

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

South Texas Chapter

Sample Size: 282
Responses Received: 35
Response Rate: 12%

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:

Detractors 6%	Passives 21%	Promoters 73%
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Net Promoter Score	=	% Promoters	—	% Detractors
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **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.

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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	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



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%	71%	54%	<div><div></div></div> 71%
Addressing the right issues and topics	0%	6%	15%	15%	65%	49%	<div><div></div></div> 65%
Locating events where I can access them	3%	6%	6%	21%	65%	51%	<div><div></div></div> 65%
Keeping me up to date on state and regional issues	3%	0%	12%	26%	59%	53%	<div><div></div></div> 59%
Providing connections to others in my field	3%	0%	20%	26%	51%	51%	<div><div></div></div> 51%
Providing easy access to information	0%	3%	12%	26%	59%	52%	<div><div></div></div> 59%
Chapter networking opportunities	3%	0%	12%	21%	65%	51%	<div><div></div></div> 65%
HFMA chapter overall	3%	0%	9%	21%	68%	55%	<div><div></div></div> 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%	<div><div></div></div> 23%
Accounting and financial reporting issues related to emerging payment models	17%	22%	<div><div></div></div> 17%
Improving front end revenue cycle processes	14%	23%	<div><div></div></div> 14%
Changes in Medicare reimbursement policies	14%	24%	<div><div></div></div> 14%
Compliance with Medicare regulations	11%	16%	<div><div></div></div> 11%
Managing and measuring the total cost of care	46%	21%	<div><div></div></div> 46%
Improving the patient financial experience	20%	22%	<div><div></div></div> 20%
Negotiating contracts with value based payment mechanisms	20%	12%	<div><div></div></div> 20%
Prevention and management of denials	17%	20%	<div><div></div></div> 17%
Operationalizing structures and processes to reflect changing payment models	17%	17%	<div><div></div></div> 17%
Business intelligence and data analytics	23%	28%	<div><div></div></div> 23%
State legislative and regulatory update	23%	20%	<div><div></div></div> 23%
State Medicaid program	6%	17%	<div><div></div></div> 6%
Local payors and employers response to ongoing changes in healthcare	14%	17%	<div><div></div></div> 14%

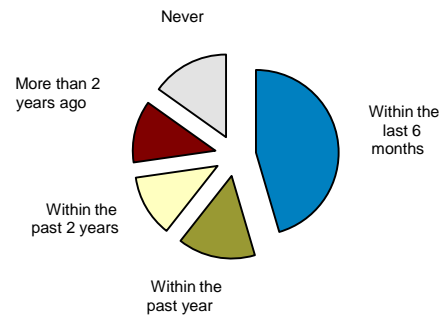
Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

South Texas Chapter

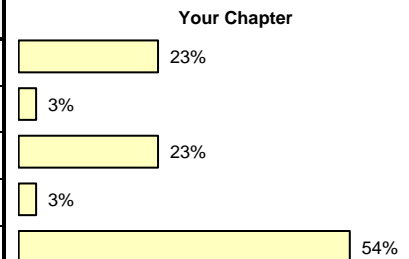
Attending an educational event

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

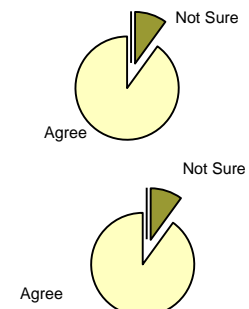
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	South Texas Chapter	All Chapters
Event content not relevant to my job or misses the mark	23%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	23%	22%
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

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

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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/Payer	HFMA does an awesome job!
Within the past year	780	Provider/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/Payer	membership list
Within the last 6 months	787	Provider/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/Payer	Need more rural healthcare relative topics. Need more CAH relative topics. Cost report. Uncompensated care topics. DSRIP topics. QIPP topics. 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/ 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/ Payer	Critical access cost report Uncompensated care QIPP
Within the past year	780	Provider/ Payer	How to survive at a small, rural, CAH hospital
Never	782	Provider/ 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/ 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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South Texas 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	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. 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:

Detractors 9%	Passives 18%	Promoters 73%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
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	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	4%	9%	17%	70%	52%	<div><div></div></div> 70%
Addressing the right issues and topics	0%	9%	17%	9%	65%	47%	<div><div></div></div> 65%
Locating events where I can access them	4%	4%	9%	26%	57%	48%	<div><div></div></div> 57%
Keeping me up to date on state and regional issues	4%	0%	13%	30%	52%	52%	<div><div></div></div> 52%
Providing connections to others in my field	4%	0%	22%	22%	52%	50%	<div><div></div></div> 52%
Providing easy access to information	0%	4%	9%	35%	52%	51%	<div><div></div></div> 52%
Chapter networking opportunities	4%	0%	13%	26%	57%	50%	<div><div></div></div> 57%
HFMA chapter overall	4%	0%	9%	26%	61%	54%	<div><div></div></div> 61%

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

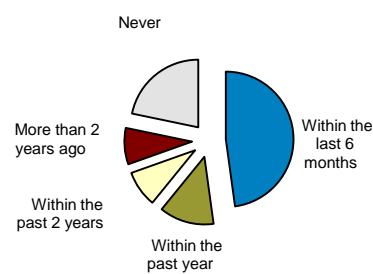
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South Texas Chapter

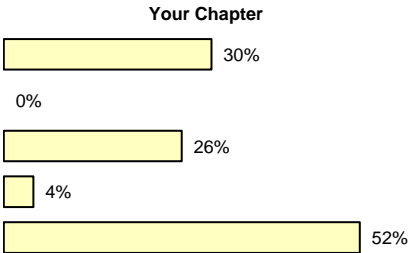
Attending an educational event

	South Texas Chapter	P/P All Chapters
When was the last time that you attended a chapter event?		
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

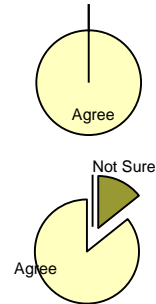
	Percent of time selected	
Which barriers prevent you from attending events more frequently?	South Texas Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	30%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	26%	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

	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.