

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

Utah Chapter

Sample Size:	322
Responses Received:	40
Response Rate:	12%
FY20 Net Promoter Score:	15
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 20%	Passives 45%	Promoters 35%
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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)

Utah 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	5	3	1	17	6	8
Percent	0%	0%	0%	0%	0%	13%	8%	3%	43%	15%	20%
Overall	20%							45%		35%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **15**

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	Utah 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%	10%	46%	41%	54%	41%
Addressing the right issues and topics	0%	3%	18%	49%	31%	49%	31%
Locating events where I can access them	3%	5%	5%	48%	40%	51%	40%
Keeping me up to date on state and regional issues	0%	8%	18%	46%	28%	53%	28%
Providing connections to others in my field	0%	3%	28%	45%	25%	51%	25%
Providing easy access to information	0%	5%	26%	31%	38%	52%	38%
Chapter networking opportunities	0%	0%	23%	43%	35%	51%	35%
HFMA chapter overall	0%	0%	10%	59%	31%	55%	31%

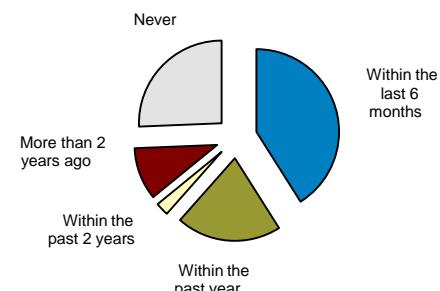
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Utah Chapter	All Chapters	
Profitability analysis by product or service line	40%	18%	40%
Accounting and financial reporting issues related to emerging payment models	38%	22%	38%
Improving front end revenue cycle processes	8%	23%	8%
Changes in Medicare reimbursement policies	18%	24%	18%
Compliance with Medicare regulations	3%	16%	3%
Managing and measuring the total cost of care	35%	21%	35%
Improving the patient financial experience	23%	22%	23%
Negotiating contracts with value based payment mechanisms	10%	12%	10%
Prevention and management of denials	8%	20%	8%
Operationalizing structures and processes to reflect changing payment models	20%	17%	20%
Business intelligence and data analytics	40%	28%	40%
State legislative and regulatory update	23%	20%	23%
State Medicaid program	15%	17%	15%
Local payors and employers response to ongoing changes in healthcare	15%	17%	15%

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Utah Chapter**

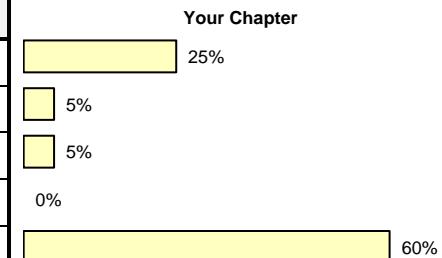
Attending an educational event

When was the last time that you attended a chapter event?	Utah Chapter	All Chapters
Within the last 6 months	41%	43%
Within the past year	21%	18%
Within the past 2 years	3%	9%
More than 2 years ago	10%	8%
Never	26%	22%



Attendance Barriers

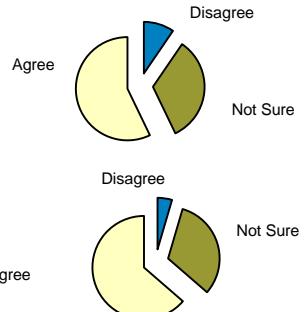
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Utah Chapter	All Chapters
Event content not relevant to my job or misses the mark	25%	24%
The audience present does not support meaningful networking	5%	4%
The locations are not accessible to me	5%	22%
The quality 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.)	60%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Utah Chapter		All Chapters	
	Disagree	Not Sure	Agree	Disagree
Disagree	10%	7%	57%	74%
Not Sure	33%	20%		
Agree				
I understand how to become more engaged with my HFMA chapter				
Disagree	5%	7%		
Not Sure	32%	24%		
Agree	64%	70%		

Sample (new members):	23
Percent of Respondents:	58%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Utah 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
Within the past 2 years	841	Provider/ Payer	Generally I'm very happy with HFMA. Emails are good. I'd love it if they provided a quick paragraph summary as I do not have as much time to go through every single thing.
Never	844	Provider/ Payer	I am new to the HFMA and have not taken the opportunity to acquaint myself with all of its resources. I look forward to taking advantage of the classes offered.
Within the last 6 months	841	Provider/ Payer	I haven't participated in the HFMA programs as much as I should but the articles I've read and the seminars I've attended have been very informative and helpful. The topics are relevant to current issues. I was trained a few days ago on how to do training on the website and look forward to taking classes in the future. I look forward each day to reading some of the articles on the daily emails.
Never	841	Provider/ Payer	I love the articles and newsletters. It's so nice to see what is happening across the state and region. I feel like I have a group for which i belong and i can tap into if needed.
Within the past year	841	Provider/ Payer	I rarely know what's happening or how to access that information.
Within the last 6 months	148	Business Partner	I think the biggest area of improvement for this chapter would be in getting the word out. Before I joined, it was impossible to find out what events were coming up. The LinkedIn page could be leveraged more. You could have a mailing list for members and non-members. The website could be updated more. I do realize that this is volunteer run, but since you're asking... I will say that the quality of the speakers is very good. I go to a lot of HFMA events in NY as well and many of the speakers are pretty flat. The speakers you have are typically both engaging and very knowledgeable. I always look forward to your events. I'm just surprised that attendance tends to be low since the quality is so good.
Within the last 6 months	840	Provider/ Payer	I would be more inclined to attend events if more were done after work hours. Overall, I love HFMA and really like the newsletter in my inbox. The hand picked articles are very interesting. I at least one every morning.
Never	841	Provider/ Payer	I'm new to HFMA Utah, so I don't have strong opinions yet. I'm looking forward to more educational and networking events!
Within the past year	841	Provider/ Payer	Less motivational speaking and more informational sessions
Never	840	Provider/ Payer	More frequent events in varying times.
Within the last 6 months	840	Provider/ Payer	Need a more robust website to access information on upcoming events and educational opportunities.
Never	841	Business Partner	Scores are more reflective of my own lack of engagement than actual chapter services. N/A score option preferred.
Within the last 6 months	841	Provider/ Payer	The Women's meeting is great for the women, but the men mostly do not attend- perhaps make half the speakers for Women's topics the other half for all, and rename the meeting. It would be helpful at the start of each meeting/conference have each person stand and introduce themselves, like other professional organizations I have attended do. It would really help with networking.
Within the past year	840	Provider/ Payer	Would be nice to have more interaction
Never	841	Provider/ Payer	Your web page is not user friendly.

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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
Never	840	Business Partner	I have yet to attend a local meeting. Too busy traveling
Within the last 6 months	148	Business Partner	I'm most interested in revenue cycle and automation.
Never	840	Provider/ Payer	Education programs that can be done through HFMA, maybe a tutorial event.
Within the last 6 months	841	Provider/ Payer	Maintaining teamwork - connections while telecommuting

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Utah 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	840	Business Partner	Bad timing with other job responsibilities
Within the last 6 months	841	Business Partner	I travel for work so it depends on if I am in town or not.
Never	840	Business Partner	I travel out of state 80% of the time
Within the last 6 months	148	Business Partner	I usually attend unless I am out of town. Originally I missed events because I didn't hear about them.
Never	840	Business Partner	It's more the timing of the events and my work schedule to attend.
Never	841	Business Partner	My schedule is busy between school and work, so I have been less interested in local events.
Within the last 6 months	840	Provider/ Payer	I have enjoyed the summer sessions that are only a couple of hours. Makes fitting it in a busy schedule easier. Still enjoy the longer seminars as well, just requires more effort to clear calendar to attend.
Within the last 6 months	840	Provider/ Payer	I would like to see more events held after work hours.
More than 2 years ago	841	Provider/ Payer	In the past I have noticed a high percentage of participants were from one employer.
Never	841	Provider/ Payer	Just recently a new member. Unfortunately I directly train and haven't been able to attend the few events so far. Eventually the stars will align and I'll be able to attend.
Never	840	Provider/ Payer	More events in the evening and at varying times.
Within the past year	841	Provider/ Payer	More information and easier accessibility to it.
Within the past year	840	Provider/ Payer	Offering lunch
Within the last 6 months	841	Provider/ Payer	Scheduling conflicts. I attend when I can.
Never	841	Provider/ Payer	Timing of events just don't work out for me since I've joined, <1yr. I'll keep trying to make them work!
More than 2 years ago	846	Provider/ Payer	Too far to travel usually
Within the last 6 months	841	Provider/ Payer	Work commitments keep me from attending events.

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

Utah Chapter

Provider/Payer Responses Received: 32
Provider/Payer percent of all Responses Received: 80%

FY20 Net Promoter Score: 16
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 19%	Passives 47%	Promoters 34%
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Online survey conducted by HFMA on behalf of the chapter.
Sample is composed of regular chapter members not listed as chapter officers
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Utah 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	4	2	1	14	5	6
Percent	0%	0%	0%	0%	0%	13%	6%	3%	44%	16%	19%
Overall	19%							47%		34%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: 16

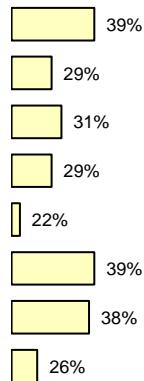
P/P All Chapters FY20 Average Net Promoter Score: 47

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	Utah Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	3%	10%	48%	39%	52%
Addressing the right issues and topics	0%	3%	19%	48%	29%	47%
Locating events where I can access them	3%	6%	6%	53%	31%	48%
Keeping me up to date on state and regional issues	0%	10%	19%	42%	29%	52%
Providing connections to others in my field	0%	3%	25%	50%	22%	50%
Providing easy access to information	0%	6%	29%	26%	39%	51%
Chapter networking opportunities	0%	0%	25%	38%	38%	50%
HFMA chapter overall	0%	0%	13%	61%	26%	54%

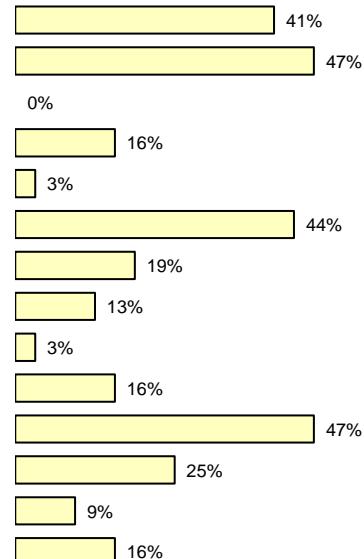
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
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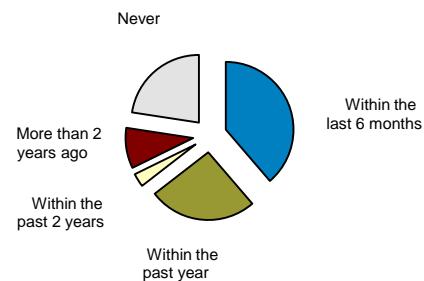
Your Chapter



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Utah Chapter**

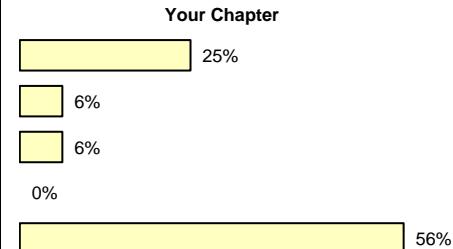
Attending an educational event

When was the last time that you attended a chapter event?	Utah Chapter	P/P All Chapters
Within the last 6 months	39%	39%
Within the past year	26%	19%
Within the past 2 years	3%	10%
More than 2 years ago	10%	8%
Never	23%	23%



Attendance Barriers

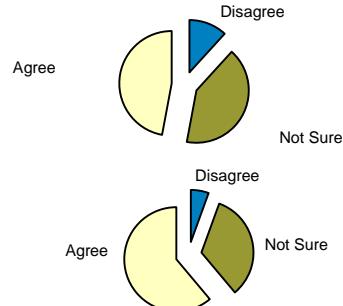
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Event content not relevant to my job or misses the mark	25%	26%
The audience present does not support meaningful networking	6%	3%
The locations are not accessible to me	6%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	56%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Utah Chapter		P/P All Chapters	
	Disagree	Not Sure	Agree	Not Sure
Disagree	12%	6%	47%	73%
Not Sure	41%	21%		
Agree				
I understand how to become more engaged with my HFMA chapter				
Disagree	6%	7%		
Not Sure	33%	24%		
Agree	61%	69%		

Sample (new members):	19
Percent of Respondents:	59%



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