

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

Southwestern Ohio Chapter

Sample Size:	528
Responses Received:	59
Response Rate:	11%
FY20 Net Promoter Score:	35
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
15%	35%	50%



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **84%**
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.
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Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Southwestern Ohio 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	0	0	0	2	5	7	12	8	19
Percent	0%	2%	0%	0%	0%	4%	9%	13%	22%	15%	35%
Overall	15%							35%		50%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **35**

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	Southwestern Ohio Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	5%	3%	10%	28%	53%	54%	53%
Addressing the right issues and topics	3%	7%	16%	24%	50%	49%	50%
Locating events where I can access them	3%	9%	12%	22%	53%	51%	53%
Keeping me up to date on state and regional issues	5%	3%	14%	21%	57%	53%	57%
Providing connections to others in my field	5%	10%	14%	24%	47%	51%	47%
Providing easy access to information	9%	0%	12%	30%	49%	52%	49%
Chapter networking opportunities	5%	5%	10%	29%	50%	51%	50%
HFMA chapter overall	5%	2%	9%	24%	60%	55%	60%

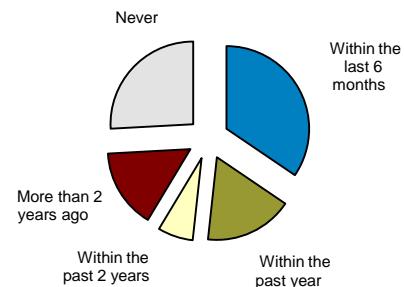
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Southwestern Ohio Chapter	All Chapters	
Profitability analysis by product or service line	8%	18%	8%
Accounting and financial reporting issues related to emerging payment models	19%	22%	19%
Improving front end revenue cycle processes	31%	23%	31%
Changes in Medicare reimbursement policies	24%	24%	24%
Compliance with Medicare regulations	20%	16%	20%
Managing and measuring the total cost of care	20%	21%	20%
Improving the patient financial experience	19%	22%	19%
Negotiating contracts with value based payment mechanisms	12%	12%	12%
Prevention and management of denials	27%	20%	27%
Operationalizing structures and processes to reflect changing payment models	14%	17%	14%
Business intelligence and data analytics	19%	28%	19%
State legislative and regulatory update	19%	20%	19%
State Medicaid program	20%	17%	20%
Local payors and employers response to ongoing changes in healthcare	34%	17%	34%

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Southwestern Ohio Chapter**

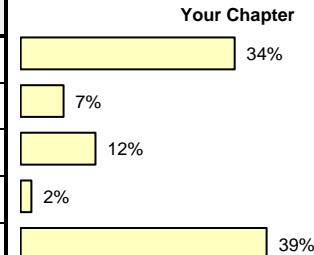
Attending an educational event

When was the last time that you attended a chapter event?	Southwestern Ohio Chapter	All Chapters
Within the last 6 months	34%	43%
Within the past year	17%	18%
Within the past 2 years	7%	9%
More than 2 years ago	16%	8%
Never	26%	22%



Attendance Barriers

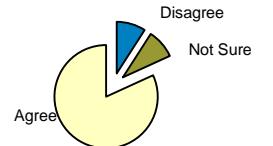
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southwestern Ohio Chapter	All Chapters
Event content not relevant to my job or misses the mark	34%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	12%	22%
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%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Southwestern Ohio Chapter	All Chapters
Disagree	9%	7%
Not Sure	9%	20%
Agree	82%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	3%	7%
Not Sure	29%	24%
Agree	69%	70%

Sample (new members):	36
Percent of Respondents:	61%



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

**Healthcare Financial Management Association
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Southwestern Ohio 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	410	Business Partner	Better explanation of how to access and start the online classes or training. I'm not sure how to get started with taking courses.
Within the past 2 years	410	Provider/ Payer	Chapter is very focused on revenue cycle! There are other sides to the finance world such as general accounting, treasury, financing (debt, leases, etc) and risk management. It would be nice to see a balanced view at meetings and events.
More than 2 years ago	410	Business Partner	Education focuses on large hospital system issues, not all aspects of healthcare. I don't always hear about programs on a timely basis.
Within the last 6 months	450	Provider/ Payer	Expand educational opportunities and sponsors beyond revenue cycle and collection focus.
Within the last 6 months	410	Provider/ Payer	I am very encouraged with the new leadership team for 2019-2020.
More than 2 years ago	450	Provider/ Payer	I find the website unintuitive to navigate.
Never	432	Provider/ Payer	I have had too many commitments at this time to pursue any opportunities.
Never	410	Business Partner	I have just enrolled recently. I have not had much communication with the organization.
Within the last 6 months	452	Provider/ Payer	I have reached out several times to get involved with volunteering. Unfortunately, chapter leaders are not effective in following up with me. I support the chapter as best I can but I do not feel they are interested in the help.
Within the past 2 years	452	Business Partner	I think more regional / payer issue topics would be beneficial.
More than 2 years ago	452	Provider/ Payer	Less focus on revenue cycle operations and more other healthcare finance areas
More than 2 years ago	410	Business Partner	Lots of opportunities. so little time
Within the past 2 years	450	Business Partner	The communication. Is lacking. The website isn't kept up to date. And the programming is pretty much non existent. I have to attend other chapters to get my education.
Never	410	Business Partner	your website is NOT user friendly and it is very difficult to navigate to find what I am looking for which ends up being time consuming. Please have more print outs for the educational programs. I have an enormous amount of screen time at work and I do want, nor do I have the free time, to look at computers at home.

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Southwestern Ohio 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
More than 2 years ago	410	Business Partner	non hospital issues - more post acute topics. The industry is very integrated. Also, small hospital issues.
Within the past 2 years	410	Provider/ Payer	GAAP, treasury, finance operations, financing (debt, leases, etc.), risk management, supply chain, payroll
Within the last 6 months	450	Provider/ Payer	Integrated Care Models
Within the last 6 months	410	Provider/ Payer	More topics on payers presenting how they will comply with provider contracts and reduce denials providers' administrative costs to reduce denials.
Within the last 6 months	452	Provider/ Payer	Price transparency Changes in Stark law Programs to social determinants of health
More than 2 years ago	452	Provider/ Payer	Tax, accounting, cash management

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Southwestern Ohio 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	410	Business Partner	can't go during a work day and evenings are often busy already
Never	410	Business Partner	events have been during work hours and/or only offered to upper management
Never	410	Business Partner	I am a customer service representative and have little time for meetings and update unless it is emailed to me.
Within the past year	410	Business Partner	I had a scheduling conflict with the last event or I would have attended.
Within the past year	410	Business Partner	I participate in HIM workshops as well. Time is at a premium.
Within the last 6 months	410	Business Partner	Just recently joined - have attended events since joining
More than 2 years ago	452	Provider/ Payer	Difficult to find enough time to go.
Within the past 2 years	410	Provider/ Payer	Event content is directed to revenue cycle; minimal events on areas that my job focuses on.
Within the last 6 months	410	Provider/ Payer	I am always traveling so a 'live feed' of the event would be great to be able to attend online.
Never	432	Provider/ Payer	i have a daily commute of 3-4 hours, so my availability is extremely limited. could event be recording and sent out to members?
Never	481	Provider/ Payer	I normally attend events with the Central Ohio chapter and have recently updated my chapter selection in my profile.
More than 2 years ago	450	Provider/ Payer	I used to enjoy the May institute, but it conflicts with my May board meeting.
Within the last 6 months	450	Provider/ Payer	Partner with other Professional Associations for events.
Within the past year	454	Provider/ Payer	scheduling conflicts
More than 2 years ago	452	Provider/ Payer	Topics are not in my area of interest.

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

Southwestern Ohio Chapter

Provider/Payer Responses Received: 27
Provider/Payer percent of all Responses Received: 46%

FY20 Net Promoter Score: 24
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	Passives	Promoters
16%	44%	40%



detailed NPS information on page 2

Online survey conducted by HFMA on behalf of the chapter.

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 Southwestern Ohio 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	0	1	3	4	7	1	9
Percent	0%	0%	0%	0%	0%	4%	12%	16%	28%	4%	36%
Overall	16%							44%		40%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **24**

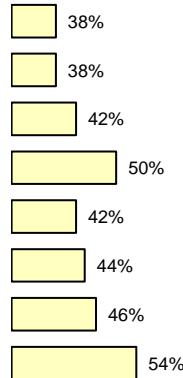
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Southwestern Ohio Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	4%	15%	42%	38%	52%
Addressing the right issues and topics	0%	8%	23%	31%	38%	47%
Locating events where I can access them	0%	0%	27%	31%	42%	48%
Keeping me up to date on state and regional issues	0%	4%	23%	23%	50%	52%
Providing connections to others in my field	0%	8%	19%	31%	42%	50%
Providing easy access to information	0%	0%	20%	36%	44%	51%
Chapter networking opportunities	0%	0%	15%	38%	46%	50%
HFMA chapter overall	0%	0%	15%	31%	54%	54%

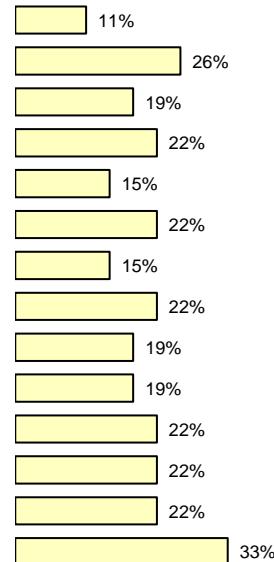
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Southwestern Ohio Chapter	P/P All Chapters
Profitability analysis by product or service line	11%	19%
Accounting and financial reporting issues related to emerging payment models	26%	24%
Improving front end revenue cycle processes	19%	23%
Changes in Medicare reimbursement policies	22%	25%
Compliance with Medicare regulations	15%	17%
Managing and measuring the total cost of care	22%	22%
Improving the patient financial experience	15%	20%
Negotiating contracts with value based payment mechanisms	22%	13%
Prevention and management of denials	19%	21%
Operationalizing structures and processes to reflect changing payment models	19%	17%
Business intelligence and data analytics	22%	28%
State legislative and regulatory update	22%	18%
State Medicaid program	22%	18%
Local payors and employers response to ongoing changes in healthcare	33%	17%

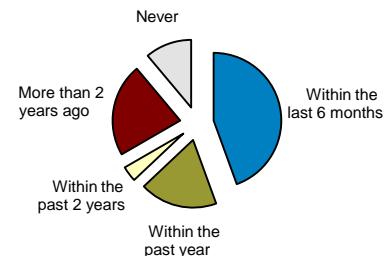
Your Chapter



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Southwestern Ohio Chapter**

Attending an educational event

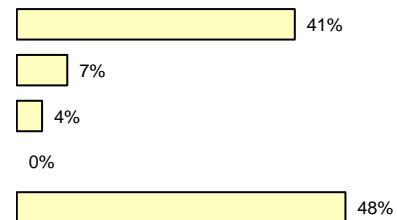
When was the last time that you attended a chapter event?	Southwestern Ohio Chapter	P/P All Chapters
Within the last 6 months	44%	39%
Within the past year	19%	19%
Within the past 2 years	4%	10%
More than 2 years ago	22%	8%
Never	11%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Southwestern Ohio Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	41%	26%
The audience present does not support meaningful networking	7%	3%
The locations are not accessible to me	4%	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.)	48%	38%

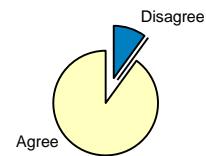
Your Chapter



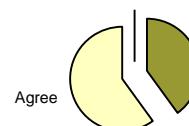
New Member* Perceptions

I received a personal welcome from my HFMA chapter	Southwestern Ohio Chapter		P/P All Chapters	
	Disagree	6%	90%	73%
Not Sure	0%	21%	40%	24%
Agree	10%	73%	60%	69%
I understand how to become more engaged with my HFMA chapter				
Disagree	0%	7%	0%	0%
Not Sure	40%	24%	40%	24%
Agree	60%	69%	60%	69%

Sample (new members):	10
Percent of Respondents:	37%



Not Sure



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