

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Iowa Chapter

Sample Size: 316
Responses Received: 65
Response Rate: 21%

FY20 Net Promoter Score: 73
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 0%	Passives 27%	Promoters 73%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 97%

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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Iowa 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	0	0	7	10	11	34
Percent	0%	0%	0%	0%	0%	0%	0%	11%	16%	18%	55%
Overall	0%						27%		73%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: **73**

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	Iowa 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%	2%	5%	32%	62%	54%	62%
Addressing the right issues and topics	0%	2%	8%	29%	61%	49%	61%
Locating events where I can access them	0%	3%	5%	24%	68%	51%	68%
Keeping me up to date on state and regional issues	0%	0%	6%	35%	59%	53%	59%
Providing connections to others in my field	0%	0%	18%	27%	55%	51%	55%
Providing easy access to information	0%	0%	13%	26%	61%	52%	61%
Chapter networking opportunities	0%	0%	9%	33%	58%	51%	58%
HFMA chapter overall	0%	0%	3%	32%	65%	55%	65%

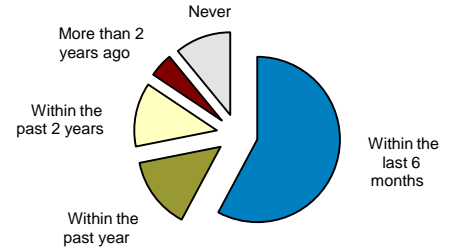
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Iowa Chapter	All Chapters	
Profitability analysis by product or service line	25%	18%	25%
Accounting and financial reporting issues related to emerging payment models	26%	22%	26%
Improving front end revenue cycle processes	22%	23%	22%
Changes in Medicare reimbursement policies	29%	24%	29%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	29%	21%	29%
Improving the patient financial experience	28%	22%	28%
Negotiating contracts with value based payment mechanisms	14%	12%	14%
Prevention and management of denials	12%	20%	12%
Operationalizing structures and processes to reflect changing payment models	17%	17%	17%
Business intelligence and data analytics	29%	28%	29%
State legislative and regulatory update	22%	20%	22%
State Medicaid program	15%	17%	15%
Local payors and employers response to ongoing changes in healthcare	15%	17%	15%

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Iowa Chapter

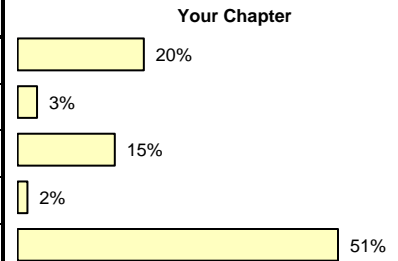
Attending an educational event

When was the last time that you attended a chapter event?	Iowa Chapter	All Chapters
Within the last 6 months	58%	43%
Within the past year	14%	18%
Within the past 2 years	13%	9%
More than 2 years ago	5%	8%
Never	11%	22%



Attendance Barriers

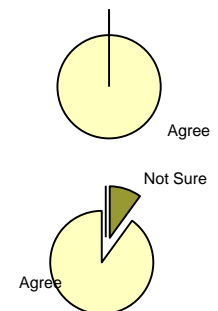
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Iowa Chapter	All Chapters
Event content not relevant to my job or misses the mark	20%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	15%	22%
The quality 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.)	51%	41%



New Member* Perceptions

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

Sample (new members):	10
Percent of Respondents:	15%



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

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Iowa 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	526	Provider/Payer	Do a great job. It's an excellent opportunity to network with others in Iowa.
Within the last 6 months	512	Provider/Payer	Employer travel restrictions are hindering my ability to attend meetings that are 200+ miles away, so will be at my expense if I chose to take time off-It would be helpful to have meetings closer periodically, as was done last summer.
Within the last 6 months	500	Provider/Payer	HFMA's addition of the enterprise dues for critical access hospitals was a good change, smaller facilities will now be able to introduce more staff to the tools and information.
Within the last 6 months	500	Provider/Payer	I am a chargemaster coordinator and it has been a bit difficult to find specific networking opportunities/topics for ideas working with Epic and others within this specific area.
More than 2 years ago	521	Provider/Payer	I would be happy to serve on or review available options for the IHA Annual Meeting (the HFMA track). Some of the sessions this year, could have been better considering all the challenges and opportunities facing Healthcare Finance.
Within the last 6 months	506	Provider/Payer	If there was a way to rate at 4.5, I would have certainly done that. In a small facility, I am not always able to connect in a fashion that is best for myself or the sender.
Within the last 6 months	520	Business Partner	Make the company names on name tags a little bit bigger so you can see what company the person is with easier.
Within the last 6 months	502	Provider/Payer	Move meetings back to outskirts of the City versus driving downtown to IHA.
Within the past 2 years	503	Provider/Payer	na
Within the last 6 months	514	Provider/Payer	Networking and educational opportunities specifically for CFOs, Controllers, etc. in critical access hospitals
Within the last 6 months	507	Business Partner	Would like to see the organization get back to the day and 1/2 quarterly meetings in Des Moines. These meetings were something we could count on, knew where they were going to be and they provided the platform we needed for CPE's. As a member I have seen no communication from leadership on why the meeting locations have been changed, what the value of these changes were, why they were done, and the benefit they provided the organization.

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Iowa 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	503	Provider/ Payer	Always enjoy Day Egusquiza as a speaker. Always has the most up to date regulatory information that I can use immediately in my daily work.
Within the last 6 months	514	Provider/ Payer	Compliance with Medicare and Medicaid regulations Changes in Medicare reimbursement policies Revenue cycle processes improvement Contract negotiations Cost report strategies
Never	504	Provider/ Payer	How can we leverage the strength of IHA to deal with issues like slow payments from VA, back up or delays in approving pending Medicaid applications, possibly partner with the Nebraska chapter to deal with Medicaid issues like sanctioned patients that receive care in Iowa and impact western Iowa hospitals.
Within the past 2 years	503	Provider/ Payer	na
Within the last 6 months	505	Provider/ Payer	Optimization of supply chain processes and software
Within the last 6 months	500	Provider/ Payer	Roundtables for specific areas/topics.
Never	522	Provider/ Payer	Specific topics for managing Emergency Department cost and counting that with high census volumes & customer services
Within the last 6 months	506	Provider/ Payer	Value based payments - anything and all things tied to the ever changing payment models.

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Iowa 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 past 2 years	515	Business Partner	National networking and news is more relevant for me than local chapter.
Within the last 6 months	680	Business Partner	Nice new shirt David Muhs! Thanks team, great meeting.
Within the last 6 months	507	Business Partner	Please see earlier comments on meetings.
Within the last 6 months	528	Provider/Payer	A lot of the times being a vendor, the topics don't apply but the networking is great. Also, schedule conflicts are the hardest issues.
Within the last 6 months	514	Provider/Payer	A period of time set aside to network/exchange information with peers on a topic related to the event.
Within the last 6 months	502	Provider/Payer	Another factor is my work responsibilities and whether I can afford the additional time out of the office for HFMA meetings
Within the past 2 years	503	Provider/Payer	Attending meetings are not in my company budget. I usually try to listen to the free webinars when offered.
Never	502	Provider/Payer	Being a CAH with limited resources hard to allocate time away from working.
Within the past 2 years	515	Provider/Payer	Currently unemployed.
Within the last 6 months	500	Provider/Payer	Focus groups for sharing would be great. I attended the NAHRI symposium and one of the best topics was learning from others in a group of 10-12.
Within the past 2 years	526	Provider/Payer	I am the Chargemaster Coordinator and there isn't a lot of chargemaster items.
Within the past year	526	Provider/Payer	I attend as many as schedules and finances permit
Within the last 6 months	503	Provider/Payer	I attend as much as possible when there is information that I might find beneficial in my day to day role.
Within the last 6 months	526	Provider/Payer	I liked the idea of having a few more regional meetings. That allows us to send more staff to those meetings.
Within the past year	500	Provider/Payer	I work for a large national chain and am focused on reimbursement for hospitals outside of Iowa. The discussion with payers in Iowa is interesting, but sometimes does not translate to other communities.
Never	522	Provider/Payer	I'm an auditor - so typically perform training from local audit chapter. Although I'm not opposed to supplementing with HFMA training.
Within the last 6 months	506	Provider/Payer	In my facility, I wear several hats, including Administrator, CFO and provide oversight for a department. It is not conducive for me to be absent from the facility for meetings. Webinars are definitely more favorable.
Within the last 6 months	505	Provider/Payer	More diverse topics outside of revenue cycle, while important seems like this topic is constantly covered.
Within the last 6 months	505	Provider/Payer	Most of the time if I don't attend it is due to work schedule doesn't allow.
Never	504	Provider/Payer	New to the Iowa Chapter.
More than 2 years ago	521	Provider/Payer	The meetings usually are not good with other timing such as the budget process, which is due by March 15th and yearend processes for a FYE June 30th. Also, the meetings are always in Des Moines, which we are one of the hospitals with the farthest drives.
Within the past 2 years	570	Provider/Payer	the past couple years with new employer, I've had date conflicts
Within the last 6 months	501	Provider/Payer	Time away from work
Within the past year	502	Provider/Payer	Timing is usually over my busy time which makes it hard to attend

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Iowa 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	525	Provider/Payer	Timing of events can conflict with job duties (Ex., budgeting, Board meeting, etc.).
Within the past year	506	Provider/Payer	Too busy at work to get away
Within the past 2 years	503	Provider/Payer	unable to get away from work.

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

Iowa Chapter

Provider/Payer Responses Received: 54
Provider/Payer percent of all Responses Received: 83%

FY20 Net Promoter Score: 69
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 0%	Passives 31%	Promoters 69%
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	Detractors						Passives		Promoters		
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	0	0	0	7	9	10	26
Percent	0%	0%	0%	0%	0%	0%	0%	13%	17%	19%	50%
Overall	0%						31%		69%		
P/P All Chapters	12%						29%		59%		

FY20 Net Promoter Score: 69

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	Iowa 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%	2%	6%	32%	60%	52%	60%
Addressing the right issues and topics	0%	2%	10%	31%	58%	47%	58%
Locating events where I can access them	0%	4%	6%	25%	66%	48%	66%
Keeping me up to date on state and regional issues	0%	0%	8%	37%	56%	52%	56%
Providing connections to others in my field	0%	0%	21%	29%	50%	50%	50%
Providing easy access to information	0%	0%	15%	23%	62%	51%	62%
Chapter networking opportunities	0%	0%	11%	34%	55%	50%	55%
HFMA chapter overall	0%	0%	4%	33%	63%	54%	63%

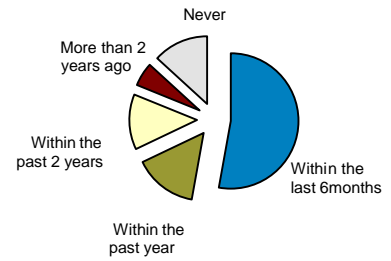
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Compliance with Medicare regulations	11%	17%	11%
Managing and measuring the total cost of care	28%	22%	28%
Improving the patient financial experience	24%	20%	24%
Negotiating contracts with value based payment mechanisms	15%	13%	15%
Prevention and management of denials	13%	21%	13%
Operationalizing structures and processes to reflect changing payment models	20%	17%	20%
Business intelligence and data analytics	31%	28%	31%
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State Medicaid program	19%	18%	19%
Local payors and employers response to ongoing changes in healthcare	13%	17%	13%

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Iowa Chapter

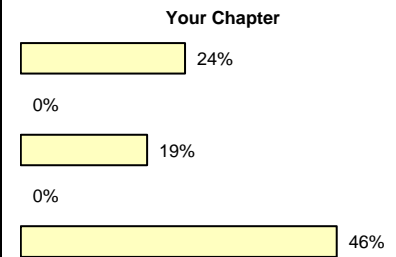
Attending an educational event

When was the last time that you attended a chapter event?	Iowa Chapter	P/P All Chapters
Within the last 6 months	53%	39%
Within the past year	15%	19%
Within the past 2 years	13%	10%
More than 2 years ago	6%	8%
Never	13%	23%



Attendance Barriers

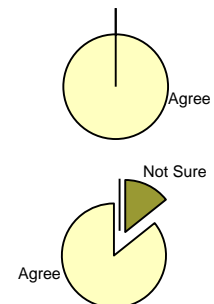
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Iowa Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	24%	26%
The audience present does not support meaningful networking	0%	3%
The locations are not accessible to me	19%	25%
The 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.)	46%	38%



New Member* Perceptions

	Iowa Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	0%	6%
Not Sure	0%	21%
Agree	100%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	14%	24%
Agree	86%	69%

Sample (new members):	7
Percent of Respondents:	13%



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