

Healthcare Financial Management Association

HFMA Chapter Survey (FY20)

January 2020

Louisiana Chapter

Sample Size: 288
Responses Received: 39
Response Rate: 14%

FY20 Net Promoter Score: 80
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 3%	Passives 14%	Promoters 83%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 98%

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:

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Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Louisiana 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	0	0	0	5	11	18
Percent	0%	0%	0%	0%	3%	0%	0%	0%	14%	31%	51%
Overall	3%						14%		83%		
All Chapters	12%						28%		60%		

FY20 Net Promoter Score: **80**

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	Louisiana 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%	0%	3%	35%	62%	54%	62%
Addressing the right issues and topics	0%	0%	8%	30%	62%	49%	62%
Locating events where I can access them	0%	0%	8%	30%	62%	51%	62%
Keeping me up to date on state and regional issues	0%	0%	8%	22%	70%	53%	70%
Providing connections to others in my field	0%	3%	3%	30%	65%	51%	65%
Providing easy access to information	0%	0%	8%	27%	65%	52%	65%
Chapter networking opportunities	0%	0%	8%	24%	68%	51%	68%
HFMA chapter overall	0%	0%	3%	30%	68%	55%	68%

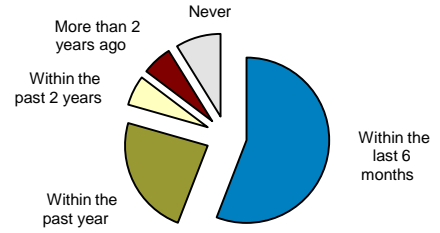
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Louisiana Chapter	All Chapters	
Profitability analysis by product or service line	10%	18%	10%
Accounting and financial reporting issues related to emerging payment models	36%	22%	36%
Improving front end revenue cycle processes	15%	23%	15%
Changes in Medicare reimbursement policies	31%	24%	31%
Compliance with Medicare regulations	23%	16%	23%
Managing and measuring the total cost of care	15%	21%	15%
Improving the patient financial experience	18%	22%	18%
Negotiating contracts with value based payment mechanisms	3%	12%	3%
Prevention and management of denials	5%	20%	5%
Operationalizing structures and processes to reflect changing payment models	5%	17%	5%
Business intelligence and data analytics	23%	28%	23%
State legislative and regulatory update	31%	20%	31%
State Medicaid program	26%	17%	26%
Local payors and employers response to ongoing changes in healthcare	5%	17%	5%

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Louisiana Chapter

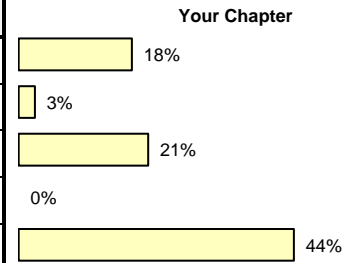
Attending an educational event

When was the last time that you attended a chapter event?	Louisiana Chapter	All Chapters
Within the last 6 months	56%	43%
Within the past year	24%	18%
Within the past 2 years	6%	9%
More than 2 years ago	6%	8%
Never	9%	22%



Attendance Barriers

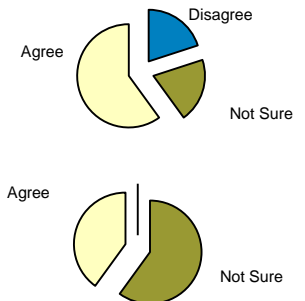
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Louisiana Chapter	All Chapters
Event content not relevant to my job or misses the mark	18%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	21%	22%
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.)	44%	41%



New Member* Perceptions

	Louisiana Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	20%	7%
Not Sure	20%	20%
Agree	60%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	60%	24%
Agree	40%	70%

Sample (new members):	6
Percent of Respondents:	15%



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

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Louisiana 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	707	Provider/Payer	A lot of time the agenda is missing topics during the registration process. It would be nice to see the full agenda when registering.
Within the past year	712	Provider/Payer	Addressing right issues and topics - most meeting agendas have 1 or maybe 2 relevant topics, so I end up not attending the entire session for minimal information. State and regional issues - I don't know that I've seen state or regional issues at a LA event besides the LA and TX breakouts at Region 9. Could be that I missed them due to the issue above. Other than that, it's really hard to be a 5 at anything.
	706	Provider/Payer	Don't hold meetings during month end close
	390	Business Partner	Greater Provider participation
Never	705	Provider/Payer	Hold more networking events in SWLA for those that can't travel to New Orleans or Baton Rouge.
Within the past year	708	Provider/Payer	I prefer topics relating to regulatory issues, best practices, and revenue enhancement. Sometimes a simple recommendation can produce income never conceived. Yesterday I listened to a compliance program that mentioned many providers are not pursuing all device credits, ownership might be lacking. All my best wishes, Rob Hawkins
	703	Provider/Payer	Members should obtain more favorable pricing in order to attend events. After conference break out groups would be beneficial
Within the last 6 months	708	Provider/Payer	Need to make sure CPE information is available to members who attend the meetings. Having it on hand at the meetings was much easier so a member could take and put in a file in order to add certification hours when needed. Please update this process.
Within the past year	703	Provider/Payer	Thank you for being a great resource.
Within the last 6 months	704	Provider/Payer	The website could use some improvements for membership. When I became a member, I wasn't able to get any info on the state website. When I emailed, I didn't get a reply. It would also be nice to have a small gathering for new state chapter members at one of the conferences. A face to face with the current staff/board of the chapter with the new members.
Within the past year	713	Business Partner	There's a need to improve provider attendance and participation. Too often 75-80% of conference attendees are vendors.
Within the past year	712	Provider/Payer	Would prefer more events in a central location, with educational opportunities that include topics for rural hospitals.

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Louisiana 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	708	Business Partner	More topics for accounting staff (vs. business office staff), Critical access hospital cost reporting
Within the past year	713	Business Partner	None
Within the past year	712	Provider/Payer	Maximizing Cost Report reimbursement Medicaid DSH reporting issues
Within the past year	708	Provider/Payer	Revenue Recovery/Revenue Improvement

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Louisiana 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	708	Business Partner	Retired for 10 years.
Within the past year	708	Provider/Payer	Budget Limitations
Within the past 2 years	705	Provider/Payer	Community Health Needs Assessments - Schedule H - 990
Within the last 6 months	714	Provider/Payer	If unable to attend, it's due to scheduling conflict.
Within the last 6 months	714	Provider/Payer	Meetings are held several hours away from the office
Within the last 6 months	705	Provider/Payer	My employer does not always support my attendance.
Within the past year	712	Provider/Payer	Shorter education events in distant locations not cost effective to attend. There are also events that create scheduling conflicts with other educational opportunities, as well as conflict with responsibilities at work.
Within the past year	712	Provider/Payer	There was not a selection for balancing cost, time investment and job relevance. I used to attend regularly, but time is precious, small facility is extremely busy and I don't generally see meetings that look like the potential gains would be worth the investment of time and money. I have attended webinars and an occasional live meeting on a specific topic, just haven't been to many quarterly meetings lately.
Within the last 6 months	705	Provider/Payer	Timing of seminars in the month
Within the last 6 months	708	Provider/Payer	we need to contact financial leaders north of Alexandria to see how we can get them involved, can we do on-site programming, would they offer space for a meeting if we provide programming. we can't be a South La HFMA, we need to work better to represent the whole state and see what we're missing. the same is true for NOLA--low participation from that region as well

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

Louisiana Chapter

Provider/Payer Responses Received: 28
Provider/Payer percent of all Responses Received: 72%

FY20 Net Promoter Score: 77
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 4%	Passives 15%	Promoters 81%
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	Detractors						Passives		Promoters		
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	1	0	0	0	4	7	14
Percent	0%	0%	0%	0%	4%	0%	0%	0%	15%	27%	54%
Overall	4%						15%		81%		
P/P All Chapters	12%						29%		59%		

FY20 Net Promoter Score: 77

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



Star ratings of various aspects of chapter services to members

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Addressing the right issues and topics	0%	0%	8%	31%	62%	47%	62%
Locating events where I can access them	0%	0%	12%	31%	58%	48%	58%
Keeping me up to date on state and regional issues	0%	0%	8%	19%	73%	52%	73%
Providing connections to others in my field	0%	4%	0%	27%	69%	50%	69%
Providing easy access to information	0%	0%	8%	23%	69%	51%	69%
Chapter networking opportunities	0%	0%	12%	23%	65%	50%	65%
HFMA chapter overall	0%	0%	4%	23%	73%	54%	73%

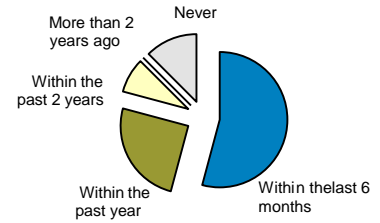
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Louisiana Chapter	P/P All Chapters	
Profitability analysis by product or service line	11%	19%	11%
Accounting and financial reporting issues related to emerging payment models	29%	24%	29%
Improving front end revenue cycle processes	14%	23%	14%
Changes in Medicare reimbursement policies	32%	25%	32%
Compliance with Medicare regulations	25%	17%	25%
Managing and measuring the total cost of care	18%	22%	18%
Improving the patient financial experience	14%	20%	14%
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	4%	17%	4%
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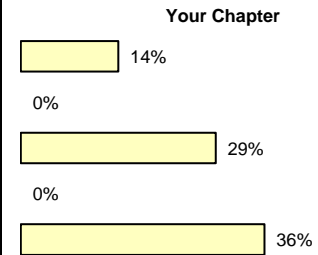
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Within the past 2 years	8%	10%
More than 2 years ago	0%	8%
Never	13%	23%



Attendance Barriers

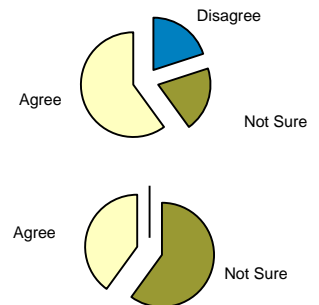
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The locations are not accessible to me	29%	25%
The quality of events does not meet expectations	0%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	36%	38%



New Member* Perceptions

	Louisiana Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	20%	6%
Not Sure	20%	21%
Agree	60%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	60%	24%
Agree	40%	69%

Sample (new members):	6
Percent of Respondents:	21%



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