

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

Western Pennsylvania Chapter

Sample Size:	276
Responses Received:	35
Response Rate:	13%
FY20 Net Promoter Score:	47
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
12%	29%	59%



[detailed NPS information on page 2](#)

Your FY20 combined Four and Five Star Rating-Chapter Overall: **92%**
[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)

Western Pennsylvania 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	2	2	2	8	6	14
Percent	0%	0%	0%	0%	0%	6%	6%	6%	24%	18%	41%
Overall	12%							29%		59%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **47**

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	Western Pennsylvania 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%	11%	29%	57%	54%	57%
Addressing the right issues and topics	3%	6%	9%	43%	40%	49%	40%
Locating events where I can access them	3%	3%	14%	23%	57%	51%	57%
Keeping me up to date on state and regional issues	6%	3%	11%	34%	46%	53%	46%
Providing connections to others in my field	3%	3%	21%	29%	44%	51%	44%
Providing easy access to information	6%	0%	17%	40%	37%	52%	37%
Chapter networking opportunities	3%	3%	9%	37%	49%	51%	49%
HFMA chapter overall	0%	3%	6%	43%	49%	55%	49%

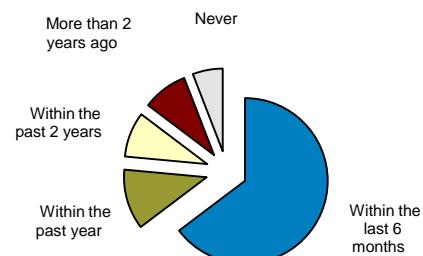
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Western Pennsylvania Chapter	All Chapters	
Profitability analysis by product or service line	17%	18%	17%
Accounting and financial reporting issues related to emerging payment models	37%	22%	37%
Improving front end revenue cycle processes	17%	23%	17%
Changes in Medicare reimbursement policies	14%	24%	14%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	20%	21%	20%
Improving the patient financial experience	14%	22%	14%
Negotiating contracts with value based payment mechanisms	20%	12%	20%
Prevention and management of denials	23%	20%	23%
Operationalizing structures and processes to reflect changing payment models	26%	17%	26%
Business intelligence and data analytics	31%	28%	31%
State legislative and regulatory update	14%	20%	14%
State Medicaid program	17%	17%	17%
Local payors and employers response to ongoing changes in healthcare	17%	17%	17%

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Western Pennsylvania Chapter**

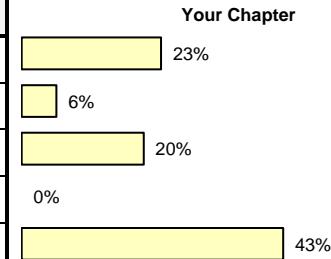
Attending an educational event

When was the last time that you attended a chapter event?	Western Pennsylvania Chapter	All Chapters
Within the last 6 months	65%	43%
Within the past year	12%	18%
Within the past 2 years	9%	9%
More than 2 years ago	9%	8%
Never	6%	22%



Attendance Barriers

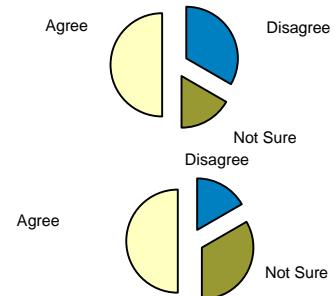
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Western Pennsylvania Chapter	All Chapters
Event content not relevant to my job or misses the mark	23%	24%
The audience present does not support meaningful networking	6%	4%
The locations are not accessible to me	20%	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.)	43%	41%



New Member* Perceptions

Statement	Percent of Respondents	
	Western Pennsylvania Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	33%	7%
Not Sure	17%	20%
Agree	50%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	17%	7%
Not Sure	33%	24%
Agree	50%	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
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Western Pennsylvania 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	152	Business Partner	Better website
More than 2 years ago	152	Business Partner	I have attempted to log into the local chapter website unsuccessfully. Assistance would be appreciated.
Within the last 6 months	152	Provider/ Payer	More networking opportunities are necessary.
Within the last 6 months	154	Provider/ Payer	Networking is probably my issue not the chapters - I need to learn to take full advantage of the opportunity
Within the last 6 months	159	Provider/ Payer	Overall I'm happy with the chapter. I like that certifications are now included. I'm from Johnstown so the drive to Pittsburgh for events and education is a bit of a drive. But I do understand that's where the majority of members reside.
Within the last 6 months	157	Provider/ Payer	Thanks to all of the chapter volunteers.
Within the last 6 months	165	Provider/ Payer	<p>The Annual Accounting and Auditing class is my favorite.</p> <p>In addition, offer some other nuts and bolts training such as you are doing with the Revenue Cycle 101.</p> <p>An introduction and an advanced class on the Medicare and Medicaid Cost report would be helpful.</p> <p>Trends and Best Practices as they relate to issues such as: Health Insurance, Technology, Analytics, AI, Reporting, Collection, etc. would be a good forum.</p> <p>It would be great to have some Excel type classes. Pull from the expertise right from the current base of HFMA members.</p>
Within the last 6 months	152	Business Partner	<p>The only thing I could suggest is to try find a way to get more providers to the events that always seem to be vendor dominated but this is nothing new and/or unique to this chapter.</p> <p>Thank you!</p>
Within the past 2 years	151	Provider/ Payer	<p>The seminars are fantastic, but seem to be a little repetitive. I've attended several of the Spring Seminars, and the Revenue Cycle and Executive tracks have been a theme for several years.</p> <p>The website and communications seem to be improving, but I'm typically searching for items on my own (through the website) and it has been hit-or-miss on how current the content is.</p> <p>Thank you for all of the hard work you and the WPHFMA team are putting into the Chapter!</p>
More than 2 years ago	163	Provider/ Payer	We need more seminars in our area.

**Healthcare Financial Management Association
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Western Pennsylvania 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	154	Provider/ Payer	Class dedicated to Medicare Cost reporting
Within the last 6 months	152	Provider/ Payer	Healthcare analytics, networking with others in the field
More than 2 years ago	163	Provider/ Payer	I would like to see updates on the CPT and federal rule. example would be the change in therapy report for 2020 How are other hospitals handling these? two midnight rule. category three are we getting paid? Medicare may be asking for auths . where is this process and what services?
Within the last 6 months	165	Provider/ Payer	Mentioned previously
Within the past 2 years	153	Provider/ Payer	NA
Within the last 6 months	157	Provider/ Payer	Provider based clinics and all of the fog that surrounds them... Medicare S-10 --- a deeper dive than the one provided at the Medicare update

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Western Pennsylvania 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	152	Business Partner	I have not been notified of local events and have just recently started to receive local emails.
Within the past year	150	Business Partner	I travel extensively for work, so it is often difficult for me to participate. I try to make at least one event a year.
Within the past 2 years	151	Provider/ Payer	By no means is the content "bad" - it just hasn't been enough lately for me to justify attending a full day/multiple days.
Within the last 6 months	152	Provider/ Payer	Have more upfront notice on events (for example, the happy hour should have been on the calendar earlier). Networking events should occur more frequently so members can schedule to attend. Try a new member welcome breakfast or lunch, and a lunchtime learning event quarterly. Also hold a "bring a friend" event to encourage new members.
Within the last 6 months	159	Provider/ Payer	I am attending a training in Irwin tomorrow which is great as it is closer to Johnstown. Perhaps other trainings in Greensburg/Latrobe.
Within the last 6 months	158	Provider/ Payer	It takes roughly 2.5 hours to get to this meeting location. A more centralized location or webinars would help.
Within the last 6 months	150	Provider/ Payer	My work schedule is usually the issue if I'm not attending an event.
Never	154	Provider/ Payer	Scheduling conflicts usually prevent me from attending.
Within the last 6 months	154	Provider/ Payer	Some content just does not apply to my position. Suggested locations - The Meadows, Nemacolin Woodlands, back to Seven Springs or Hidden Valley.
More than 2 years ago	163	Provider/ Payer	the cost is totally reasonable but the context was not for myself. However I sent a staff member. the last one I got the date was not good for me.
Within the last 6 months	157	Provider/ Payer	the current lineup of topics is pretty good. A "video" link might be helpful for us that live more than 1:45 away from Cranberry
Within the last 6 months	152	Provider/ Payer	Timing of events often conflicts with work obligations - especially during first week of month

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

Western Pennsylvania Chapter

Provider/Payer Responses Received: 20
Provider/Payer percent of all Responses Received: 57%

FY20 Net Promoter Score: 42
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
11%	37%	53%



detailed NPS information on page 2

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 Western Pennsylvania 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	1	2	5	4	6
Percent	0%	0%	0%	0%	0%	5%	5%	11%	26%	21%	32%
Overall	11%							37%		53%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **42**

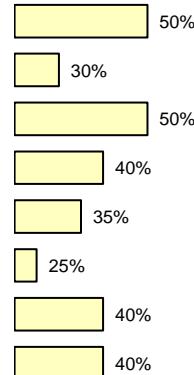
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Western Pennsylvania Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	15%	35%	50%	52%
Addressing the right issues and topics	5%	0%	10%	55%	30%	47%
Locating events where I can access them	0%	0%	20%	30%	50%	48%
Keeping me up to date on state and regional issues	5%	0%	15%	40%	40%	52%
Providing connections to others in my field	0%	0%	30%	35%	35%	50%
Providing easy access to information	5%	0%	20%	50%	25%	51%
Chapter networking opportunities	0%	0%	10%	50%	40%	50%
HFMA chapter overall	0%	0%	5%	55%	40%	54%

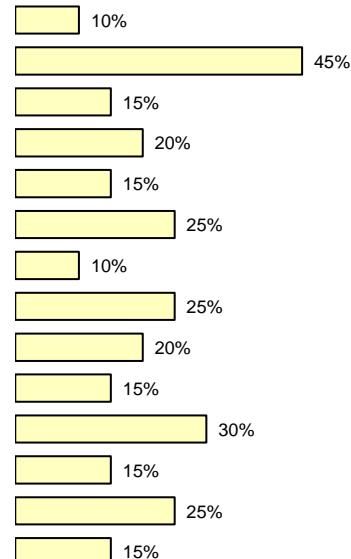
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Western Pennsylvania Chapter	P/P All Chapters
Profitability analysis by product or service line	10%	19%
Accounting and financial reporting issues related to emerging payment models	45%	24%
Improving front end revenue cycle processes	15%	23%
Changes in Medicare reimbursement policies	20%	25%
Compliance with Medicare regulations	15%	17%
Managing and measuring the total cost of care	25%	22%
Improving the patient financial experience	10%	20%
Negotiating contracts with value based payment mechanisms	25%	13%
Prevention and management of denials	20%	21%
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Local payors and employers response to ongoing changes in healthcare	15%	17%

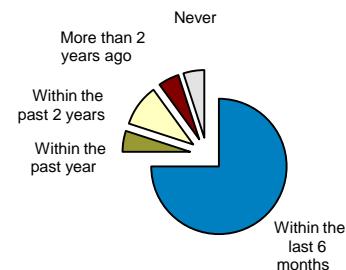
Your Chapter



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Western Pennsylvania Chapter**

Attending an educational event

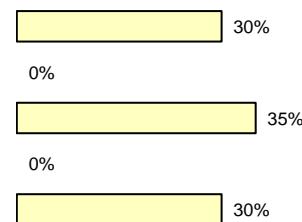
When was the last time that you attended a chapter event?	Western Pennsylvania Chapter	P/P All Chapters
Within the last 6 months	75%	39%
Within the past year	5%	19%
Within the past 2 years	10%	10%
More than 2 years ago	5%	8%
Never	5%	23%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Western Pennsylvania 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	35%	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.)	30%	38%

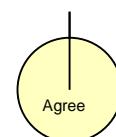
Your Chapter



New Member* Perceptions

	Western Pennsylvania Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	33%	6%
Not Sure	0%	21%
Agree	67%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	0%	24%
Agree	100%	69%

Sample (new members):	3
Percent of Respondents:	15%



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