

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

Northeastern Pennsylvania Chapter

Sample Size:	330
Responses Received:	68
Response Rate:	21%
FY20 Net Promoter Score:	53
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 8%	Passives 31%	Promoters 61%
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detailed NPS information on page 2

Your FY20 combined Four and Five Star Rating-Chapter Overall: 94%
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)

Northeastern 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	1	0	0	0	0	2	2	3	16	7	31
Percent	2%	0%	0%	0%	0%	3%	3%	5%	26%	11%	50%
Overall	8%							31%		61%	
All Chapters	12%							28%		60%	

FY20 Net Promoter Score: **53**

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	Northeastern 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%	0%	8%	27%	65%	54%	65%
Addressing the right issues and topics	0%	2%	14%	29%	56%	49%	56%
Locating events where I can access them	2%	3%	8%	30%	57%	51%	57%
Keeping me up to date on state and regional issues	0%	2%	10%	33%	56%	53%	56%
Providing connections to others in my field	2%	5%	10%	33%	51%	51%	51%
Providing easy access to information	0%	0%	6%	27%	66%	52%	66%
Chapter networking opportunities	2%	6%	3%	30%	59%	51%	59%
HFMA chapter overall	0%	2%	5%	32%	62%	55%	62%

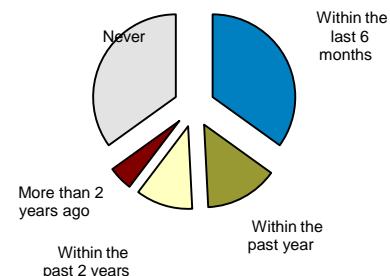
Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Northeastern Pennsylvania Chapter	All Chapters	
Profitability analysis by product or service line	18%	18%	18%
Accounting and financial reporting issues related to emerging payment models	22%	22%	22%
Improving front end revenue cycle processes	34%	23%	34%
Changes in Medicare reimbursement policies	26%	24%	26%
Compliance with Medicare regulations	21%	16%	21%
Managing and measuring the total cost of care	28%	21%	28%
Improving the patient financial experience	32%	22%	32%
Negotiating contracts with value based payment mechanisms	9%	12%	9%
Prevention and management of denials	24%	20%	24%
Operationalizing structures and processes to reflect changing payment models	18%	17%	18%
Business intelligence and data analytics	26%	28%	26%
State legislative and regulatory update	3%	20%	3%
State Medicaid program	4%	17%	4%
Local payors and employers response to ongoing changes in healthcare	13%	17%	13%

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Northeastern Pennsylvania Chapter**

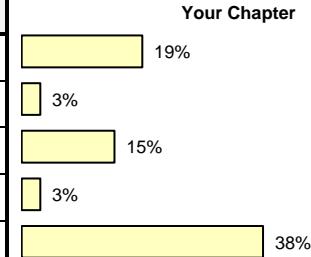
Attending an educational event

When was the last time that you attended a chapter event?	Northeastern Pennsylvania Chapter	All Chapters
Within the last 6 months	35%	43%
Within the past year	14%	18%
Within the past 2 years	11%	9%
More than 2 years ago	5%	8%
Never	35%	22%



Attendance Barriers

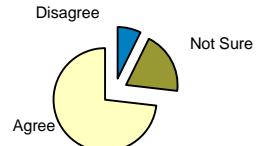
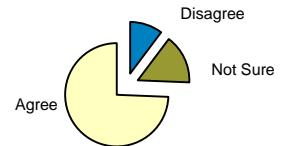
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeastern Pennsylvania Chapter	All Chapters
Event content not relevant to my job or misses the mark	19%	24%
The audience present does not support meaningful networking	3%	4%
The locations are not accessible to me	15%	22%
The quality of events does not meet expectations	3%	3%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	38%	41%



New Member* Perceptions

Statement	Percent of Respondents	
	Northeastern Pennsylvania Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	10%	7%
Not Sure	15%	20%
Agree	74%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	7%	7%
Not Sure	20%	24%
Agree	73%	70%

Sample (new members):	44
Percent of Respondents:	65%



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

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Northeastern 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	177	Provider/ Payer	Continue to deliver excellence to the services provided.
Within the past year	178	Provider/ Payer	Have a wider variety of topics
Within the last 6 months	186	Provider/ Payer	have individual conference and hospital locations to make it easier to attend
Never	178	Business Partner	I am new to the chapter and have not had a chance to attend any events yet. There have been a few events in the area that seemed interesting but have not worked with my schedule up to this point. The communication on upcoming events is very helpful and informative. I look forward to attending events in the near future.
More than 2 years ago	184	Provider/ Payer	I really feel it adds value and networking opportunities. We have not been able to participate as much as I would like to because timing of the events fall more to when we are coming up against our monthly reporting deadlines.
Within the past year	187	Provider/ Payer	I suggest having mtgs/seminars available via remote access as my company, while giving me the member, doesn't allow for me to attend events without using PTO. I am a single mom with two teenagers. I must save my PTO for school events/meetings required/fundraising etc...
Within the past year	178	Provider/ Payer	It would be great if Danville location can be offered.
Never	178	Provider/ Payer	Most events seem to take place in the same areas (Wilkes-Barre/Scranton), it would be nice to have an event in different areas - Bloomsburg, Hazleton, Danville, surrounding areas so more members have access to go. Additionally, a lot of seminars happen around month end, when closing occurs so I am not able to attend. It would be nice to see a variety of dates throughout the month and not just at the end of the month.

**Healthcare Financial Management Association
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Northeastern 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	177	Provider/ Payer	None at this time

**Healthcare Financial Management Association
HFMA Chapter Survey (FY20)
Northeastern 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
Never	185	Business Partner	employer only allows managers and higher to attend off site events
Never	178	Business Partner	Many of the events are focused more on reimbursement and revenue management which are not as closely related to my direct job responsibilities. Other times I just can't fit them into my schedule.
Within the past year	184	Business Partner	The cost of the program is not covered at my level by my organization. Unfortunately do not have the funds available to attend.
Within the past year	187	Provider/ Payer	As previously stated, remote availability (i.e. GoToMeeting) would possibly allow me to attend remotely as my employer, while giving me the free membership and requiring I be CRCR recertified - does not allow me to attend events without using PTO time. I am a single mom with two teenagers and must save my PTO for events/school meetings/fundraising functions/as well as Drs appts etc....for my children.
Within the last 6 months	184	Provider/ Payer	Can not attend first 2 weeks of the month with deadlines to meet.
Within the past 2 years	184	Provider/ Payer	Events are held during the period I have deadlines for financial statements
Within the last 6 months	178	Provider/ Payer	Frequent travel prevents me from attending events on days other than Friday.
Within the last 6 months	187	Provider/ Payer	Generally I miss due to prior conflicting commitments
Never	178	Provider/ Payer	I am a new member and have not yet had the opportunity to attend an event
Never	187	Provider/ Payer	I am new to the chapter and so far my only barriers were scheduling conflicts with work or with a previously scheduled vacation
Never	185	Provider/ Payer	I have only heard about a few of them and some of them occur during work hours.
Within the last 6 months	178	Provider/ Payer	I think the content you have for focused meetings (e.g. reimbursement) are relevant topics to some members that would benefit, but aren't necessarily relevant to my position. Therefore, I wouldn't attend every event/meeting.
Within the last 6 months	178	Provider/ Payer	I usually attend when work allows.
Within the last 6 months	186	Provider/ Payer	I work full time so unless it is a training course that is associated with my employer I just can not afford to take off to attend
Within the past 2 years	185	Provider/ Payer	Inability to take the time away from work at this point.
Never	185	Provider/ Payer	just became a member so the opportunity hasn't been available for me as of yet

**Healthcare Financial Management Association
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Northeastern 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
Within the past year	178	Provider/ Payer	Lean topic was presented 2 times recently, which prevented me from coming since I've heard this particular speaker previously at my job.
Never	178	Provider/ Payer	More various locations throughout the chapter region to make it accessible to more members. Also, more variation in dates throughout the month and not always at the end of the month when it impossible to leave work.
Within the last 6 months	185	Provider/ Payer	My schedule tends to conflict with event times.
Never	186	Provider/ Payer	The audience seems to be more of the administrative personnel, which I am not.
More than 2 years ago	184	Provider/ Payer	The barriers that I have encountered are more timing of the events conflict with deadlines we have at meeting our required reporting obligations.
Within the past year	178	Provider/ Payer	Travel is a barrier to me.
Within the past 2 years	184	Provider/ Payer	work constraints
More than 2 years ago	182	Provider/ Payer	work schedule did not allow

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

Northeastern Pennsylvania Chapter

Provider/Payer Responses Received: **59**
Provider/Payer percent of all Responses Received: **87%**

FY20 Net Promoter Score: **57**
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 8%	Passives 28%	Promoters 64%
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Online survey conducted by HFMA on behalf of the chapter.

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HFMA Chapter Survey (FY20) - Provider/Payer Dataset
Northeastern 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	1	0	0	0	0	1	2	2	13	6	28
Percent	2%	0%	0%	0%	0%	2%	4%	4%	25%	11%	53%
Overall	8%							28%		64%	
P/P All Chapters	12%							29%		59%	

FY20 Net Promoter Score: **57**

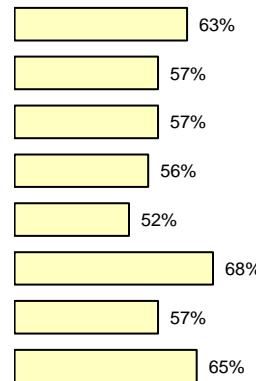
P/P All Chapters FY20 Average Net Promoter Score: **47**

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	Northeastern Pennsylvania Chapter					P/P All Chapters 5 Star
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	
Producing quality educational programming	0%	0%	7%	30%	63%	52%
Addressing the right issues and topics	0%	2%	11%	30%	57%	47%
Locating events where I can access them	2%	4%	6%	31%	57%	48%
Keeping me up to date on state and regional issues	0%	0%	7%	37%	56%	52%
Providing connections to others in my field	2%	4%	9%	33%	52%	50%
Providing easy access to information	0%	0%	6%	26%	68%	51%
Chapter networking opportunities	2%	6%	4%	31%	57%	50%
HFMA chapter overall	0%	2%	2%	31%	65%	54%

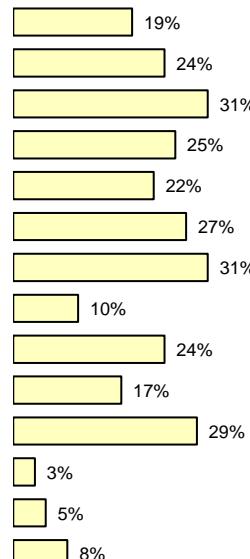
Your Chapter Percent 5 Stars



Top Topics: members asked to select their top three topics

Please select your top three preferred topics from the list	Percent of time selected	
	Northeastern Pennsylvania Chapter	P/P All Chapters
Profitability analysis by product or service line	19%	19%
Accounting and financial reporting issues related to emerging payment models	24%	24%
Improving front end revenue cycle processes	31%	23%
Changes in Medicare reimbursement policies	25%	25%
Compliance with Medicare regulations	22%	17%
Managing and measuring the total cost of care	27%	22%
Improving the patient financial experience	31%	20%
Negotiating contracts with value based payment mechanisms	10%	13%
Prevention and management of denials	24%	21%
Operationalizing structures and processes to reflect changing payment models	17%	17%
Business intelligence and data analytics	29%	28%
State legislative and regulatory update	3%	18%
State Medicaid program	5%	18%
Local payors and employers response to ongoing changes in healthcare	8%	17%

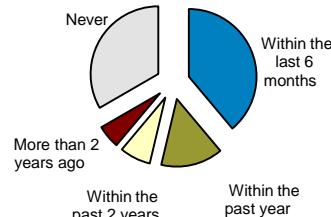
Your Chapter



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Northeastern Pennsylvania Chapter**

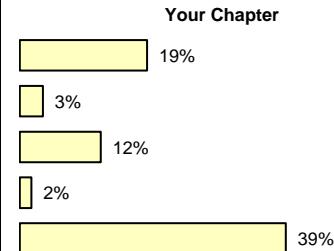
Attending an educational event

When was the last time that you attended a chapter event?	Northeastern Pennsylvania Chapter	P/P All Chapters
Within the last 6 months	39%	39%
Within the past year	15%	19%
Within the past 2 years	7%	10%
More than 2 years ago	6%	8%
Never	33%	23%



Attendance Barriers

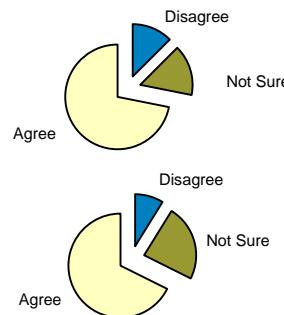
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Northeastern Pennsylvania Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	19%	26%
The audience present does not support meaningful networking	3%	3%
The locations are not accessible to me	12%	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.)	39%	38%



New Member* Perceptions

Statement	Percent of Respondents	
	Northeastern Pennsylvania Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	13%	6%
Not Sure	16%	21%
Agree	72%	73%
I understand how to become more engaged with my HFMA chapter		
Disagree	9%	7%
Not Sure	24%	24%
Agree	68%	69%

Sample (new members):	36
Percent of Respondents:	61%



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