



February 25, 2015 Chapter Planning Session Meeting Minutes

09:00 – 12:00

Topic	Discussion Items	Follow-up
<p>Welcome & Introductions of Attendees See Attached Roster – Members in RED were in attendance or on the phone</p>	<ul style="list-style-type: none"> • Of note Morris Petit agreed to co-chair committee A • Carla DewBerry, Stephan Krause, Vince Schmitz and Rick Nystrom agreed to help where ever needed • Melissa DelaMerced agreed to be a part of our Social Media Strategy 	<p>Peggi Ann Amstutz will send out meeting notes with identified action items</p>
<p>Current State – Survey Says Review of Current Strategic Plan</p>	<p>Survey Says</p> <ul style="list-style-type: none"> • Highest Satisfaction is years at 65% • Kudos to all of our members who participated in the survey. • We improved in all areas – except in Program location – which was down ever so slightly to 47% from 49%. The full report is attached to the minutes. <p>Review of Current Strategic Plan & CBSC</p> <ul style="list-style-type: none"> • Educational Opportunities – continuing to offer diverse topics in many venues. Increasing Alaska venues and access to webinar platforms. • Social Events – Building on past successes and branching out into new areas. • Membership & Retention – Huge gains in this area by the committee to think outside the box. Adding new member orientation sessions at all meetings, student outreach, and new member contact process. • We are currently meeting most areas of the score card except membership and potentially education hours. 	<p>Charlie Brown – write up a summary for the next Newsletter</p>
<p>Educational Strategies Action Plan</p>	<p>Goal 65% or higher in Education satisfaction on Survey</p> <p>Action Items -</p> <ul style="list-style-type: none"> • Explore real time webinars in conjunction with meetings • Improve access – explore other locations 	<p>Rik Lewis</p> <p>Brett Stuter – to check into what Prov may have to offer</p>



	<ul style="list-style-type: none"> • Webinar’s from current speakers, i.e. a follow-up presentation • Better advertising of Joint Webinars 	<p>Committee Chairs to see if speakers are willing to present a follow-up webinar</p> <p>Route emails from Region to Judy for newsletter (typically received by officers)</p>
<p>Networking Strategies Action Plan</p> <ul style="list-style-type: none"> *Events *Frequency *Locations 	<p>Goal</p> <p>Increase networking opportunities and variety. Measure by the number of events and the number of attendees.</p> <ul style="list-style-type: none"> • Speed Networking – After work event • Baseball Game – Afternoon Game • Golf Tournament – Fall event • Murder Mystery events – social idea for meetings • Business Women’s Luncheon – free standing event • Social’s for a Cause • Medical Facility Tour – optional ½ event on Wednesday AM or Friday PM at our 3 day meetings • Knowledge Networks at our meetings – brainstorming session over a meal, PFS, CFO, Finance roundtable discussions 	<p>Charlie Brown & Rick Nystrom volunteered to help.</p> <p>Social event committee to be sent the idea list for social events at meetings.</p> <p>Julie and Janet volunteer for Social’s with a Cause</p> <p>Mike Smith to set-up the May knowledge event</p>
<p>Website and Newsletter Strategies Action Plan</p> <ul style="list-style-type: none"> *Content *Usability *Up to Date 	<p>Goal</p> <p>Functional website as demonstrated by the ability to keep it current and relevant. Website traffic monitoring for ‘visits’ to the site. Met publications deadline for Newsletter. Website traffic monitoring for ‘visits’ to the site.</p> <ul style="list-style-type: none"> • Melissa DelaMerced has volunteered to lead our website development and maintenance as well as our Social Media sites. Please feed content to her. • Judy has asked for regular contributions from board members and relevant timely content. • Explore adding a list-serv type format for document retrieval 	<p>Julie Nelson - Lead</p> <p>Judy Veazie</p> <p>Melissa DelaMerced</p>

<p>Membership & Succession Planning Strategies Action Plan *Encouraging member participation *Rising Stars *Mentoring</p>	<p>Goal Met membership targets, retain members and grow member participation. As measured by CBSC results.</p> <ul style="list-style-type: none"> • CFO Engagement – continue to improve by providing CFO only events. • New member involvement and mentoring – new member sessions at each meeting to meet, greet and outline chapter and opportunities for involvement • Acknowledge Rising Stars and other contributors • Student Networks being established – Mike Smith is leading this item 	<p>Michaela Sanchez Randy Blue</p> <p>Vince Schmitz to coordinate</p> <p>Randy Blue volunteered to led this effort</p> <p>Charlie Brown to award Mike Smith is leading the Student Strategy</p>
<p>Additional Ideas</p>	<ul style="list-style-type: none"> • Invite CFOs to speak – a CFO panel several times a year • Job Fair • Industry Tour – an entity supporting health care. Bio Tech or ?? • Medical Group Participation • NW Harvest – Group Experience – Social for a Cause • GeoTeaming • Hygiene Kits • Habitat for Humanity • Ramps to Success – removing barriers for W/C dependents • MS – South Lake Union Global Health • Improve WSHA and ASHNHA participation 	
<p>Attachments</p>	<p>2015-2016 Org Chart Chapter Survey 2014 Chapter Planning Notes</p>	

HFMA WA AK CHAPTER COUNCILS AND COMMITTEES (LCC) 2015 - 2016

OFFICERS					
President	President-Elect	Secretary	Treasurer	Vice President Program Chair	Past President
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Admin Support	Webmaster	Outlook Newsletter
Norma Pearce norma@gemtasks.com 760.535.5505	Grant Baumgartner grant.baumgartner@exaltant.com 206.999.3663	Judy Veazie judyveazie@yahoo.com 425.246.7686

BOARD MEMBERS									
1st Yr, 1st Term	2nd Yr, 1st Term	2nd Yr, 1st Term	2nd Yr, 2nd Term (for G Bartlett)	2nd Yr, 1st Term (for J Mitchell)	2nd Yr, 2nd Term	1st Yr, 1st Term	1st Yr, 1st Term	1st Yr, 1st Term	1st Yr, 1st Term
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COMMITTEE CHAIRS AND CO-CHAIRS									
VP OF PROGRAMS						SECRETARY	PRESIDENT ELECT		
Committee A - Compliance, Policy & Finance	Committee B - Revenue Cycle / PFS	Committee C - Keynote Speakers & Current Events	Committee D - Clinic & Medical Practice	Committee E - Critical Access & Rural Hospitals	Committee F - Alaska & Webcasts	Council I Chapter Operations	Sponsorship	Membership	Certification
Becky Littke becky.littke@kadlecmed.org 509-942-2633	Bruce Houlihan bruce.houlihan@multicare.org 253.459.8055	Bruce Houlihan bruce.houlihan@multicare.org 253.459.8055	Paul Shillam paul.shillam@providence.org (425) 524-5311	Cindy Sherman csherman@ghcares.org 360-573-6143	Bret Stuter Bret.Stuter@providence.org 907.212.6372	Annette Edwards EdwardAJ@omhc.org 509-982-2611 x111	Patty Jorgensen pjorgensen@fairmountmemorial.com 509-473-9088	Michaela Sanchez mlsanch@u.washington.edu 206- 598-4446	Kami Matzek kmatzek@dzacpa.com 509.242.0874
Janet Walthew Janet.Walthew@nwhealth.org 206-368-6406						Athena Branshaw athena.branshaw@optum.com 206.295.7534	Gail Sarchet gsarchet@comcast.net 509.951.0378	Randy Blue randablue@live.com 360.422.5832	Courtney Stevenson courtney.stevenson@providence.org 425.254.5484

PRESIDENT									
Founders Points	Annual Trade Fair	Audio Visual	WSHA Liaison	AAHAM Liaison - Inland Empire Chapter	ASHNHA Liaison	LINK Chair	Council II - Region 11 - Education	Council II - Region 11 - Sponsorship	Council II - Region 11 - Core
Tom Muller tjwashington@reachone.com 360.459.8994	Patti Peterson ppeterson@xtendhealthcare.net Mark Flaten mark@proficiofinancial.com Athena Branshaw athena.branshaw@optum.com	Dirk Bunker dhbunker@gmail.com	Craig Goodrich craig.goodrich@vmmc.org	Bonnie Berg bberg@pphdwa.org	TBD	Cathy LeMay cathy.lemay@gmail.com	Brad Becker BBecker@peacehealth.org Peggi Ann Amstutz peggi.amstutz@confluencehealth.org	Rik Lewis rlewis@hrqpros.com Athena Branshaw athena.branshaw@optum.com	Peggi Ann Amstutz peggi.amstutz@confluencehealth.org Jim Heilsberg heilsbj@whmc.org Brad Becker BBecker@peacehealth.org Rik Lewis rlewis@hrqpros.com
Job Posting	Don Burke dburke@180consulting.com 206.841.0986		Other Attendees Morris Pettit Carla DewBerry Stephen Krause Vince Schmitz Rick Nystrom	Interest/Commitment Committee A	Email morris.pettit@xerox.com carla.dewberry@klgate.com stephenkrause007@msn.com vinceschmitz1@gmail.com mystrom@merchantscredit.com	Telephone 425.394.3977 206.370.5317 425.746.2570 (503) 415-5600 425.351.1208			

Healthcare Financial Management Association

HFMA Chapter Survey (FY15)

January 2015



Sample Size: 642
Responses Received: 125
Response Rate: 19%

FY15 Overall High Satisfaction: 65%
FY15 Overall Balanced Scorecard Target: 60% or 5% Improvement over FY14

FY14 Overall High Satisfaction: 60%
Favorable/Unfavorable FY14 to FY15: 5%

FY15 High Satisfaction is composed of: 30% **Very Satisfied**
35% **Extremely Satisfied**

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 May 31, 2014.

Survey Timeline:

First email request with link to online survey sent on October 21, 2014.

Second email with link to survey sent to non-respondents on October 30, 2014.

Third request to complete survey sent to non-respondents on November 6, 2014.

Final request to complete survey sent to non-respondents on November 13, 2014.

Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter

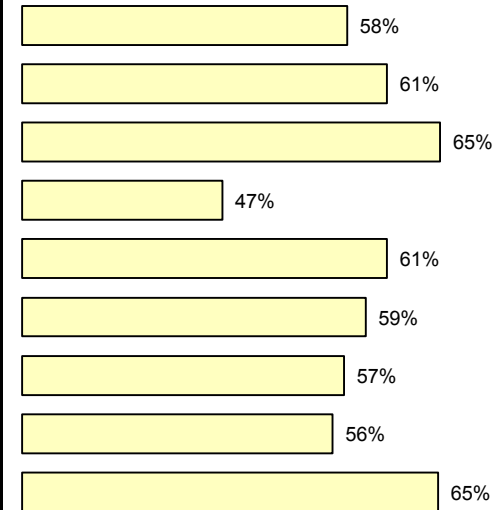
Your Members' Satisfaction Ratings

Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

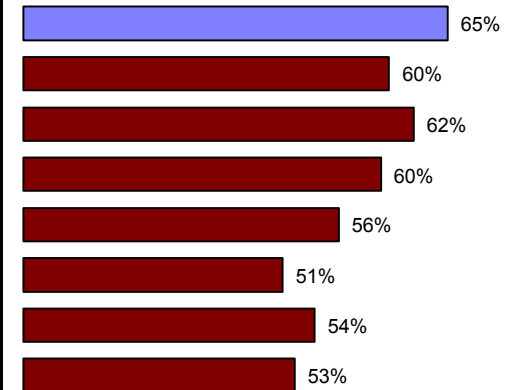
Table A: Satisfaction with chapter services

How satisfied are you with the following services offered?	Washington-Alaska Chapter				All Chapters
	FY15			FY14	FY15
	Low	Middle	High	High	High
The chapter educational programs overall	8%	35%	58%	57%	65%
The educational topics addressed at chapter programs	8%	31%	61%	53%	65%
The speakers at chapter programs	4%	31%	65%	59%	68%
The location of chapter programs	19%	34%	47%	49%	61%
The chapter's coverage of state and regional issues	8%	31%	61%	61%	66%
Chapter newsletter	10%	31%	59%	57%	66%
Chapter networking opportunities	18%	25%	57%	51%	62%
Chapter website	21%	22%	56%	53%	60%
HFMA chapter overall	6%	29%	65%	60%	69%

Your Chapter's FY15 High Satisfaction



Your Chapter's High Satisfaction History



Washington-Alaska Chapter - Overall High Satisfaction History	FY15	65%
	FY14	60%
	FY13	62%
	FY12	60%
	FY11	56%
	FY10	51%
	FY08	54%
	FY06	53%

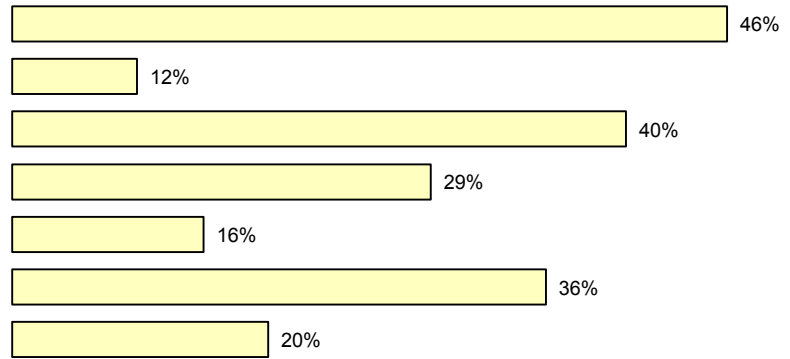
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 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Washington-Alaska Chapter		All Chapters
	FY15	FY14	FY15
The educational topics addressed at chapter programs	46%	49%	47%
The speakers at chapter programs	12%	14%	22%
The location of chapter programs	40%	43%	34%
The chapter's coverage of state and regional issues	29%	31%	31%
Chapter newsletter	16%	13%	13%
Chapter networking opportunities	36%	35%	32%
Chapter website	20%	16%	21%

Your Chapter's FY15 Percentage



The percentages in Table B1 will add to 200% because the results of the two questions in Table B2 are added together.

Table B2: Improving your chapter	If you could select one service to improve in your HFMA chapter, which would it be?			If you could select one more service to improve in your HFMA chapter, which would it be?		
	Washington-Alaska Chapter		All Chapters	Washington-Alaska Chapter		All Chapters
	FY15	FY14	FY15	FY15	FY14	FY15
The educational topics addressed at chapter programs	18%	28%	26%	29%	21%	21%
The speakers at chapter programs	7%	6%	9%	5%	7%	13%
The location of chapter programs	24%	20%	20%	16%	23%	14%
The chapter's coverage of state and regional issues	17%	15%	13%	12%	17%	18%
Chapter newsletter	6%	5%	5%	10%	7%	8%
Chapter networking opportunities	18%	21%	17%	18%	14%	15%
Chapter website	10%	5%	10%	10%	11%	10%

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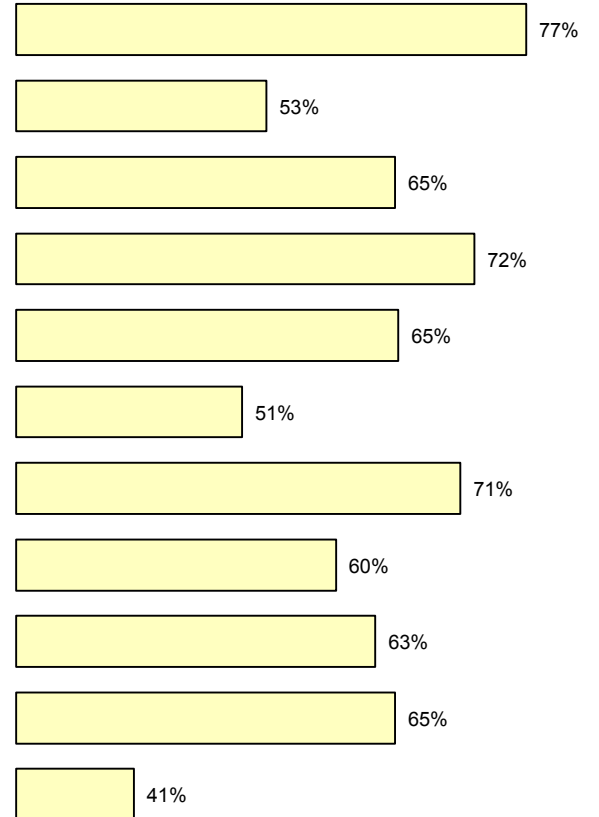
Topics of Interest to Your Members

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table C: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY15		
	Low	Middle	High
Trends and outlook for local healthcare industry	5%	18%	77%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	17%	29%	53%
Trends in commercial payment	8%	27%	65%
Emerging provider payment and delivery models	6%	21%	72%
Data analytics and business intelligence	12%	22%	65%
Service line and clinical department financial planning	14%	35%	51%
State legislative and regulatory update	5%	23%	71%
State Medicaid program	17%	23%	60%
Local payors and employers response to healthcare reform	12%	25%	63%
Payor and provider collaboration	10%	25%	65%
Managing financial and patient communication impacts of high deductible health plans	18%	41%	41%

Your Chapter's High Interest



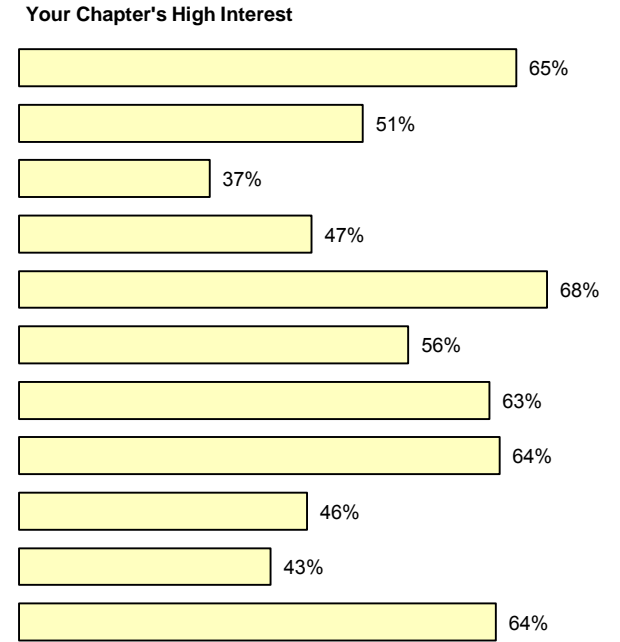
**Healthcare Financial Management Association
HFMA Chapter Survey (FY15)
Washington-Alaska Chapter**

Topics of Interest to Your Members (continued)

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest

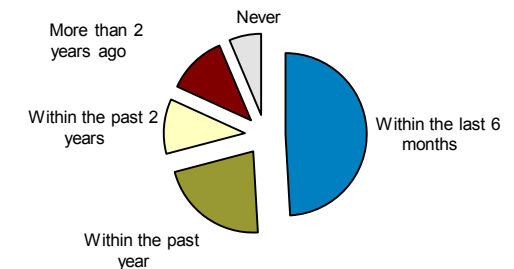
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY15		
	Low	Middle	High
Bundled payment reimbursement methodologies	12%	22%	65%
Accounting and financial reporting	18%	31%	51%
Front end cash and data collection processes	33%	30%	37%
Denial and underpayment prevention and management	20%	34%	47%
Changes in Medicare reimbursement policies	12%	20%	68%
Compliance with Medicare regulations	10%	34%	56%
New technologies in finance, revenue cycle, and clinical-financial integration	9%	28%	63%
Bending the healthcare cost trend	14%	22%	64%
Leadership communication skills	17%	37%	46%
Implementing the conversion to the ICD-10 standard	21%	36%	43%
Clinical and financial collaboration strategies	12%	24%	64%



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Washington-Alaska Chapter
	FY15
Within the last 6 months	49%
Within the past year	22%
Within the past 2 years	11%
More than 2 years ago	12%
Never	6%



Healthcare Financial Management Association
HFMA Chapter Survey (FY15)
Washington-Alaska Chapter

If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	210	I am not aware of an emphasis to coverage state or regional specific issues. However I am glad it is listed for evaluation and would endorse continued emphasis.
< 6 months	554	I wish the Alaska WA/AK Annual Conference could have as diverse a selection of topics as the WA - i.e., I noted they had a session on CAHs, which I would be interested in. Maybe there has been one up here, but I don't recall. A year or more ago there were roadshows, which I thought were a great idea because I felt Alaska was receiving more education. I don't recall there being any recently. Maybe I missed the notice.
< 6 months	980	Educational topics and networking events have significantly improved over the past couple of years. There is however always room for continued pursuit of new and relative information with speakers who are experts.
< 6 months	980	Obviously you can not locate all of the meetings in Western Washington. Newsletter, don't always read it mainly due to time constraints
< 6 months	980	The location of the chapter meetings can be challenging.
< 6 months	981	At times the sessions can be too broad and there are also times when session can be too specific. I realize it is hard to strike the right balance and I think the chapter does a pretty good job at addressing this. I am interested in seeing sessions that really talk about what we are all doing linked with metrics to show how what we are doing is driving positive results. Showing key MAP metrics for our area's members and learning from those who are at higher level would be very beneficial. Even if all members are not officially using MAP, perhaps some data could still be gathered across the membership from those who want to participate?
< 6 months	982	Consider something north of Seattle for once, in Snohomish county or even further north.
< 6 months	983	it's always a challenge to balance the sessions and educational topics towards your membership which includes CAHs, large health systems, vendors, etc...saying that I think the programs do a great job of balancing!
< 6 months	985	I really can't complain as most of the education is offered in Washington state and our hospital is only allowing in state travel for education at this time.
< 6 months	985	In general, there seems to be very little networking. While there are fun things like the Mariners game and goldfish races, those aren't necessarily opportunities to mingle and get to know a lot of people at an event. I've been very impressed at how welcoming the chapter leaders have been at welcoming new members like myself, but it would be great to see more opportunities to mingle and mix. Take that with a grain of salt as I am a vendor and perhaps the provider members are more interested in education.
< 6 months	985	Need more hospitality suites. Once per year is not sufficient.
< 6 months	991	While some speakers are great, others are only so-so. I feel as though the chapter is struggling to find speakers for numerous conferences and then break-outs at those conferences. I would prefer to attend fewer conferences that have higher quality presentations.

Healthcare Financial Management Association
HFMA Chapter Survey (FY15)
Washington-Alaska Chapter

If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	992	The chapter newsletter is not interesting, the articles are very generic and I typically just scan through very quickly.
< 6 months	993	Location: How about Ellensburg or Wenatchee? Easy to get there for all members.
< 6 months	993	The meeting dates and meeting locations should be set in advance and put on our website so I can book out my calendar years in advance.
< 6 months	995	Would be nice if we could have more than one event in AK annually, even if it's just a half day seminar that local members could attend
< 6 months	996	Locations: not expensive resorts, not significant driving distance from Seattle airport would be preferable / /
< 6 months	997	It is hard being lumped with WA when you live in AK the issues are different and it is too far to travel for educational opportunities. I think our chapter is doing great trying to address these issues, but they are still an issue
< 1 year	454	I would like to see more regional and national speakers at the chapter educational programs. I feel like we already do a good job networking with each other, so what would be helpful to me is to have folks from outside to help us consider what good ideas may have worked elsewhere around the country that we may want to introduce into our state. / / Also, in terms of location, I think the chapter does a good job balancing west & east side of the state for the 2-3 day meetings, but I've noticed that there is often a 1-day meeting hosted on the west side of the state; it would be nice to have similar 1-day meetings on the east side as well.
< 1 year	941	There is only one event a year worth going to, which is the February event. None of the others are well-attended, mostly due to location.
< 1 year	980	Educational Topics are generally not geared to CFO level
< 1 year	981	I haven't been as active in the chapter programs as I would like so I don't fee that I can speak to them yet.
< 1 year	982	It would be useful for me if there were more topics in the quality of care arena, cost of care, and outcome measures as these are the areas that decision support personnel, including financial analysts, are going to have some responsibility for as we move forward.
< 1 year	993	I WOULD LIKE TO GET NOTICES OF CHAPTER MEETING A MOTH BEFORE FOLLOWED BY A REMINDER. I GET SO BUSY THESE DAYS IT IS EAZY TO FORGET A DATE THAT COMES IN TOO EARLY.
< 2 years	980	I would find it very interesting to have an educational session or panel discussion on best practices for long range financial/operational planning around ITS projects. I'm sure there is a lot of variation in the process between different hospitals or networks and it would be interesting to hear how it is managed at organizations who believe they have found an effective model for meeting their organization's ITS needs as well as their budgetary needs.
< 2 years	983	I have been unable to participate in chapter activities this past year due to being both the Acting CEO and CFO for our organization. I n the past when i have participated in chapter activities I have found them to be excellent in terms of speakers, presentations, and opportunities to network with others.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
< 2 years	984	I would like to see more regular meetings. Perhaps like a monthly meeting with some chapter business and a topical speaker. At one for the Puget Sound area as I think you could get enough people to show.
< 2 years	984	Need more scholarships. Budget cuts are affecting my ability to attend per travel and tuition expenses. Makes remote CPE more appealing from national level. Can local chapter offer free courses as webinars instead? Can we get an update of the membership trends? this includes meeting attendance and is it better than the past years or getting worse? what is the chapter doing about it either way?
< 2 years	991	I don't think the chapter is doing anything less than average, however since I work with a CAH hospital, I'd love to see more topics regarding Critical Access. I do realize however, that I'm the minority, so I still find all of the information provided to be useful and informative and have no direct complaints about the content provided, or the locations of the programs.
< 2 years	992	Priorities at work have made it difficult to participate in HFMA activities. Love the webinars but it's challenging to get to Seattle for meetings. There was an event in Spokane (where I live), unfortunately it occurred while I was on vacation. I was disappointed I wasn't able to attend - but that was my issue and not HFMA's.
> 2 years	035	I feel that the chapter is less than active. I don't recall receiving news letters on a regular basis, or getting notices about meetings. Most of the meetings & one-day conferences have topics that are irrelevant to the type of facility where I work and/or position (Revenue Cycle). They also generally have a cost associated with them which the not-for-profit that I work for won't pay for particularly since the topics at these meetings/conferences are generally not relevant for us. Additionally, the few chapter meetings that I have even been aware of are extraordinarily inconveniently located and/or at bad times of month (month end) or of day.
> 2 years	474	I have not been to HFMA meeting as my budget has not let me do so this year. Using the websites and getting the information I love it. I really like the educational things on the website also.
> 2 years	731	Vancouver, WA
> 2 years	980	In the past, I do not think my job supported my attendance at the meetings. Under new management, I think more of our office will be encouraged to attend local chapter events, not sure if that will include me or not. But this is why many of my answers are "don't know"
> 2 years	985	As an issuer of tax exempt health care bonds, I find that the educational programs are indirectly related to what we do. I do enjoy attending some of the meetings as it keeps me up to date on issues affecting our industry as a whole and provides networking opportunities.
> 2 years	986	Being in SW WA, many of the events are North or East, which is not as convenient. And in some ways, our business is tied to Oregon being on the boarder. I have not had the opportunity to participate much with the WA chapter.
> 2 years	993	I just haven't had the time or hospital financial support to attend meetings for the last four or five years

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

If you have rated your chapter as less than extremely satisfied, please tell us how we can improve. Please suggest better locations if location is an issue for you.

Time since last attended an educational event	Zip Code first three digits	Comment
Never	981	To be honest I didn't even know a Chapter existed until the invitation to the One Day Conference. Hopefully there are more of them but not at the end of the year. There is no time at all during this period for anything but year end updates and pricing for me.
#N/A	981	Near Seattle
#N/A	995	Local meetings in Alaska as well as networking opportunities.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

Please describe any other topics that you would like to see your HFMA chapter address this year.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	980	Change management - particularly dealing with the constant level of change in the industry
< 6 months	981	How the ACA has impacted care for the poor; What is the role of religion in health care delivery systems and attendant regulations
< 6 months	981	I think the topics noted above under Issues of Local Interest and Local Perspective on Topics of National Interest are good ones. I didn't see word "quality" noted in any of the topics, so would just ask that quality / clinical quality be a part of the topics when appropriate / applicable.
< 6 months	993	Affect of large increases of Medicaid on a health system both financial and operational
< 6 months	995	Acquisition evaluations
< 6 months	995	Cost accounting methodologies
< 6 months	996	Leadership development: how to build a strong, effective team; inclusive leadership; effective mentoring
< 2 years	984	Government Programs emerging like PQRS, Meaningful Use, Value-Based Modifiers, CPCI, ACOs, and quality reporting tracking done in each facility to avoid Medicare payment adjustments and meet requirements for receiving government incentives.
> 2 years	035	How Exchange payers differ from Medicaid & Commercial payers when it comes to billing (claims processing) for clinical & reference labs and the reimbursement of those tests.
> 2 years	731	Controlling Costs
> 2 years	986	the more you can have local organizations present what they are doing the more beneficial the educational session is. I think we should have more focus on ambulatory, medical groups, health plans, and post acute care issues.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

What would make your chapter's events so compelling that you would have to attend more frequently? Please also offer any other comments you would like to offer your chapter.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	210	Presentation on payment models. CMS and DSHS payment updates.
< 6 months	554	Offering local meetings - we can't fly to Washington. Perhaps look into the technology of virtual real-time participation. Several years ago there was a road show like that for special speakers. If we could participate in some of the WA meetings through webcams or something, that would be very good.
< 6 months	980	Exchange and Medicaid Changes
< 6 months	980	Less revenue cycle focus and hospital centric; more on physician group practices and financial technologies for financial management of health care organizations. What software suites are trending.
< 6 months	980	More vendor exhibit opportunities.
< 6 months	980	On line education sessions, where no travel and/or expenses are needed.
< 6 months	980	Periodically hearing from local leaders about what their organizations are doing to address reigning in healthcare costs - could be providers, payors, employers.
< 6 months	981	Great speakers and topics
< 6 months	981	One-day meetings tend to work better with my schedule, but these types of sessions do not work as well for networking time.
< 6 months	981	The programs offered have been very good
< 6 months	983	As a vendor, it's about access to decision makers, networking opportunities and the ability to learn their current challenges and solution opportunities.
< 6 months	985	I love that you serve food at the conferences, the vendors are always very nice, I think you do a wonderful job organizing these events and do not know what would help to attend them more frequently, maybe topics of interest to me.
< 6 months	985	Stop disparate treatment of members based on their place of employment.
< 6 months	985	Unfortunately the problem is location. I am from a rural hospital setting.
< 6 months	986	Great chapter, excellent board
< 6 months	991	Convenient location (doesn't have to be fancy or expensive) with high quality content and presentations.
< 6 months	992	More events held in or near Spokane.
< 6 months	992	More in Eastern Washington
< 6 months	993	Detail and reasonable "how to" approaches to revenue cycle practices, such as analytics, forms, processes that have real tangible results. Also, would be nice to have specific breakout sessions by core system users, such as Epic, McKesson, Cerner, etc.
< 6 months	993	Need more providers who discuss their concerns and are seeking solutions.

Healthcare Financial Management Association
HFMA Chapter Survey (FY15)
Washington-Alaska Chapter

What would make your chapter's events so compelling that you would have to attend more frequently? Please also offer any other comments you would like to offer your chapter.

Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	995	A local event with chapter leadership so we could get to know them better - realize the difficulty due to our location but it really keeps me from better more actively involved.
< 6 months	995	I have only been to two chapter events and both were well done. I think living in AK limits the events we can attend due to travel. Given our location the chapter does a good job of bringing in speakers for our annual meeting in Anchorage.
< 6 months	995	In Alaska and attending is limited to those in AK only.
< 6 months	996	More in Alaska. More leadership development focus. Lower cost venues. Scholarships to include all cost of travel & lodging.
< 6 months	997	If they were in AK or available via WebEx
< 1 year	980	It would be nice to have the meetings not occur during the first two weeks of the month due to month end close. Many of the 2 and 1/2 day conferences have been scheduled during month-end close and there is no way I would be able to attend. A case in point was last year when all of the former presidents were invited back....this occurred during month-end close.
< 1 year	981	Location
< 1 year	982	More compelling/relevant educational offerings.
< 1 year	982	More coverage of topics surrounding population health management, coordinated contracting efforts, and measuring quality outcomes against financial results.
< 1 year	983	Topics that are very pertinent to me.
< 1 year	993	KNOWING ABOUT THEM. NOTICES DO NOT ALWAYS MAKE IT THUR EMAIL.
< 2 years	574	These are personal reasons for not being able to attend some HFMA quarterly meetings. If this comment helps, great. If not, I understand you have many individual needs to consider. 1) I'm unable to attend quarterly meetings held during the first week of each month due to Month end close work requirements and unable to attend quarterly meetings held during May due to a cost report preparation deadline. It would be easier for me to attend the 2nd quarterly meeting after the first week of June.
< 2 years	983	When I return to the CFO role and not both CEO and CFO I will be more able to participate.
< 2 years	984	I think they are very compelling now ... I have just had conflicting priorities. I guess if there were more, it would be easier to find some to get to.
< 2 years	984	Tuition Scholarships. Travel Scholarships. Tuition and Travel Scholarships. More collaboration and awareness of quality programs and how they are interrelated to incentives and penalties by Medicare. Basic and intermediate education on ACOs and payment models and bundling by a good teacher, not a good speaker. Get more involved with health system and integrated delivery system issues, and not just "large" or "small" hospital issues. Bring a CMS representative in to discuss government programs and incentives.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15)
 Washington-Alaska Chapter**

What would make your chapter's events so compelling that you would have to attend more frequently? Please also offer any other comments you would like to offer your chapter.

Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	035	1.) Topics that are relevant to my position (revenue cycle analyst) AND the type of company I work for (blood center with Hemophilia clinic and both clinical and reference laboratory) - meetings that focus on large inpatient hospital networks are not relevant to the sort of business that I support. 2.) Location more central to the airport/downtown area / 3.) Affordability 4.) Timing - think middle of the month.
> 2 years	731	Location = Vancouver, WA & Free
> 2 years	980	As my other comment, at my employee level in my job, I have not been able to attend chapter events.
> 2 years	985	One day meetings that allow for travel time moved around the state.
> 2 years	986	It is about educational content, location, and # of CPEs.
> 2 years	993	I like the fact that you try to have at least one quarterly meeting a year in eastern Washington. If there were a meeting with a heavy emphasis or breakout session on compliance, insurance contracting strategies (difficult since the insurance industry has a lot of members in HFMA) and/or labor productivity monitoring which are my main responsibilities, it might be enough to justify the hospital sending me.

Healthcare Financial Management Association

HFMA Chapter Survey (FY15) - Provider/Payer Dataset

January 2015



Provider/Payer Responses Received:	92	
FY15 Overall Provider/Payer High Satisfaction:	62%	
FY15 Provider/Payer High Satisfaction is composed of:	26%	Very Satisfied
	36%	Extremely Satisfied

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 May 31, 2014.

Survey Timeline:

First email request with link to online survey sent on October 21, 2014.

Second email with link to survey sent to non-respondents on October 30, 2014.


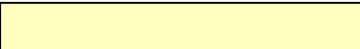
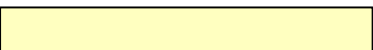
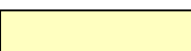
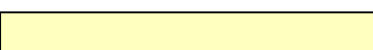
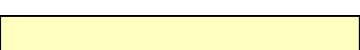
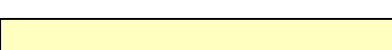
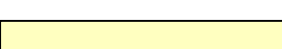
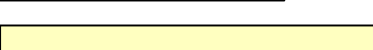
Third request to complete survey sent to non-respondents on November 6, 2014.

Final request to complete survey sent to non-respondents on November 13, 2014.

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15) - Provider/Payer Data Set
 Washington-Alaska Chapter**

Your Members' Satisfaction Ratings

Response Scale: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

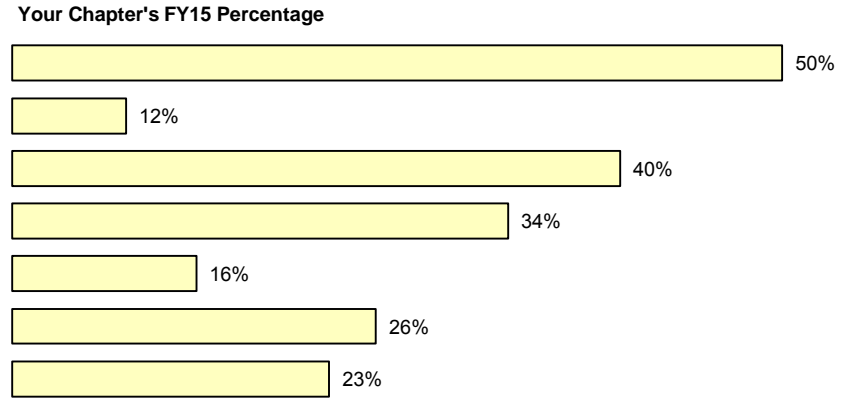
Table A: Satisfaction with chapter services How satisfied are you with the following services offered?	Washington-Alaska Chapter				All Chapters	Your Chapter's FY15 High Satisfaction
	FY15			FY14	FY15	
	Low	Middle	High	High	High	
The chapter educational programs overall	9%	34%	57%	57%	65%	 57%
The educational topics addressed at chapter programs	9%	30%	61%	52%	65%	 61%
The speakers at chapter programs	5%	33%	62%	57%	67%	 62%
The location of chapter programs	19%	35%	46%	47%	59%	 46%
The chapter's coverage of state and regional issues	8%	30%	62%	61%	66%	 62%
Chapter newsletter	9%	31%	60%	56%	65%	 60%
Chapter networking opportunities	14%	23%	63%	51%	61%	 63%
Chapter website	23%	23%	54%	54%	60%	 54%
HFMA chapter overall	7%	31%	62%	62%	69%	 62%

**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15) - Provider/Payer Data Set
 Washington-Alaska Chapter**

Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Washington-Alaska Chapter		All Chapters
	FY15	FY14	FY15
The educational topics addressed at chapter programs	50%	55%	50%
The speakers at chapter programs	12%	12%	21%
The location of chapter programs	40%	44%	37%
The chapter's coverage of state and regional issues	34%	38%	31%
Chapter newsletter	16%	11%	13%
Chapter networking opportunities	26%	26%	28%
Chapter website	23%	14%	20%



The percentages in Table B1 will add to 200% because the results of the two questions in Table B2 are added together.

	If you could select one service to improve in your HFMA chapter, which would it be?			If you could select one more service to improve in your HFMA chapter, which would it be?		
	Washington-Alaska Chapter		All Chapters	Washington-Alaska Chapter		All Chapters
	FY15	FY14	FY15	FY15	FY14	FY15
The educational topics addressed at chapter programs	18%	32%	27%	32%	23%	23%
The speakers at chapter programs	9%	6%	9%	3%	6%	12%
The location of chapter programs	24%	22%	23%	16%	23%	14%
The chapter's coverage of state and regional issues	21%	17%	13%	13%	21%	19%
Chapter newsletter	5%	5%	5%	11%	6%	8%
Chapter networking opportunities	10%	14%	13%	16%	12%	15%
Chapter website	13%	5%	10%	11%	9%	10%

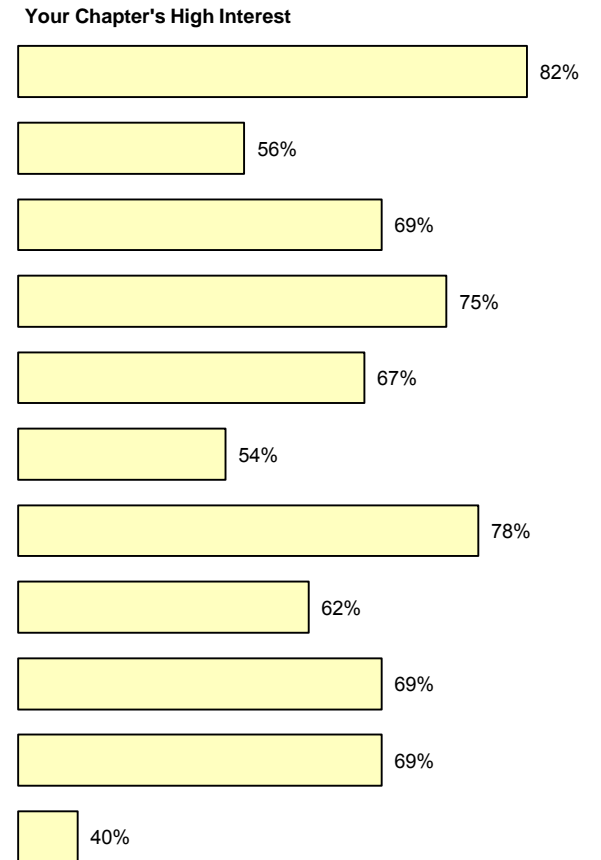
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15) - Provider/Payer Data Set
 Washington-Alaska Chapter**

Topics of Interest to Your Members

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table C: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY15		
	Low	Middle	High
Trends and outlook for local healthcare industry	4%	14%	82%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	14%	30%	56%
Trends in commercial payment	7%	24%	69%
Emerging provider payment and delivery models	5%	20%	75%
Data analytics and business intelligence	12%	21%	67%
Service line and clinical department financial planning	11%	35%	54%
State legislative and regulatory update	5%	18%	78%
State Medicaid program	15%	23%	62%
Local payors and employers response to healthcare reform	11%	20%	69%
Payor and provider collaboration	8%	23%	69%
Managing financial and patient communication impacts of high deductible health plans	18%	42%	40%



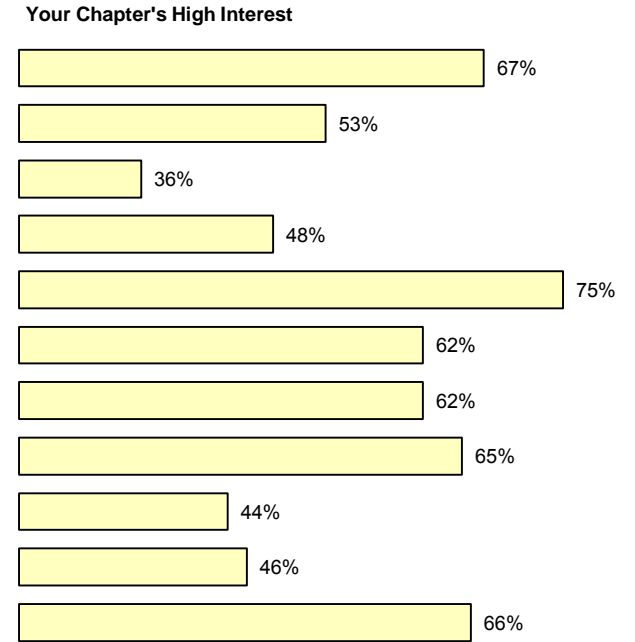
**Healthcare Financial Management Association
 HFMA Chapter Survey (FY15) - Provider/Payer Data Set
 Washington-Alaska Chapter**

Topics of Interest to Your Members (continued)

Response Scale: Low = No Interest & A Little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest

Table D: Local perspective on topics of national interest

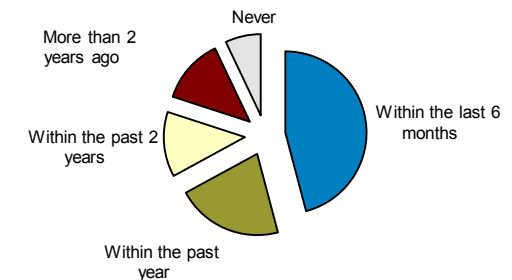
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY15		
	Low	Middle	High
Bundled payment reimbursement methodologies	12%	20%	67%
Accounting and financial reporting	17%	30%	53%
Front end cash and data collection processes	33%	31%	36%
Denial and underpayment prevention and management	18%	34%	48%
Changes in Medicare reimbursement policies	12%	13%	75%
Compliance with Medicare regulations	10%	29%	62%
New technologies in finance, revenue cycle, and clinical-financial integration	8%	30%	62%
Bending the healthcare cost trend	11%	24%	65%
Leadership communication skills	20%	36%	44%
Implementing the conversion to the ICD-10 standard	24%	30%	46%
Clinical and financial collaboration strategies	11%	23%	66%



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Washington-Alaska Chapter
	FY15
Within the last 6 months	46%
Within the past year	21%
Within the past 2 years	13%
More than 2 years ago	13%
Never	7%



**HFMA WA-AK Chapter
February 25, 2014
Strategic Planning Session
8:00 AM - 12:00 PM
Hilton SeaTac**

Strategic Planning Session Minutes

Attendees:

Peggi Ann Amstutz	Gary Bartlett	Grant Baumgartner
Jennifer Bergen	Athena Branshaw	Charlie Broan
Dirk Bunker	Jim Cox	Carla DewBerry
Linda Klute	Cathy LeMay	Josh Lewis
Rik Lewis	Tom Muller	Julie Nelson
Richard Nystrom	John Painter	Norma Pearce
Judy Sharma	Michael Smith	Sarah Springer
Cheryl Sullivan	Janet Walthew	Nancy Reiss
Craig Dawson	Paul Shillam	Janet Malbrey

1) Member survey results review led by Charlie Brown, President Elect

Charlie provided overview of DCMS requirements and expanded on the member survey, its importance, and how the chapter is going to focus on implementing plans for 1) Roadshows, 2) Social Events, 3) Membership retention and development, 4) Educational Programs.

How are we going to increase response rate?

- a) Design and implement a marketing campaign around Annual Member Survey
- b) Have live (not webinar) conference during the open response season and ask members to complete survey.
- c) A printout of the confirmation page can be exchanged for free conference registration.
- d) Use auto dialer campaign from one of our sponsor collection agencies.
- e) Ask members to block time in their calendar to complete.
- f) Document in Chapter Newsletter what leadership has identified in the survey and what improvements have been made based on the survey feedback
- g) Create a committee focusing on membership & survey.
- h) Hold an educational session during open survey season and set aside sometime for members to respond.
- i) Conduct Focus Groups from member survey results. Past Presidents may be able to assist. Focus groups were performed in the past and generally had very low attendance.

Suggestion was made to submit a Yerger application relating to the focus on member survey.

2) Implementation strategies for:

A. Roadshows - Peggi Ann

- What have we done in the past
 - Concept of roadshow is to present a deep dive into a subject matter.
- What worked/what didn't
 - Worked: Focused subject with experts presenting.

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- Didn't work: Communication could have been disseminated more in advance. People like as much notice as possible.
- What is our plan for the coming year
 - April/May: Tatum provides interim work resources and can present on how to prepare for recruiting, how to recruit, identifying what you like and what you don't like in staff.
 - June/July: Repeat Accounting 101 Roadshows
 - Co-present with vendors/providers
 - Use WSHA to promote our events
 - Build Alaska State ASHNA relationship and collaborate
 - Explore monthly Webinar Wednesday
 - Patient Accounting Forum via a monthly webinar
- What help do we need
 - Volunteers – facility, planning, agenda, speaker, promotion/reachout
 - Janet Malmberg volunteered Jeff Johnson from Hawes Financial for a presentation
 - Mike Smith volunteered to assist with reaching out
 - Rick Nystrom volunteered to assist in planning
 - Setup video conferencing
 - Providence Anchorage has volunteered to be a video conferencing site

B. Social Events - Charlie

- What have we done in the past
 - Mariners
 - First Annual Golf Tournament
 - Created a scholarship fund from Golf Tourney profits
- What worked/what didn't
 - Offer favorable pricing at Social Events for Provider attendees
- What is our plan for the coming year
 - Topic for CFO Dinner
 - Ask CEO's to nominate recipients of scholarship funds from Golf tourney
 - Mariner's Game
 - Gold Mountain Golf Tournament
- What help do we need
 - John Painter volunteered to promote events
 - Cathy LeMay and Janet Malmberg volunteered to coordinate assigning scholarship recipients with a task. Note that scholarship recipients should be required to attend LCC
 - Planners across the state to come up with social event ideas for eastern WA and AK and carry them through – possible events: AK dog sledding, Hockey

C. Membership retention and development - Charlie

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- What have we done in the past
- What worked/what didn't
- What is our plan for the coming year
- What help do we need
 - Mike Smith volunteered to coordinate a campaign to increase membership. Some of the ideas were:
 - Donating miles to assist providers with travel
 - Donate free registrations
 - Give away memberships/registrations
 - Volunteer Coordinator – review membership list and make list of those to personally call and invite to join committee's (Kentucky has Volunteer Coordinator position/information)
 - Promote Value of HFMA (See ppt on National website)
 - Develop Provider Member outreach strategy to invite to Education sessions
 - Janet Malmberg & Paul Shillam volunteered to coordinate reaching out to C-level to educate them on what HFMA brings to their organization
 - Assistance with reaching out to HFMA non-renewal list
 - Member get a Member
 - Reach out to members who haven't attended in a while
 - Cathy, Charlie, Julie volunteered to link students to tasks, involvement
 - Mentor program

D. Educational programs - Rik and Janet

- What have we done in the past
 - Notable speaker such as Free Lee, Disney
 - Build a full Friday (3rd day) education during February meeting
- What worked/what didn't
 - Last year extending the Friday in February with Lucy Savage didn't work
 - Dr. Goss and Lori Mitchell worked well
- What is our plan for the coming year
 - Focus on local issues
 - Collaborations/Speakers like Dr. Goss and Lori Mitchell
 - Get feedback on breakout sessions versus general session
 - Define support/management for the Alaska meeting
 - Support committee chairs
- What help do we need
 - Notifications/marketing
 - Save the Date – 3 months prior
 - Develop list of members NOT attending sessions and call to see why they are not attending
- Suggestions

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February 25, 2014
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- Post evals in newsletter
- Be more involved in AK education planning
- Send presentation link to those that didn't attend
- Change survey to ask "What was the takeaway to your organization?"
- Look at meeting schedule...should we keep them 3 days?
- Visitor's pass to check out conference