

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

Washington Alaska Chapter

Sample Size:	975
Responses Received:	108
Response Rate:	11%
FY20 Net Promoter Score:	33
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%	31%	51%



detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: **82%**
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)

Washington Alaska 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	2	1	8	8	11	21	20	33
Percent	0%	0%	0%	2%	1%	8%	8%	11%	20%	19%	32%
Overall	18%							31%		51%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **33**

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	Washington Alaska Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	4%	5%	16%	35%	39%	54%	39%
Addressing the right issues and topics	3%	5%	15%	37%	40%	49%	40%
Locating events where I can access them	7%	4%	22%	28%	39%	51%	39%
Keeping me up to date on state and regional issues	4%	3%	19%	27%	47%	53%	47%
Providing connections to others in my field	5%	2%	27%	24%	42%	51%	42%
Providing easy access to information	2%	8%	15%	32%	43%	52%	43%
Chapter networking opportunities	5%	5%	24%	30%	35%	51%	35%
HFMA chapter overall	0%	4%	15%	37%	45%	55%	45%

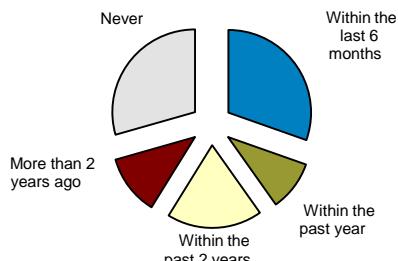
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Washington Alaska Chapter	All Chapters	
Profitability analysis by product or service line	21%	18%	21%
Accounting and financial reporting issues related to emerging payment models	19%	22%	19%
Improving front end revenue cycle processes	14%	23%	14%
Changes in Medicare reimbursement policies	31%	24%	31%
Compliance with Medicare regulations	25%	16%	25%
Managing and measuring the total cost of care	19%	21%	19%
Improving the patient financial experience	15%	22%	15%
Negotiating contracts with value based payment mechanisms	19%	12%	19%
Prevention and management of denials	11%	20%	11%
Operationalizing structures and processes to reflect changing payment models	12%	17%	12%
Business intelligence and data analytics	22%	28%	22%
State legislative and regulatory update	26%	20%	26%
State Medicaid program	19%	17%	19%
Local payors and employers response to ongoing changes in healthcare	14%	17%	14%

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Washington Alaska Chapter**

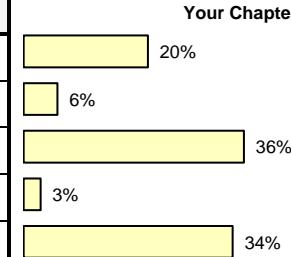
Attending an educational event

When was the last time that you attended a chapter event?	Washington Alaska Chapter	All Chapters
Within the last 6 months	30%	43%
Within the past year	10%	18%
Within the past 2 years	19%	9%
More than 2 years ago	12%	8%
Never	29%	22%



Attendance Barriers

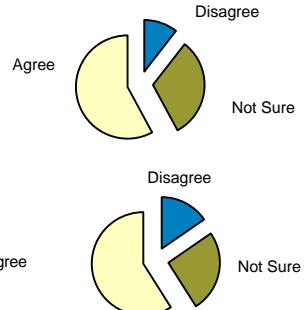
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Washington Alaska Chapter	All Chapters
Event content not relevant to my job or misses the mark	20%	24%
The audience present does not support meaningful networking	6%	4%
The locations are not accessible to me	36%	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.)	34%	41%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Washington Alaska Chapter	All Chapters
Disagree	11%	7%
Not Sure	32%	20%
Agree	58%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	15%	7%
Not Sure	26%	24%
Agree	59%	70%

Sample (new members):	43
Percent of Respondents:	40%



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

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Washington Alaska 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 last 6 months	995	Provider/ Payer	Can't think of anything
Within the last 6 months	980	Provider/ Payer	Conferences during non-close time frame.
Within the past year	985	Provider/ Payer	Consider more frequent, single day events.
Within the last 6 months	989	Provider/ Payer	continue to put on events in strategic geographical areas of the state with current topics relevant to healthcare
Within the last 6 months	554	Business Partner	Education and industry trends are helpful but available from multiple other sources and associations. Need to improve the "culture" of the chapter to attract more providers, younger people to see this association as a welcoming, fun and useful for their careers.
Never	991	Provider/ Payer	Educational events, far and few between for eastern Washington.
Within the last 6 months	980	Provider/ Payer	Have more topics than just revenue cycle. There is a lot that can be discussed in healthcare finance and we are missing out on opportunities to really understand and learn from one another on best practices.
Within the last 6 months	988	Provider/ Payer	Having been in chapter leadership a few years ago, in another chapter, I know that providing education at chapter meetings that meets everyone's needs is really difficult. Sometimes presentations end up as marketing opportunities for the company presenting. At my last WA/AK meeting there was one presentation in particular that was a blatant advertisement for the presenter's company. If that can be avoided in the future, the overall quality of education will improve.
More than 2 years ago	992	Provider/ Payer	HFMA used to have many webinar classes available every quarter, but over the last year i have noticed that there were only a handful of classes available and none were in the topic areas that I need. I hope that you are planning to restart those classes as they were very valuable especially to newcomers to the industry. thank you
Never	995	Provider/ Payer	High level, weekly alert notifications just like Advisory Board does.
Never	995	Provider/ Payer	I am a fairly new member. So I am enjoying learning the financial part of healthcare.
More than 2 years ago	997	Provider/ Payer	I am in Alaska and I feel underserved. I get it is difficult to include us being so far away. I recommend teaming up with other entities, like AKHIMA. It would be nice if Alaska join forces since they are not in direct competition but do affect one another in the revenue cycle.
Never	985	Provider/ Payer	I became a member due to a Providence agreement. I have yet to be really involved in the organization but plan on doing that soon. I do not feel like I can truly provide feedback since I have not been active as of yet.
Never	986	Provider/ Payer	I enjoy being a member, however I am unable to travel to functions. I would like to see more on line opportunities to participate and connect with other members.
Within the last 6 months	982	Provider/ Payer	I feel that the Washington-Alaska Chapter of HFMA is doing a fantastic job for its members. I believe that the chapter has increased its name recognition in HFMA Region 11 as a result of its efforts and networking opportunities over the past year. Great job!
More than 2 years ago	980	Business Partner	I have been retired now for a number of years, and am no longer actively participating in the field -- but my experience with the Washington chapter has always been excellent -- and I strongly recommend membership and active participation, as HFMA was an essential part of my professional development throughout my career, including my years as national president.
More than 2 years ago	321	Business Partner	I have retired from the industry in 2010 and now live in Fl. I am still a member and I am thinking of changing chapters. I would till be able to go selected events. And it's a little costly to go to the Ak meetings.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Never	995	Provider/ Payer	<p>I haven't received any communications regarding when/where to meet for chapter meetings, or how to join remotely. A calendar invite would be nice. I haven't seen any materials that specifically address Alaskan issues, including what is happening with the state government and HFMA W/A's stance or on interesting topics like the impact of having state licensing programs on reimbursement (for example, genetic counselors).</p> <p>I only recall receiving conference advertisements from the chapter, which isn't particularly helpful or educational (unless my employer was willing to pay for me to attend the conference). I would like to get more involved and volunteer, but am not sure how I can do that.</p>
Never	995	Provider/ Payer	I live in AK and there are no opportunities for meeting attendance that I have seen, they are all in WA and I cannot travel there.
	995	Business Partner	I really cannot give an educated response because I have not taken the opportunity to review the website and offerings. I also reside in Alaska, which brings about its own challenges for meetings and events.
Within the last 6 months	981	Business Partner	I would love to have more opportunities to attend events in the evenings. The events are often during school/work meetings, and I'm unable to join. I would also love it if there happened to be any student discounts available. Thanks so much!
Within the past 2 years	981	Provider/ Payer	Increase local information as there appears to have been a decrease in relevant local and regional content.
Within the past 2 years	985	Provider/ Payer	It would be nice to see more webinars offered like some of the other HFMA chapters offer.
Within the past year	992	Provider/ Payer	I've attempted to enroll in the mentor program, but have yet to hear back. I've also hoped to volunteer for a committee or two, or even the Board, but have not heard back on that either. I'd certainly love an email with how I may be of service. ramon.guel@pacificsource.com
Within the past 2 years	988	Provider/ Payer	Links in emails do not work consistently. So, I can't answer the questions, see the education information, etc.
Never	996	Provider/ Payer	More chapter meetings for Alaska, more communication.
Within the past year	983	Provider/ Payer	More details regarding parking would have been helpful and where the office is located- for example a sign in the lower lobby.
Within the past 2 years	996	Provider/ Payer	More networking and collaboration on issues we are facing in Alaska. Also more events in AK, even one a year would be wonderful. I would even be willing to help plan.
Within the past 2 years	996	Provider/ Payer	My lower rating is based on my current position in a FQHC/Community Health Center as opposed to the HFMA focus on hospitals and similar facilities. So there is not really a "best" fit but since I was a member before taking this position, I keep my CHFP designation and membership. Also, since I live several hours outside Anchorage and do not have a large budget for training and travel, it limits what I get to participate in outside of webinars. Thank you.
Within the last 6 months	985	Provider/ Payer	Need a little more engagement from higher level leaders to present and cover topics from the region.
Within the past 2 years	981	Business Partner	options other than in-person for education and networking

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the last 6 months	991	Business Partner	<p>Over the last several years, the chapter events have continued to migrate from split between east and west side and 3 day events to shorter 1 day events. There has also been a change from not having the February vendor fair meeting that generated both connections with vendors and dollars for the chapter. For the first time in my career I am rating the majority of the chapter at 3 or below on most categories.</p> <p>I recognize the need to generate options for those in the chapter that no longer have the funds for attending but at the same time I think something has been lost with not having the 3 day events along with not having the large vendor fair.</p> <p>Networking has been lost with peers along with meeting new faces.</p> <p>I am from the east side and could not find myself wanting to go to the fall event for 1 day in Seattle. I can't justify expense or time.</p> <p>Something needs to change. I am all for having events at locations with lower costs but there needs to be a way to have at least one event that is larger and provides vendors that would allow providers to understand options for what can solve their problems.</p> <p>It feels like we have lost something.</p> <p>I don't know the answer and I applaud leadership for trying new things but I don't think it can be at expense of losing what was successful for so many years. I would suggest we find a way to have events that non funded individuals can do and funded individuals can also do. Continue to encourage those with funding to spread funding to others in their organization and get them to attend.</p> <p>Just ideas.</p>
Within the past 2 years	980	Provider/ Payer	<p>quit selling my contact information to vendors. vendors have taken over the chapter, where most sessions are just presentations of hospitals utilizing various vendor products.</p> <p>there has been anything new presented in years. just more sales</p>
Never	990	Provider/ Payer	Seems like this year was all webinars and not much other content
More than 2 years ago	988	Provider/ Payer	The timing of the conferences does not work for me. I cannot go in the first half of the month or cross the pass in the winter.
Within the last 6 months	989	Provider/ Payer	Website is clunky to navigate, but would be a good location for information. Recommend phone APP - several chapters now have one.
Within the last 6 months	992	Provider/ Payer	You have to put the events where the most people can attend. That's just the way it needs to be. For those who are not located near the events and who are not able to travel much, they won't be able to attend as many events. Web-streaming the Nov meeting is appreciated.

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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
Within the last 6 months	981	Business Partner	Rural hospital closures/financial barriers, and how to prioritize competing strategic plans and budgets
More than 2 years ago	321	Business Partner	The relationship with professional in ak
More than 2 years ago	988	Provider/ Payer	Accounting and auditing credits that qualify for CPE
Within the last 6 months	980	Provider/ Payer	Capital, Budgeting, Strategy, etc.
More than 2 years ago	982	Provider/ Payer	Change management Process Improvement w/in financial services and revenue cycle
Within the past year	982	Provider/ Payer	Healthcare Exchange for WA State
More than 2 years ago	992	Provider/ Payer	I would like to see more classes on analysis topics. In general, anything to help with methods and benchmarks available related to business analysis and valuation, analyzing the financial impact of changes in clinical practice, capital return on investment and portfolio analysis, thoughts and practices on analyzing the financial impact of proposals with less than certain benefits such as employed physician or other employee support programs, and other areas where project requestors claim big financial benefit based on potential cost savings from issues and expenditures we might be avoiding. I have thoughts on how to do all of these things, but would be interested in hearing what others do as well. thank you
Within the past year	983	Provider/ Payer	It would be helpful if a copy of the slides were available for those who would like to take notes
Within the past year	985	Provider/ Payer	Use of artificial intelligence (AI) in revenue cycle.
Within the last 6 months	981	Provider/ Payer	Using technology to improve quality and labor expenses.
Within the past 2 years	981	Provider/ Payer	WA State balance billing initiative as well as the every evolving charity program requirements.

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

Washington Alaska 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	981	Business Partner	Bellevue and Seattle locations are best for my location. Renton/SeaTac can be hard for me to access.
More than 2 years ago	980	Business Partner	I travel extensively out of the country
Within the last 6 months	981	Business Partner	I would love to have events at different times, and also have cheaper tickets to events.
Never	982	Business Partner	Really just consistent scheduling conflicts.
More than 2 years ago	980	Business Partner	Retirement.
Within the last 6 months	991	Business Partner	See original comments.
Within the past year	983	Provider/ Payer	Bellevue was quite a distance from my office in Tacoma
Never	993	Provider/ Payer	company I work for will not allow travel outside of my current location
Within the last 6 months	980	Provider/ Payer	Conflicts with my schedule - nothing HFMA related.
Within the past 2 years	993	Provider/ Payer	Corporation not willing to reimburse my expenses.
Never	986	Provider/ Payer	Due to obligations at home (caring for disabled husband) and work I am unable to travel to functions.
Never	991	Provider/ Payer	Eastern Washington
Within the past year	981	Provider/ Payer	family issues
Never	980	Provider/ Payer	Family time commitments
Within the last 6 months	980	Provider/ Payer	Having presenters that are from all different organizations, not just one. Somebody that has truly done some remarkable work.
Never	985	Provider/ Payer	I
Never	993	Provider/ Payer	i anticipate more involvement in 2020 - The current year has presented with staffing challenges and time investment was not able to be at the level i had hoped.
Within the last 6 months	988	Provider/ Payer	I attend most chapter meetings, but sometimes have scheduling conflicts
Never	972	Provider/ Payer	I live out of the area
Never	995	Provider/ Payer	I live out of the area.
More than 2 years ago	992	Provider/ Payer	I really enjoy the big annual conference when it is in Las Vegas (I can sometimes attend when it is there, but can not when it is in the East side of the country), but I would really like to see many more webinar and online classes on analysis and any other topic others might need.
Within the last 6 months	995	Provider/ Payer	I recently had a left total hip replacement and have been out on STD.

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Washington Alaska Chapter**

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the past 2 years	996	Provider/ Payer	I work in a FQHC while I feel like a lot of HFMA events are more geared toward hospitals and larger health systems. Also, having the budget available for training is a factor. In the past, I have been able to secure a scholarship to cover the conference/training fee and then convince my leadership that the travel from Kenai to Anchorage was a small price to pay.
Within the last 6 months	985	Provider/ Payer	If you could hold some 1 day seminars in Olympia, that would help a bit.
Within the last 6 months	989	Provider/ Payer	Limited budget
Within the past 2 years	985	Provider/ Payer	Live out of area.
Within the past year	985	Provider/ Payer	More frequent single-day event scattered around Puget Sound would be great.
Never	980	Provider/ Payer	my employer will not pay for 2 conferences a year, I hold 2 certifications thru 2 different organizations I have to decide which one to attend.
Within the past year	982	Provider/ Payer	my focus is on the Pre-Service, Medical Necessity and Documentation/Coding - requirements, accuracy, efficiency & improvement opportunities
Within the past 2 years	988	Provider/ Payer	My preference is to focus on tech education first, networking with Peers second and avoiding vendors who monopolize your time third. If the attendee list is more vendors than providers I will not attend.
Never	988	Provider/ Payer	New to the chapter
Within the past year	992	Provider/ Payer	Not many events in Spokane. I don't get to travel to Seattle often.
Within the last 6 months	983	Provider/ Payer	Office scheduling gets in the way...
Within the past 2 years	996	Provider/ Payer	Please have something in AK
Within the last 6 months	989	Provider/ Payer	Solid educational content. Timing - not conflicting with work priorities.
Within the past 2 years	980	Provider/ Payer	The biggest issue is really being able to get away from work. Also having meetings during the 1st half of the month makes it harder for Accounting staff to attend.
Never	995	Provider/ Payer	The cost of attendance in WA is the largest barrier for me as I reside in AK and have not been made aware of anything locally that I can locate.
More than 2 years ago	982	Provider/ Payer	The last few times I went of sent staff, there seemed to be as many or more sales people as healthcare workers. Bombarded with sales calls after the event.
Within the last 6 months	980	Provider/ Payer	The main barriers that prevent me from attending would be the cost to attend an event that is out of town. My department doesn't cover the costs to attend the events so having the option to live stream the events makes it cost effective and easier to attend.
More than 2 years ago	988	Provider/ Payer	The time of the month of the conferences does not work for me.
Never	990	Provider/ Payer	The times of the event are not good for me.
More than 2 years ago	982	Provider/ Payer	Time constraints - can't afford to be away from the job. Locations
Within the past 2 years	980	Provider/ Payer	Timing is usually during first two weeks of the month which is during month-end close.

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Washington Alaska Chapter**

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Within the past 2 years	980	Provider/ Payer	too many vendors and presentations that center around vendor products, not real solutions. i can't network with peers because vendors get in the way
Within the last 6 months	981	Provider/ Payer	Traveling for work

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

Washington Alaska Chapter

Provider/Payer Responses Received: 82
Provider/Payer percent of all Responses Received: 76%

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 19%	Passives 34%	Promoters 47%
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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 or directors that have been HFMA members since at least August 31, 2019.

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 Washington Alaska 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	7	7	7	20	18	19
Percent	0%	0%	0%	0%	1%	9%	9%	9%	25%	23%	24%
Overall	19%							34%		47%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **28**

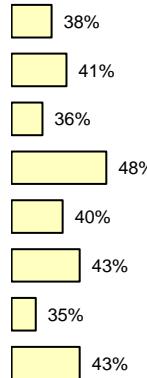
P/P All Chapters FY20 Average Net Promoter Score: **47**



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	Washington Alaska Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	5%	4%	17%	36%	38%	52%
Addressing the right issues and topics	4%	6%	14%	35%	41%	47%
Locating events where I can access them	8%	4%	23%	29%	36%	48%
Keeping me up to date on state and regional issues	5%	4%	20%	23%	48%	52%
Providing connections to others in my field	5%	1%	27%	27%	40%	50%
Providing easy access to information	3%	10%	15%	29%	43%	51%
Chapter networking opportunities	5%	4%	23%	33%	35%	50%
HFMA chapter overall	0%	4%	14%	39%	43%	54%

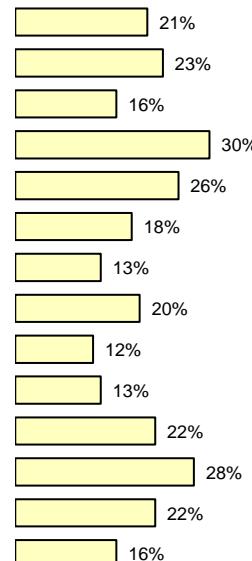
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Washington Alaska Chapter	P/P All Chapters
Profitability analysis by product or service line	21%	19%
Accounting and financial reporting issues related to emerging payment models	23%	24%
Improving front end revenue cycle processes	16%	23%
Changes in Medicare reimbursement policies	30%	25%
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Managing and measuring the total cost of care	18%	22%
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Negotiating contracts with value based payment mechanisms	20%	13%
Prevention and management of denials	12%	21%
Operationalizing structures and processes to reflect changing payment models	13%	17%
Business intelligence and data analytics	22%	28%
State legislative and regulatory update	28%	18%
State Medicaid program	22%	18%
Local payors and employers response to ongoing changes in healthcare	16%	17%

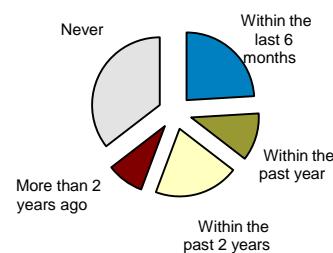
Your Chapter



**Healthcare Financial Management Association
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Washington Alaska Chapter**

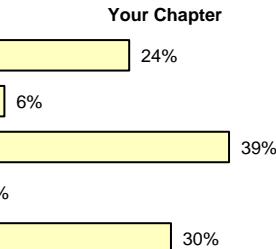
Attending an educational event

When was the last time that you attended a chapter event?	Washington Alaska Chapter	P/P All Chapters
Within the last 6 months	24%	39%
Within the past year	11%	19%
Within the past 2 years	20%	10%
More than 2 years ago	9%	8%
Never	35%	23%



Attendance Barriers

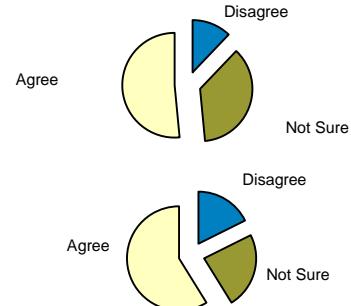
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Washington Alaska Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	24%	26%
The audience present does not support meaningful networking	6%	3%
The locations are not accessible to me	39%	25%
The quality of events does not meet expectations	1%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	30%	38%



New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of Respondents	
	Washington Alaska Chapter	P/P All Chapters
Disagree	12%	6%
Not Sure	36%	21%
Agree	52%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	18%	7%
Not Sure	24%	24%
Agree	59%	69%

Sample (new members):	36
Percent of Respondents:	44%



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