

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY20)

January 2020

### Central New York Chapter

Sample Size:	186
Responses Received:	34
Response Rate:	18%
FY20 Net Promoter Score:	48
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:

<b>Detractors</b> 15%	<b>Passives</b> 21%	<b>Promoters</b> 64%
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detailed NPS information on page 2

**Your FY20 combined Four and Five Star Rating-Chapter Overall: 85%**

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)**  
**Central New York 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	1	1	3	0	0	7	7	14
Percent	0%	0%	0%	3%	3%	9%	0%	0%	21%	21%	42%
Overall	15%						21%		64%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: **48**

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



**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	Central New York 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%	3%	12%	30%	<b>52%</b>	54%	52%
Addressing the right issues and topics	0%	6%	15%	33%	<b>45%</b>	49%	45%
Locating events where I can access them	0%	3%	15%	18%	<b>64%</b>	51%	64%
Keeping me up to date on state and regional issues	3%	3%	12%	33%	<b>48%</b>	53%	48%
Providing connections to others in my field	3%	0%	21%	21%	<b>55%</b>	51%	55%
Providing easy access to information	0%	6%	15%	30%	<b>48%</b>	52%	48%
Chapter networking opportunities	0%	3%	15%	21%	<b>61%</b>	51%	61%
HFMA chapter overall	0%	6%	9%	24%	<b>61%</b>	55%	61%

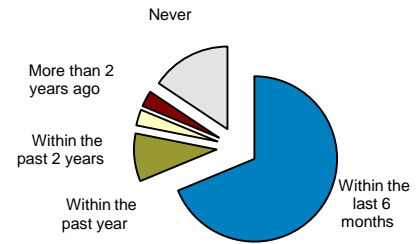
**Top Topics: members asked to select their top three topics**

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Central New York Chapter	All Chapters	
Profitability analysis by product or service line	<b>32%</b>	18%	32%
Accounting and financial reporting issues related to emerging payment models	<b>24%</b>	22%	24%
Improving front end revenue cycle processes	<b>26%</b>	23%	26%
Changes in Medicare reimbursement policies	<b>24%</b>	24%	24%
Compliance with Medicare regulations	<b>21%</b>	16%	21%
Managing and measuring the total cost of care	<b>29%</b>	21%	29%
Improving the patient financial experience	<b>24%</b>	22%	24%
Negotiating contracts with value based payment mechanisms	<b>6%</b>	12%	6%
Prevention and management of denials	<b>6%</b>	20%	6%
Operationalizing structures and processes to reflect changing payment models	<b>24%</b>	17%	24%
Business intelligence and data analytics	<b>15%</b>	28%	15%
State legislative and regulatory update	<b>12%</b>	20%	12%
State Medicaid program	<b>21%</b>	17%	21%
Local payors and employers response to ongoing changes in healthcare	<b>21%</b>	17%	21%

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Central New York Chapter**

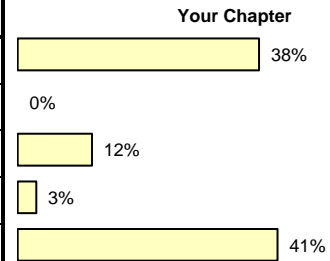
**Attending an educational event**

When was the last time that you attended a chapter event?	Central New York Chapter	All Chapters
Within the last 6 months	69%	43%
Within the past year	9%	18%
Within the past 2 years	3%	9%
More than 2 years ago	3%	8%
Never	16%	22%



**Attendance Barriers**

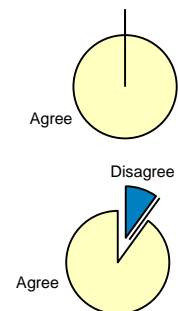
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Central New York Chapter	All Chapters
Event content not relevant to my job or misses the mark	38%	24%
The audience present does not support meaningful networking	0%	4%
The locations are not accessible to me	12%	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.)	41%	41%



**New Member\* Perceptions**

	Central New York Chapter	All Chapters
<b>I received a personal welcome from my HFMA chapter</b>		
Disagree	0%	7%
Not Sure	0%	20%
Agree	100%	74%
<b>I understand how to become more engaged with my HFMA chapter</b>		
Disagree	10%	7%
Not Sure	0%	24%
Agree	90%	70%

Sample (new members):	11
Percent of Respondents:	32%



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

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
**Central New York 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	138	Provider/Payer	Additional trainings, 101 type trainings...revenue cycle 101, CAH 101, Medicare 101, etc.
Never	139	Provider/Payer	I am unable to participate in many of the HFMA events as I tend to find out about them last minute and cannot change my schedule around. More advance notice of the events would help me better participate.
Never	136	Business Partner	I have really not been involved or contacted by the chapter. So my review would not be fair. Maybe next year.
Within the last 6 months	130	Provider/Payer	i tend to find the website challenging to navigate
Within the last 6 months	132	Business Partner	If you are looking solely for networking then this chapter is fine. If you are looking for educational events that address the needs of healthcare entities and changing topics this is severely lacking. Educational opportunities are very limited and are the same topics every year
Within the last 6 months	13	Business Partner	Keep using the Simon's people :)
Within the last 6 months	132	Provider/Payer	No improvement needed. All HFMA members that I have met and worked with have always been very helpful and very easy to communicate with.

**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY20)**  
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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	13	Business Partner	As a vendor, it's tough to recommend, but I can say that we can offer presentations on backend revenue cycle, benchmarking to improve process and returns and a variety of topics on patient communications and collections.
Never	136	Business Partner	Leadership accountability Leadership competencies
More than 2 years ago	135	Provider/ Payer	Anything specific to Behavioral Health and Medicaid's continued transition to Managed Care for behavioral health and the services for the developmentally disabled population.
Within the last 6 months	138	Provider/ Payer	CAH related regulations and possible changes. New models such as Urgent Care and Micro Hospitals, TeleHealth
Within the last 6 months	130	Provider/ Payer	how to calculate comprehensive APCs and other payment methodologies
Within the last 6 months	139	Provider/ Payer	Would love to see an overview of NYS rate setting and how cost report influences rates

**Healthcare Financial Management Association**  
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**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
Never	136	Business Partner	I am not fully aware of how I can be involved with the chapter. However, I am also some 3 hour-drive away from Syracuse, which makes it hard for me to attend.
Within the last 6 months	13	Business Partner	None of those barriers are in the way for me. It's a matter of time and spreading our budget out.
Never	139	Provider/Payer	I do not find out about items until too late to rearrange my schedule.
Within the past year	132	Provider/Payer	I usually attend the regional conf unless I have a work conflict
Never	NULL	Provider/Payer	money
Within the past year	133	Provider/Payer	Prefer webinars Some programs are scheduled at the beginning of the month & that is hard to get to with month end closing

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

**Central New York Chapter**

**Provider/Payer Responses Received: 23**  
**Provider/Payer percent of all Responses Received: 68%**

**FY20 Net Promoter Score: 70**  
**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:

<b>Detractors</b> 4%	<b>Passives</b> 22%	<b>Promoters</b> 74%
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**Survey Timeline:**

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset  
Central New York 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	0	0	5	6	11
Percent	0%	0%	0%	0%	0%	4%	0%	0%	22%	26%	48%
Overall	4%						22%		74%		
P/P All Chapters	12%						29%		59%		

**FY20 Net Promoter Score: 70**

**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	Central New York Chapter					P/P All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	0%	13%	22%	65%	52%	65%
Addressing the right issues and topics	0%	0%	22%	22%	57%	47%	57%
Locating events where I can access them	0%	0%	17%	13%	70%	48%	70%
Keeping me up to date on state and regional issues	0%	0%	13%	26%	61%	52%	61%
Providing connections to others in my field	0%	0%	22%	22%	57%	50%	57%
Providing easy access to information	0%	0%	22%	17%	61%	51%	61%
Chapter networking opportunities	0%	0%	17%	13%	70%	50%	70%
HFMA chapter overall	0%	0%	9%	17%	74%	54%	74%

**Top Topics: members asked to select their top three topics**

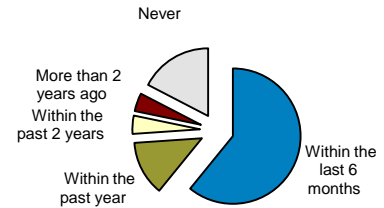
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Improving front end revenue cycle processes	30%	23%	30%
Changes in Medicare reimbursement policies	26%	25%	26%
Compliance with Medicare regulations	30%	17%	30%
Managing and measuring the total cost of care	35%	22%	35%
Improving the patient financial experience	22%	20%	22%
Negotiating contracts with value based payment mechanisms	4%	13%	4%
Prevention and management of denials	4%	21%	4%
Operationalizing structures and processes to reflect changing payment models	13%	17%	13%
Business intelligence and data analytics	9%	28%	9%
State legislative and regulatory update	9%	18%	9%
State Medicaid program	30%	18%	30%
Local payors and employers response to ongoing changes in healthcare	22%	17%	22%



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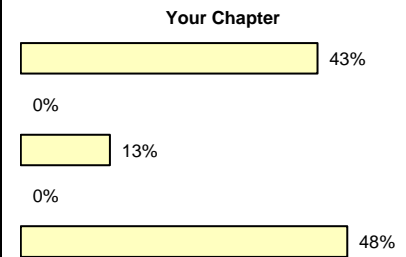
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Within the last 6 months	61%	39%
Within the past year	13%	19%
Within the past 2 years	4%	10%
More than 2 years ago	4%	8%
Never	17%	23%



**Attendance Barriers**

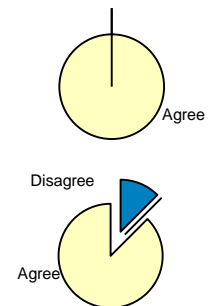
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	Central New York Chapter	P/P All Chapters
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The locations are not accessible to me	13%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	48%	38%



**New Member\* Perceptions**

	Central New York Chapter	P/P All Chapters
<b>I received a personal welcome from my HFMA chapter</b>		
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
<b>I understand how to become more engaged with my HFMA chapter</b>		
Disagree	13%	7%
Not Sure	0%	24%
Agree	88%	69%

Sample (new members):	8
Percent of Respondents:	35%



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