

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

First Illinois Chapter

Sample Size: 861
Responses Received: 87
Response Rate: 10%

FY20 Net Promoter Score: 43
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 12%	Passives 33%	Promoters 55%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 91%

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.

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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	1	1	1	4	2	10	17	13	33
Percent	0%	1%	1%	1%	1%	5%	2%	12%	20%	16%	40%
Overall	12%						33%		55%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: **43**

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	First Illinois Chapter					All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	1%	1%	12%	31%	55%	54%	55%
Addressing the right issues and topics	2%	4%	12%	26%	56%	49%	56%
Locating events where I can access them	5%	1%	16%	31%	47%	51%	47%
Keeping me up to date on state and regional issues	4%	7%	11%	24%	55%	53%	55%
Providing connections to others in my field	5%	2%	19%	24%	51%	51%	51%
Providing easy access to information	2%	2%	14%	32%	49%	52%	49%
Chapter networking opportunities	4%	2%	18%	33%	44%	51%	44%
HFMA chapter overall	0%	5%	5%	38%	53%	55%	53%

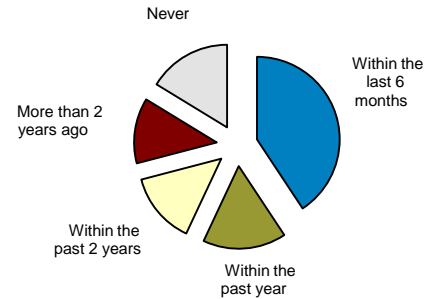
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	First Illinois Chapter	All Chapters	
Profitability analysis by product or service line	23%	18%	23%
Accounting and financial reporting issues related to emerging payment models	20%	22%	20%
Improving front end revenue cycle processes	15%	23%	15%
Changes in Medicare reimbursement policies	28%	24%	28%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	26%	21%	26%
Improving the patient financial experience	30%	22%	30%
Negotiating contracts with value based payment mechanisms	9%	12%	9%
Prevention and management of denials	11%	20%	11%
Operationalizing structures and processes to reflect changing payment models	26%	17%	26%
Business intelligence and data analytics	34%	28%	34%
State legislative and regulatory update	17%	20%	17%
State Medicaid program	20%	17%	20%
Local payors and employers response to ongoing changes in healthcare	16%	17%	16%

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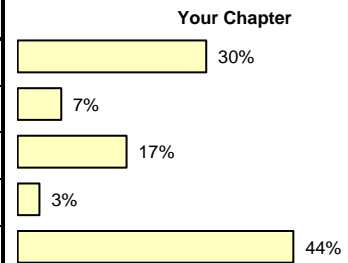
Attending an educational event

When was the last time that you attended a chapter event?	Percent of time selected	
	First Illinois Chapter	All Chapters
Within the last 6 months	41%	43%
Within the past year	16%	18%
Within the past 2 years	14%	9%
More than 2 years ago	13%	8%
Never	16%	22%



Attendance Barriers

Which barriers prevent you from attending events more frequently?	Percent of time selected	
	First Illinois Chapter	All Chapters
Event content not relevant to my job or misses the mark	30%	24%
The audience present does not support meaningful networking	7%	4%
The locations are not accessible to me	17%	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.)	44%	41%

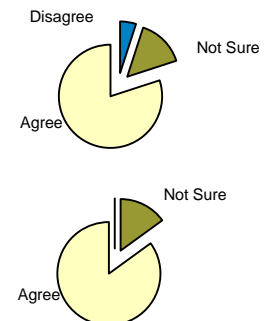


New Member* Perceptions

I received a personal welcome from my HFMA chapter	Percent of time selected	
	First Illinois Chapter	All Chapters
Disagree	5%	7%
Not Sure	15%	20%
Agree	80%	74%

I understand how to become more engaged with my HFMA chapter	Percent of time selected	
	First Illinois Chapter	All Chapters
Disagree	0%	7%
Not Sure	15%	24%
Agree	85%	70%

Sample (new members):	21
Percent of Respondents:	24%



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

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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
More than 2 years ago	605	Business Partner	1) I pay 1st IL events and dues out of my own pocket, and they have become too expensive; 2) Too many events are not located in the Western suburbs; 3) there are not enough group in-person events organized and held. Eight to eighteen years ago, all three of these things were much, much better. Paul Dude.
Within the past year	606	Provider/Payer	Add more topics related to General Healthcare Finance and Accounting. All seminars seem to focus heavily on revenue cycle, coding, and payors.
Within the past 2 years	606	Provider/Payer	Add Revenue Cycle topics
Within the past year	601	Provider/Payer	Chapter is still too vendor heavy - while I understand the need for vendors to make sales connections, the ratio of vendors to providers is still out of range - makes me not as likely to attend just to avoid sales pitches
Within the past year	601	Business Partner	Have events in the suburbs, perhaps on weekends. It is tough for me to get to the city for a short 2 hour networking event in the middle of the week. We have many great Healthcare organizations in and around Oak Brook, and the only thing I really see around there is a multi day event at drury lane.
Within the last 6 months	606	Business Partner	I believe that the new President is doing a great job at changing the involvement of vendors in a more meaningful way.
Within the last 6 months	606	Provider/Payer	I don't think I have seen anything in regards to providing connections to others in my field.
Within the past year	605	Provider/Payer	I just need to take advantage of all that HFMA has to offer. If I am able to do that successfully, then all of my ratings would be 5s. I think HFMA is the best in the business.
Within the past year	601	Provider/Payer	I like receiving a copy of the presentation so I can write out notes on them. I know everything needs to go hi-tech, but I am an old school learner.
Within the last 6 months	601	Business Partner	I think that our local conferences are focused on topics I am less interested in attending. I think the Managed Care conference is interesting, and the webinars are often good, too. The topics at the annual conference are more revenue cycle oriented, I think. That is not an area I am interested in hearing more about.
Within the past year	601	Provider/Payer	I wish more functions we in the suburbs versus Chicago
Within the past year	606	Business Partner	I would appreciate more networking opportunities.
Never	606	Business Partner	It would be nice to get a monthly update of all upcoming events in one email that I could refer back to rather than trying to track upcoming individual events in the daily email. Thanks for all the hard work you put into this HFMA chapter!
Within the last 6 months	606	Business Partner	Keep up the great work with the dedicated volunteers. Thank you!
Never	604	Business Partner	More direct marketing of networking events, more frequent communications, more discussion forums/idea sharing
Within the last 6 months	606	Provider/Payer	more networking events need to be organized, please have some of them in downtown Chicago. most of the vents centered in Oakbrook which is difficult for people working in downtown to participate,
Within the last 6 months	606	Business Partner	More networking opportunities around Chicago would be great. Would be great to make them out - north side, south side, SW Suburbs, etc..
More than 2 years ago	463	Provider/Payer	My main gripe is with location of events. You do have members in so. suburban Chicago and NW Indiana, but your events are either downtown or west/northwest -- too far and inconvenient for your southern members. I know that you have to cater to the masses, but an occasional event in Orland Park, Tinley Park or even Oak Lawn would be nice!
Within the last 6 months	606	Business Partner	No sense of community or involvement in the Chapter
More than 2 years ago	631	Business Partner	No suggestions
Within the past 2 years	606	Provider/Payer	No suggestions at this time.

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Time since last attended an educational event	Zip Code first three digits	Organization Type	Comment
Never	606	Business Partner	Professional lunch-and-learn workshops downtown on targeted industry topic with working professionals would be beneficial. These could be Friday mornings for breakfast, lunch or happy hour. Also, monthly news letter editorials identifying struggling healthcare businesses who may have questions looking for help from stronger organizations would benefit the community.
Within the last 6 months	601	Provider/Payer	The majority of the presentations are focused on large hospitals and all of us do not work for large health systems.
Within the past year	605	Provider/Payer	Think about the timing of your seminars. Having a reimbursement seminar in Mar/Apr/May doesn't work with our "busy" season. Those types of seminars work best in September - right before the new MC rates are rolled out.
Within the last 6 months	606	Provider/Payer	Went to your conference recently. There were some excellent presentations, however I was disappointed with the CFO panel as there were no women represented and the panel questions were very retrospective opposed to forward looking. I do like that the certifications are now included in membership as well as the reasonable price of the conference.

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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	601	Business Partner	I also find the non-biased speculation about developments in healthcare policy
Never	604	Business Partner	Leveraging technology to drive efficiencies
More than 2 years ago	605	Business Partner	My top 3, above, at group in-person events, but not overpriced
More than 2 years ago	600	Business Partner	Single payer national health care irrespective of the personal or institutional bias from a financial or professional security disincentive of Chapter members and HFMA national.
Never	606	Business Partner	Technology investment and change management, social determinant of health, data transparency and information sharing agreements in healthcare
Within the last 6 months	303	Business Partner	There are always a number of vendor attendees at the HFMA conference, and I would like to hear from providers what makes a vendor "stand out." Although there are probably personality preferences, it would be helpful to know what providers are looking for, and how they go about their vendor selection process.
Within the past 2 years	606	Provider/Payer	Medicaid Mang delay with DHS
Within the past year	605	Provider/Payer	Bring back the accounting and finance educational session - but not during month-end close, during the latter part of the month.
Never	463	Provider/Payer	cost accounting
Within the past year	606	Provider/Payer	Gaining efficiency during the monthly close process for the finance team. How do various health systems approach their monthly close process? How does the Finance communicate (official package? written narrative? slides?) to their non-finance management team their results? What reporting systems are used by finance teams? Do they allow easy drill down and timely? How to provide more relevant financial reporting during the close process and proactively identifying variances. Given the fast paced changes, is it better to compare monthly actual results to budget (which could be outdated), forecast, or current trended results.
Within the past year	605	Provider/Payer	Healthcare Reform re-visited. One administration later.
More than 2 years ago	604	Provider/Payer	Managed Medicaid in the State of IL is getting slightly better due a collaboration with IHA, hospitals and the Managed Medicaid group. However, they still have high denials, downgrade DRG's post payment, etc. HFMA should have been at the same table bringing up these issues.
Within the past 2 years	606	Provider/Payer	No other topics at this time.
Within the past year	601	Provider/Payer	Ongoing changes at the federal level with Medicaid/Medicare
Within the last 6 months	601	Provider/Payer	Transparency and surprise bills Patient estimates Trends in patient as the new payer

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First Illinois 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	605	Business Partner	Expensive megaconferences---all at one place at one gathering---really turned me off. The current leadership has been obsessed with this model for too many years, now. I have been a member for 25 years. Paul Dude.
Never	606	Business Partner	Focusing less on revenue cycle management and more on cost management, as well as problem solving instead of highlighting industry trends. Additionally, having more decision makers in the room, rather than front line managers and directors.
Within the last 6 months	303	Business Partner	Given I do not live in IL, I limit my attendance to the two largest events in the year.
Within the last 6 months	606	Business Partner	I am a vendor and sometimes it can be a room full of vendors.
Within the past 2 years	606	Business Partner	I am retired.
Within the last 6 months	601	Business Partner	I appreciate more open-ended networking. The golf outing was good for that, and Managed Care was very good. Interesting content and good networking. I haven't been to the annual conference in some time. When I was there many of the participants were vendors in areas unrelated to my work.
Never	606	Business Partner	I have only been a member for 2/3 months now and haven't had the chance to attend one yet.
Within the last 6 months	933	Business Partner	I live out of the area but attempt to keep up on chapter networking/events opportunities when planning visits with my Illinois based clients. Thus chapter communications/announcements (dates, costs, etc.) in a timely manner impact early planning of travel/meeting itineraries.
Within the last 6 months	606	Business Partner	I travel for work, so my availability is subject to change often. I do online webinars a lot though which I like
Within the past year	606	Business Partner	I travel often for work, which makes it difficult for me to attend events during the week.
Within the last 6 months	606	Business Partner	I usually attend unless work/travel schedules prevent me from doing so
Within the past year	601	Business Partner	I work long hours usually, I work a financial management job 8-4pm, then I do accounting 4-7pm. I am also studying for my CPA, so my time is extremely limited at this juncture, but in the past when I have had time, it is hard to get from Skokie (where I work) to the networking events when I leave at 6 or 7 daily.
More than 2 years ago	631	Business Partner	I would attend if I was in Chicago during an event.
More than 2 years ago	604	Business Partner	Note that many of my former employers did not support HFMA from a financial perspective
Never	604	Business Partner	The events just don't get onto my radar unless I check the website looking for events
Within the last 6 months	604	Provider/Payer	Great job. If you could find a babysitter for my grandchild, I would attend more often.
Within the last 6 months	601	Provider/Payer	I live and work in the far western suburbs, so events in downtown Chicago are hard for me to attend.
More than 2 years ago	463	Provider/Payer	I live in NW Indiana (closer to me than the Indiana HFMA chapter), though I used to live in so. suburban Chicago when I joined HFMA. Events are often in the west/northwest suburbs, much too inconvenient for me given traffic. Downtown isn't as bad, since I could take the train, but often those are networking events, making for a very long night. I can't be the only member living/working south of the city -- an occasional event perhaps southwest suburbs would be wonderful.
Never	601	Provider/Payer	I mainly access on-line articles and WebEx presentations
Within the past 2 years	601	Provider/Payer	I travel a lot for work.
Within the past year	605	Provider/Payer	I work many long hours - which sometimes prevents me from keeping a more robust out-of-work schedule.

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First Illinois 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	601	Provider/Payer	I would have attended more but my work schedule did not allow for me to be out of the office.
Within the past year	601	Provider/Payer	I would love more networking opportunities in the suburbs
Never	606	Provider/Payer	I'm a new member and haven't been able to make my first meeting but excited to attend.
More than 2 years ago	604	Provider/Payer	I'm actually attending the First HFMA sessions in 2 weeks in Oak Brook because you have sessions relevant to my job. I just don't "attend because it's free", I only attend when relevant.
Within the last 6 months	601	Provider/Payer	Many of the events seem to be geared towards a downtown audience. I drive to the Medical District to work and afterhours event logistics are often just too complicated. I am also working 50-60 hour weeks, and the topics need to be really compelling, as it would extend my time away from my family/home(no fault of yours, nature of my work right now).
Within the past 2 years	606	Provider/Payer	N/A: whether I attend a lot depend upon whether I have available time.
Within the past year	606	Provider/Payer	Offer topics outside of Revenue Cycle.
Within the past year	601	Provider/Payer	still vendor heavy. I also have an overloaded work schedule and have to prioritize where I can attend external events
Within the last 6 months	604	Provider/Payer	The First Illinois Chapter is the closest to me but I live outside the Chicago area so the events are not easily accessible.
Within the past 2 years	606	Provider/Payer	This chapter seems more accounting with less relevance to revenue cycle
Within the last 6 months	606	Provider/Payer	To me the cost is an issue because my employer does not reimburse the cost
Within the last 6 months	601	Provider/Payer	Topics are generally backend and not Patient Access related
Within the past year	605	Provider/Payer	Typically just don't have time, too busy at work and/or conflicts with month-end close.
Never	605	Provider/Payer	Work in physician group practice and many of the events lean towards hospitals
Within the last 6 months	606	Provider/Payer	Work schedule and mgmt. permission
Within the past 2 years	606	Provider/Payer	Work schedules demands and conflicts.

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

First Illinois Chapter

Provider/Payer Responses Received: 55
Provider/Payer percent of all Responses Received: 63%

FY20 Net Promoter Score: 49
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:

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**Healthcare Financial Management Association
HFMA Chapter Survey (FY20) - Provider/Payer Dataset
First Illinois 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	1	0	0	2	1	6	11	8	23
Percent	0%	2%	2%	0%	0%	4%	2%	11%	21%	15%	43%
Overall	9%						32%		58%		
P/P All Chapters	12%						29%		59%		

FY20 Net Promoter Score: 49

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	First Illinois 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	2%	2%	8%	37%	52%	52%	52%
Addressing the right issues and topics	4%	2%	13%	28%	53%	47%	53%
Locating events where I can access them	4%	2%	15%	30%	49%	48%	49%
Keeping me up to date on state and regional issues	2%	8%	6%	25%	60%	52%	60%
Providing connections to others in my field	0%	2%	17%	32%	49%	50%	49%
Providing easy access to information	4%	2%	13%	32%	49%	51%	49%
Chapter networking opportunities	4%	2%	13%	34%	47%	50%	47%
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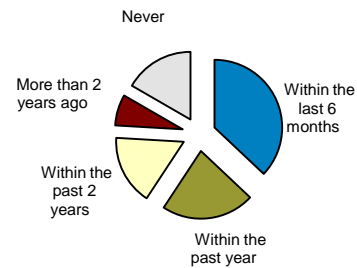
Top Topics: members asked to select their top three topics

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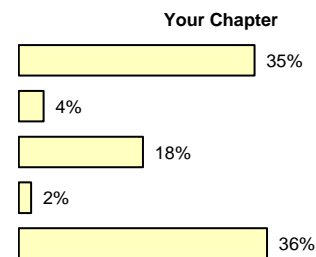
Attending an educational event

When was the last time that you attended a chapter event?	First Illinois Chapter	P/P All Chapters
Within the last 6 months	37%	39%
Within the past year	22%	19%
Within the past 2 years	17%	10%
More than 2 years ago	7%	8%
Never	17%	23%



Attendance Barriers

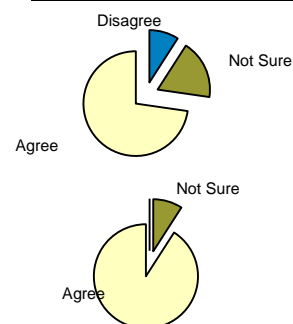
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	First Illinois Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	35%	26%
The audience present does not support meaningful networking	4%	3%
The locations are not accessible to me	18%	25%
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.)	36%	38%



New Member* Perceptions

	First Illinois Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	9%	6%
Not Sure	18%	21%
Agree	73%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	9%	24%
Agree	91%	69%

Sample (new members):	12
Percent of Respondents:	22%



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