Partner  | Usually very busy with work related activities.   |
| Within the last 6 months                      | 787                         | Provider/ Payer   | Events that require overnight stay are difficult for someone with high workload and/or caregiver responsibilities at home. Most events are in Austin or San Antonio, and usually downtown, meaning travel time and finding parking are challenges.<br><br>As mentioned, high focus on hospitals & IDSs limits interest for independent medical groups, rurals, etc. |
| Within the past 2 years                       | 781                         | Provider/ Payer   | I don't have much time to attend meetings. I do most of my education by webinar or reading.   |
| Within the last 6 months                      | 782                         | Provider/ Payer   | I just moved to TX & recently just joined   |
| Within the last 6 months                      | 781                         | Provider/ Payer   | If local and announced well in advance for planning purposes.   |
| Never   | 782                         | Provider/ Payer   | Not sure I recall the last time a meeting notification was received.  |
| Never   | 787                         | Provider/ Payer   | The time frame of the events normally clash with my work schedule, or other planned events.   |
| More than 2 years ago                         | 785                         | Provider/ Payer   | We normally have 1 person from administration attend and bring info back to us.   |

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

## South Texas Chapter

Provider/Payer Responses Received: 23  
Provider/Payer percent of all Responses Received: 66%

FY20 Net Promoter Score: 64  
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><br>9% | <b>Passives</b><br>18% | <b>Promoters</b><br>73% |
|-------------------------|------------------------|-------------------------|



detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.  
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South Texas 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  | 1  | 0  | 1        | 3   | 1         | 15  |
| Percent          | 0%   | 0% | 0% | 0% | 5% | 5% | 0% | 5%       | 14% | 5%        | 68% |
| Overall          | 9%   |    |    |    |    |    |    | 18%      |     | 73%       |     |
| P/P All Chapters | 12%  |    |    |    |    |    |    | 29%      |     | 59%       |     |

FY20 Net Promoter Score: **64**

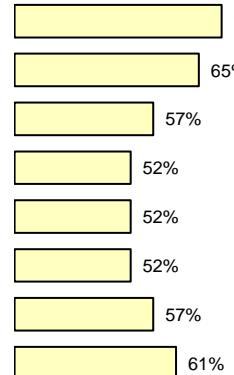
P/P All Chapters FY20 Average Net Promoter Score: **47**



**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 | South Texas Chapter |         |         |         |            | P/P All Chapters 5 Star |
|--|---------------------|---------|---------|---------|------------|-------------------------|
|  | 1 Star              | 2 Stars | 3 Stars | 4 Stars | 5 Stars    |                         |
| Producing quality educational programming  | 0%                  | 4%      | 9%      | 17%     | <b>70%</b> | 52%                     |
| Addressing the right issues and topics   | 0%                  | 9%      | 17%     | 9%      | <b>65%</b> | 47%                     |
| Locating events where I can access them  | 4%                  | 4%      | 9%      | 26%     | <b>57%</b> | 48%                     |
| Keeping me up to date on state and regional issues   | 4%                  | 0%      | 13%     | 30%     | <b>52%</b> | 52%                     |
| Providing connections to others in my field  | 4%                  | 0%      | 22%     | 22%     | <b>52%</b> | 50%                     |
| Providing easy access to information   | 0%                  | 4%      | 9%      | 35%     | <b>52%</b> | 51%                     |
| Chapter networking opportunities   | 4%                  | 0%      | 13%     | 26%     | <b>57%</b> | 50%                     |
| HFMA chapter overall   | 4%                  | 0%      | 9%      | 26%     | <b>61%</b> | 54%                     |

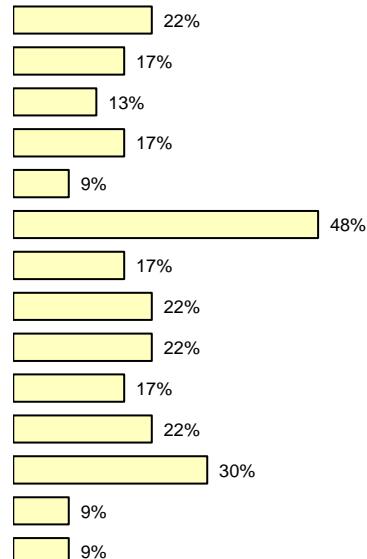
Your Chapter Percent 5 Stars



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

| Please select your top three preferred topics from the list                  | Percent of time selected |                  |
|--|--------------------------|------------------|
|  | South Texas Chapter      | P/P All Chapters |
| Profitability analysis by product or service line                            | 22%                      | 19%              |
| Accounting and financial reporting issues related to emerging payment models | 17%                      | 24%              |
| Improving front end revenue cycle processes                                  | 13%                      | 23%              |
| Changes in Medicare reimbursement policies                                   | 17%                      | 25%              |
| Compliance with Medicare regulations   | 9%                       | 17%              |
| Managing and measuring the total cost of care                                | 48%                      | 22%              |
| Improving the patient financial experience                                   | 17%                      | 20%              |
| Negotiating contracts with value based payment mechanisms                    | 22%                      | 13%              |
| Prevention and management of denials   | 22%                      | 21%              |
| Operationalizing structures and processes to reflect changing payment models | 17%                      | 17%              |
| Business intelligence and data analytics                                     | 22%                      | 28%              |
| State legislative and regulatory update                                      | 30%                      | 18%              |
| State Medicaid program   | 9%                       | 18%              |
| Local payors and employers response to ongoing changes in healthcare         | 9%                       | 17%              |

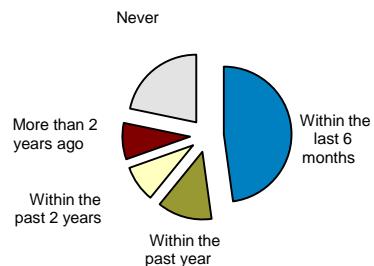
Your Chapter



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

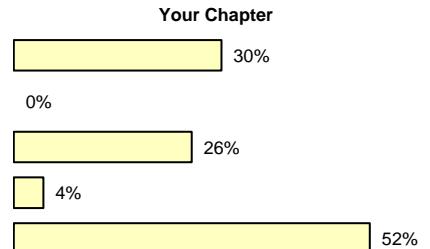
**Attending an educational event**

| When was the last time that you attended a chapter event? | South Texas Chapter | P/P All Chapters |
|---|---------------------|------------------|
| Within the last 6 months                                  | 48%                 | 39%              |
| Within the past year                                      | 13%                 | 19%              |
| Within the past 2 years                                   | 9%                  | 10%              |
| More than 2 years ago                                     | 9%                  | 8%               |
| Never   | 22%                 | 23%              |



**Attendance Barriers**

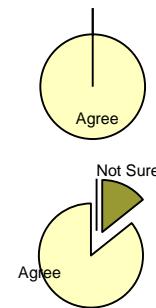
| Which barriers prevent you from attending events more frequently?                   | Percent of time selected |                  |
|---|--------------------------|------------------|
|   | South Texas Chapter      | P/P All Chapters |
| Event content not relevant to my job or misses the mark                             | 30%                      | 26%              |
| The audience present does not support meaningful networking                         | 0%                       | 3%               |
| The locations are not accessible to me  | 26%                      | 25%              |
| The quality of events does not meet expectations                                    | 4%                       | 3%               |
| N/A: (I usually attend / live out of the area / I work in a different field / etc.) | 52%                      | 38%              |



**New Member\* Perceptions**

| Statement  | Percent of Respondents |                  |
|--|------------------------|------------------|
|  | South Texas 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   | 14%                    | 24%              |
| Agree  | 86%                    | 69%              |

|                         |     |
|-------------------------|-----|
| Sample (new members):   | 7   |
| Percent of Respondents: | 30% |



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