

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

Southern Illinois Chapter

Sample Size:	157
Responses Received:	35
Response Rate:	22%
FY20 Net Promoter Score:	27
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	Passives	Promoters
18%	36%	45%



[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

HFMA Chapter Survey (FY20)

Southern Illinois Chapter

Net Promoter Score: an indicator of customer loyalty

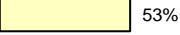
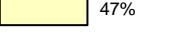
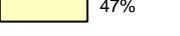
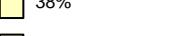
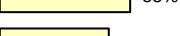
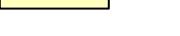
Q1. On a scale from 0-10, how likely are you to recommend your chapter to a friend or colleague?											
	Detractors							Passives		Promoters	
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	1	1	0	2	2	3	9	3	12
Percent	0%	0%	3%	3%	0%	6%	6%	9%	27%	9%	36%
Overall	18%							36%		45%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **27**

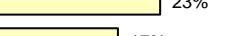
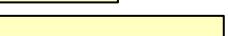
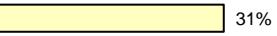
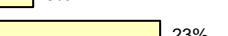
All Chapters FY20 Average Net Promoter Score: **49**

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	Southern Illinois Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	3%	0%	12%	32%	53%	54%	 53%
Addressing the right issues and topics	0%	3%	21%	38%	38%	49%	 38%
Locating events where I can access them	3%	3%	12%	35%	47%	51%	 47%
Keeping me up to date on state and regional issues	3%	0%	12%	38%	47%	53%	 47%
Providing connections to others in my field	0%	3%	15%	44%	38%	51%	 38%
Providing easy access to information	3%	0%	18%	41%	38%	52%	 38%
Chapter networking opportunities	3%	3%	12%	29%	53%	51%	 53%
HFMA chapter overall	3%	3%	6%	38%	50%	55%	 50%

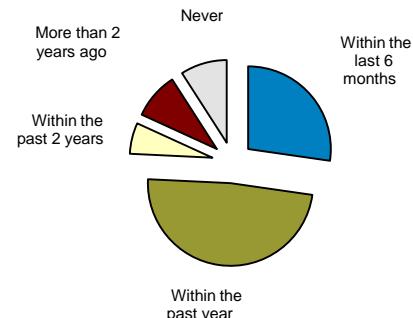
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Southern Illinois 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	31%	23%	 31%
Changes in Medicare reimbursement policies	31%	24%	 31%
Compliance with Medicare regulations	23%	16%	 23%
Managing and measuring the total cost of care	6%	21%	 6%
Improving the patient financial experience	23%	22%	 23%
Negotiating contracts with value based payment mechanisms	9%	12%	 9%
Prevention and management of denials	23%	20%	 23%
Operationalizing structures and processes to reflect changing payment models	14%	17%	 14%
Business intelligence and data analytics	17%	28%	 17%
State legislative and regulatory update	17%	20%	 17%
State Medicaid program	26%	17%	26%
Local payors and employers response to ongoing changes in healthcare	9%	17%	9%

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Southern Illinois Chapter**

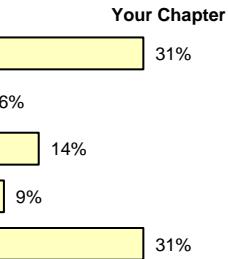
Attending an educational event

When was the last time that you attended a chapter event?	Southern Illinois Chapter	All Chapters
Within the last 6 months	27%	43%
Within the past year	48%	18%
Within the past 2 years	6%	9%
More than 2 years ago	9%	8%
Never	9%	22%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southern Illinois Chapter	All Chapters
Event content not relevant to my job or misses the mark	31%	24%
The audience present does not support meaningful networking	6%	4%
The locations are not accessible to me	14%	22%
The quality of events does not meet expectations	9%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	31%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Southern Illinois Chapter	All Chapters
Disagree	0%	7%
Not Sure	17%	20%
Agree	83%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	17%	24%
Agree	83%	70%

Sample (new members):	8
Percent of Respondents:	23%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Southern Illinois 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	629	Provider/ Payer	5 stars would indicate perfection--a very high bar. I am satisfied with the Chapter.
Within the past year	622	Provider/ Payer	All the meetings seem to be Revenue Cycle. There used to be 5 opportunities and now there are only 3. I like onsite meetings - not webinars. I like the networking. Switching the baseball game to a Saturday to make it family friendly seems unfair to the vendors who like to "entertain" potential clients. I don't like any of the changes that the chapter has made.
Within the past 2 years	622	Provider/ Payer	From my past experience, most speakers didn't focus on education but rather how they could offer their own services. Speakers from CPA firms seem to be the best as they seemed to focus solely on educating.
Never	620	Provider/ Payer	I am not in a position to fully utilize the events provided by HFMA, however, the wealth of information provided by the organization is obvious.
Within the past 2 years	628	Provider/ Payer	I really do not utilize HFMA information or benefits much. If I attend anything, it's required, not by choice. Therefore, it's not fair for me to rate your chapter.
Within the past year	628	Provider/ Payer	I think the So IL chapter is great but I think that the Webinars online are increasingly easier to access and you are not pulled away from the office all day. Budget is a major factor in most Organizations now a days.
Within the past year	622	Provider/ Payer	It seems like the education hasn't been pertinent for what is happening in the real work place. With budgets getting tighter and tighter it is hard to justify the cost of the meetings when the topics aren't relevant.
Within the past year	620	Provider/ Payer	More critical access hospital topics & issues; was able to attend more when the sessions were all held in O'Fallon, IL.
Within the last 6 months	622	Business Partner	More education/networking events. Sometimes events are not communicated early enough. Would like to know a couple months in advance so I can prepare and schedule my team to attend.
Never	624	Provider/ Payer	N/A
Within the past year	628	Provider/ Payer	none
More than 2 years ago	629	Provider/ Payer	Since I am in Compliance and HIPAA Privacy and internal auditing, I don't see a lot of educational opportunities for my areas of concentration.
Within the last 6 months	629	Provider/ Payer	Travel has prevented several HFMA opportunities for me in the past year. Would like to see a greater variety of locations and/or less travel time. I am loosing a day and a half for each event.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Southern Illinois 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	622	Business Partner	Pricing transparency, PAMA lab reporting requirements, chargemaster pricing.
Within the past year	619	Provider/ Payer	Chargemaster education, for people new to the process...
More than 2 years ago	629	Provider/ Payer	HIPAA Privacy Issues Formulating a CAP (Corrective Action Plan)
Within the past year	620	Provider/ Payer	Improving critical access hospital reimbursement
Within the past year	628	Provider/ Payer	none
Within the last 6 months	629	Provider/ Payer	Price transparency
Within the past year	622	Provider/ Payer	The patient experience and how to engage the patients into being pro active in their health care.

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Southern Illinois 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 past year	628	Business Partner	on-line education offerings
Within the past year	622	Provider/ Payer	All revenue cycle not much else of use.
Within the past 2 years	628	Provider/ Payer	I do not wish to comment.
Within the last 6 months	622	Provider/ Payer	I will always attend the HFMA meetings unless I have a scheduling conflict that prevents my ability to attend.
Within the last 6 months	628	Provider/ Payer	If not able to attend is usually related to a conflict with my work schedule.
More than 2 years ago	629	Provider/ Payer	It is hard for me to get away from the office for events because I am the only person who does my job at the hospital. I also do something that doesn't get a lot emphasis at the meetings but I feel is very vital to healthcare.
Within the past year	628	Provider/ Payer	none
Within the past year	629	Provider/ Payer	Offer more customer service or personal development sessions
Within the past year	629	Provider/ Payer	Other work related scheduling conflicts have kept me from attending more frequently.
Within the past 2 years	622	Provider/ Payer	speakers focusing on services they offer through their employer or the title of the session doesn't appear to be a topic relevant to what I'm looking for.
Within the past year	622	Provider/ Payer	The topics need to be more engaging to all providers. It seems like the audience is made up of several members all from the bigger providers (system based) and not much of an opportunity to network.
Within the last 6 months	629	Provider/ Payer	Typically, the date of the meeting is in conflict with other commitments.
More than 2 years ago	629	Provider/ Payer	Until a year ago, I worked in the insurance industry, which provided plenty of educational opportunities outside of HFMA. My current work specializes in Medicare (and some Medicaid) cost reports and related reimbursement, appeals, re-openings, etc. for hospitals. I will attend future programs that address these topics, provided that scheduling permits.
Within the past year	628	Provider/ Payer	Usually, I have work deadlines that have to be met.

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

Southern Illinois Chapter

Provider/Payer Responses Received: 31
Provider/Payer percent of all Responses Received: 89%

FY20 Net Promoter Score: 28
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 21%	Passives 31%	Promoters 48%
--------------------------	------------------------	-------------------------



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
 Southern Illinois 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	1	0	2	2	1	8	3	11
Percent	0%	0%	3%	3%	0%	7%	7%	3%	28%	10%	38%
Overall	21%							31%		48%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **28**

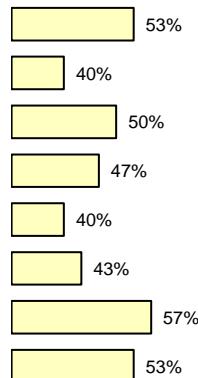
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Southern Illinois Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	3%	0%	13%	30%	53%	52%
Addressing the right issues and topics	0%	3%	23%	33%	40%	47%
Locating events where I can access them	0%	3%	13%	33%	50%	48%
Keeping me up to date on state and regional issues	3%	0%	10%	40%	47%	52%
Providing connections to others in my field	0%	0%	13%	47%	40%	50%
Providing easy access to information	3%	0%	13%	40%	43%	51%
Chapter networking opportunities	0%	3%	10%	30%	57%	50%
HFMA chapter overall	3%	3%	7%	33%	53%	54%

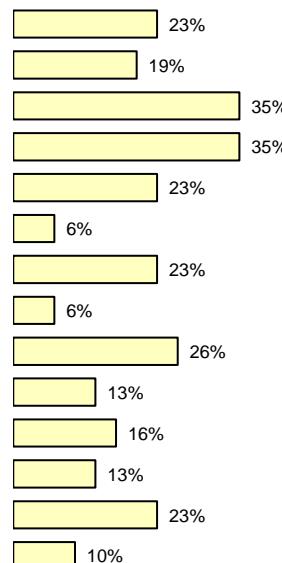
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Southern Illinois Chapter	P/P All Chapters
Profitability analysis by product or service line	23%	19%
Accounting and financial reporting issues related to emerging payment models	19%	24%
Improving front end revenue cycle processes	35%	23%
Changes in Medicare reimbursement policies	35%	25%
Compliance with Medicare regulations	23%	17%
Managing and measuring the total cost of care	6%	22%
Improving the patient financial experience	23%	20%
Negotiating contracts with value based payment mechanisms	6%	13%
Prevention and management of denials	26%	21%
Operationalizing structures and processes to reflect changing payment models	13%	17%
Business intelligence and data analytics	16%	28%
State legislative and regulatory update	13%	18%
State Medicaid program	23%	18%
Local payors and employers response to ongoing changes in healthcare	10%	17%

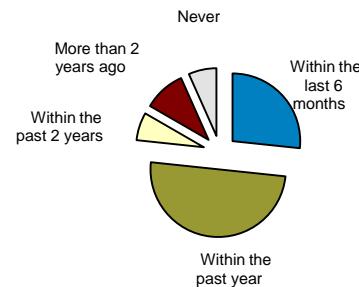
Your Chapter



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

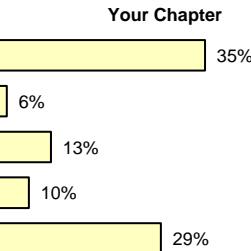
Attending an educational event

When was the last time that you attended a chapter event?	Southern Illinois Chapter	P/P All Chapters
Within the last 6 months	27%	39%
Within the past year	50%	19%
Within the past 2 years	7%	10%
More than 2 years ago	10%	8%
Never	7%	23%



Attendance Barriers

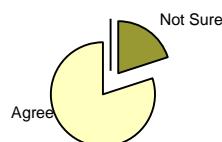
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southern Illinois Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	35%	26%
The audience present does not support meaningful networking	6%	3%
The locations are not accessible to me	13%	25%
The quality of events does not meet expectations	10%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	29%	38%



New Member* Perceptions

Statement	Percent of Respondents	
	Southern Illinois Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	20%	21%
Agree	80%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	20%	24%
Agree	80%	69%

Sample (new members):	7
Percent of Respondents:	23%



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