

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY14)

January 2014



**Sample Size:** 702  
**Responses Received:** 114  
**Response Rate:** 16%

**FY14 Overall High Satisfaction:** 60%  
**FY14 Overall Balanced Scorecard Target:** 60% or 5% Improvement over FY13

**FY13 Overall High Satisfaction:** 62%  
**Favorable/Unfavorable FY13 to FY14:** -2%

**FY14 High Satisfaction is composed of:** 28% **Extremely Satisfied**  
32% **Very 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, 2013.

### Survey Timeline:

First email request with link to online survey sent on October 29, 2013.

Second email with link to survey sent to non-respondents on November 7, 2013.

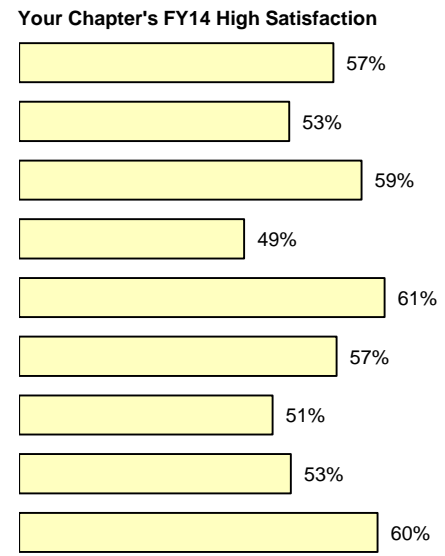
Final request to complete survey sent to non-respondents on November 12, 2013.

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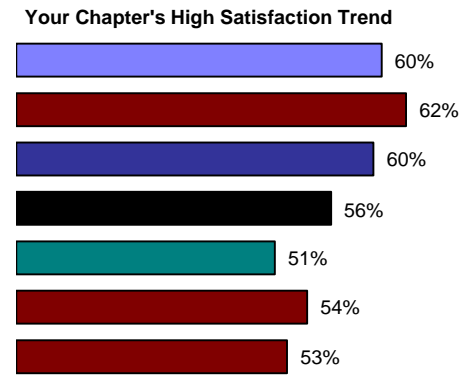
**Your Members' Satisfaction Ratings**

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
	FY14			FY13	FY14
	Low	Middle	High	High	High
The chapter educational programs overall	10%	33%	57%	62%	66%
The educational topics addressed at chapter programs	13%	35%	53%	62%	66%
The speakers at chapter programs	10%	31%	59%	64%	69%
The location of chapter programs	18%	33%	49%	49%	60%
The chapter's coverage of state and regional issues	12%	27%	61%	61%	67%
Chapter newsletter	9%	34%	57%	54%	66%
Chapter networking opportunities	20%	28%	51%	49%	62%
Chapter website	16%	31%	53%	50%	60%
HFMA chapter overall	7%	32%	60%	62%	69%



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



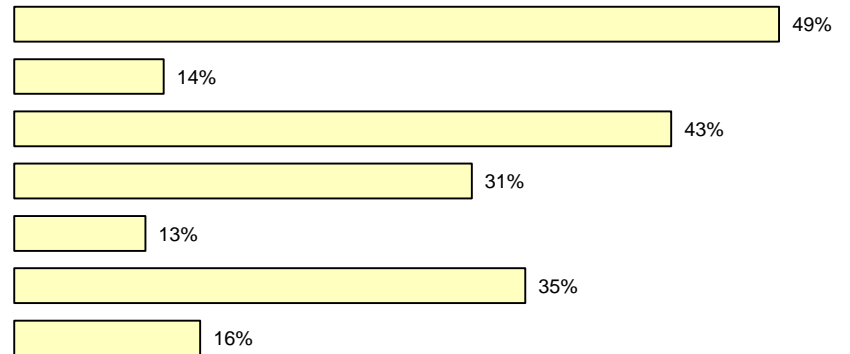
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**Services Your Members Would Most Like to Improve**

**Table B1: Improving your chapter**

Combination of the top two services to improve your HFMA chapter	Washington-Alaska Chapter		All Chapters
	FY14	FY13	FY14
The educational topics addressed at chapter programs	49%	43%	46%
The speakers at chapter programs	14%	14%	23%
The location of chapter programs	43%	43%	35%
The chapter's coverage of state and regional issues	31%	34%	31%
Chapter newsletter	13%	17%	14%
Chapter networking opportunities	35%	34%	30%
Chapter website	16%	15%	22%

Your Chapter's FY13 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
	FY14	FY13	FY14	FY14	FY13	FY14
The educational topics addressed at chapter programs	28%	23%	26%	21%	21%	21%
The speakers at chapter programs	6%	6%	9%	7%	8%	13%
The location of chapter programs	20%	28%	21%	23%	14%	14%
The chapter's coverage of state and regional issues	15%	14%	13%	17%	20%	18%
Chapter newsletter	5%	8%	5%	7%	9%	9%
Chapter networking opportunities	21%	19%	16%	14%	15%	14%
Chapter website	5%	3%	11%	11%	12%	11%

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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

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter			Your Chapter's High Interest
	FY14			
	Low	Middle	High	
Trends and outlook for local healthcare industry	6%	20%	<b>74%</b>	74%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	15%	32%	<b>53%</b>	53%
Trends in commercial payment	7%	32%	<b>60%</b>	60%
Alignment strategies among healthcare providers	8%	34%	<b>58%</b>	58%
Data analytics and business intelligence	10%	25%	<b>64%</b>	64%
Strategic planning, business plans, and service line planning	9%	35%	<b>56%</b>	56%
State legislative and regulatory update	6%	22%	<b>73%</b>	73%
State Medicaid program	8%	25%	<b>68%</b>	68%
Local payors and employers response to healthcare reform	6%	28%	<b>66%</b>	66%
Payor and provider collaboration	8%	22%	<b>71%</b>	71%
Impact of insurance exchanges	2%	16%	<b>82%</b>	82%

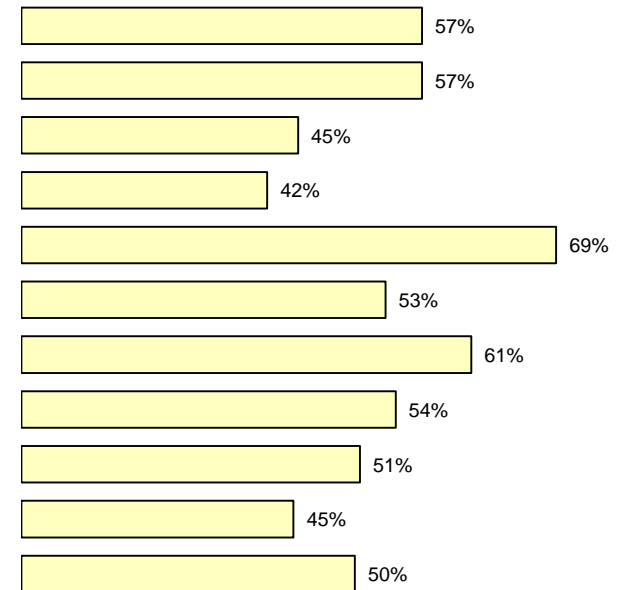
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**Topics of Interest to Your Members (continued)**

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

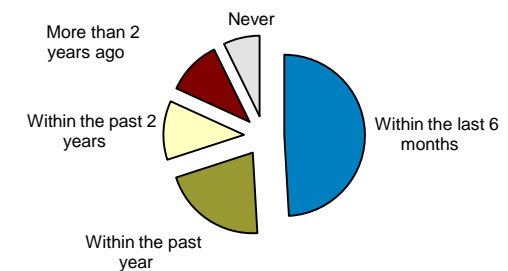
Table D: Local perspective on topics of national interest  Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY14		
	Low	Middle	High
Bundled payment reimbursement methodologies	11%	32%	57%
Accounting and financial reporting	12%	31%	57%
Improving cash collection processes	21%	34%	45%
Denial prevention and management	14%	43%	42%
Changes in Medicare reimbursement policies	4%	27%	69%
Compliance with Medicare regulations	8%	38%	53%
New technologies in finance, revenue cycle, and clinical-financial integration	10%	29%	61%
Managing productivity and costs	10%	36%	54%
Leadership skills	16%	33%	51%
Implementing the conversion to the ICD-10 standard	16%	39%	45%
Strategies for collaborating with clinical areas	21%	29%	50%

Your Chapter's High Interest



**Data about Survey Respondents**

Table E: Attending an education event	Washington-Alaska Chapter
When was the last time that you attended a chapter event?	FY14
Within the last 6 months	49%
Within the past year	21%
Within the past 2 years	12%
More than 2 years ago	11%
Never	7%



**Healthcare Financial Management Association**  
**HFMA Chapter Survey (FY14)**  
**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	980	Given how busy schedules have become, would like to see more 1 day or half day meetings
< 6 months	980	HFMA is generally hospital centric in its programming and perspective. There are a number of us members who work in multi-specialty physician group practices (still). Would find it of greater benefit to be more inclusive of the broader industry including, not only physician group practices (general and specialty), the other sectors of our industry who provide care; i.e., skilled nursing, hospice, home health, naturopathic groups, etc. Healthcare is much more than just "hospitals" and we need to be more inclusive.
< 6 months	980	I don't foresee rating anything in my personal experience as extremely satisfying, in or out of HFMA. You're doing as well as I could expect.
< 6 months	980	My Opinion, concerning location, with the economy and budget constraints , I heard many state that the cost going to Suncadia was a bit over the top.
< 6 months	980	We need more providers to attend.
< 6 months	984	Be nice to sink our teeth into some calculations of scenarios that accountants, analysts, directors of finance and CFOs can use. This could be on approach to meaningful use, analytics and tying financial, clinical, quality and operational data together, and management input of how to manage people, and real world dynamics like some stuff from crucial conversations.
< 6 months	985	Spokane events are too far away but I understand you're trying to make your presence throughout the state in order to reach all your members.
< 6 months	985	The newsletter needs more emphasis on chapter activities and chapter members, instead of being mostly technical articles. The website needs to be easier to navigate and much easier to update.
< 6 months	992	Better educational topics and speakers
< 6 months	992	I would like to attend more chapter events but the hotel prices need to be reasonable.
< 6 months	992	Setting the quality of healthcare bar and expectations in line with the resources that are available. Healthcare leadership demands are no where in line with reality. Cost reductions are usually achieved through reduction of force. Patient and families have a very high expectation of quality of service and rightly so because of the increase cost of care. There needs to be a balance of quality and resources to accomplish the goal. The "C" suite is in reaction mode, not creative mode. Too many under achievers and people in their comfort zone just hanging on.
< 6 months	992	Whenever it works to have events held in Eastern Washington, it is appreciated
< 6 months	993	Attendance is small. During the creation of the exchanges maybe we should have less meetings with more people. I did not think that CleElum was well attended, but the speakers were great!
< 6 months	993	Event locations are held in nearly all corners of the state, minimizing the division created by the Cascades. / The events, functions, educational opportunities continue to get better and better. There's more emphasis on CE and certification.
< 6 months	993	I like that the Chapter offers events at hospitals throughout the state.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	993	There are not enough providers coming to the conferences
< 6 months	995	More issues specific to Reimbursement, i.e., Cost Report, verifying payment strategies
< 6 months	996	I live in Alaska. More events here would be excellent. I know Roadshows are being planned & that will be a great improvement.
< 1 year	980	I have not been very active recently, so my feedback should be taken with a grain of salt.
< 1 year	982	Didn't realize there was a chapter website
< 1 year	985	Most of the educational learning opportunities are focused at a very high level executive view, it would be nice to have some that are more focused towards the end user professionals.
< 1 year	992	A bit more coverage of Medicare and Medicaid reimbursement issues would be helpful
< 1 year	993	Due to the larger health systems being on the Western and Northeastern parts of the state, it is a challenge for those in the Southeastern part to always travel to the larger chapter meetings. It would be nice to see some of the meetings held in other parts of the state to provide smaller providers an opportunity to attend without having the additional costs for travel and lodging.
< 1 year	995	Better locations. ANCHORAGE
< 1 year	995	Location will always be an issue for us in Alaska. A suggestion would be to offer webinars or online meetings so travel would not be issue. Our resources limit us to a single annual meeting in Anchorage but I know much more is offered to those in WA and would be interested in additional education opportunities.
< 1 year	995	More opportunities for education at reasonable cost rates or times throughout the year.
< 2 years	983	The rooms are very expensive at Suncadia. I haven't attended a meeting in a while... more an issue of schedule compared to quality. The meetings are generally very good.
< 2 years	991	Funding for attending Chapter Meetings to take advantage of educational opportunities is limited in our small hospital. Therefore, I usually cannot afford to attend, especially if it is located across the state. However, I've appreciated the free Webinar opportunities that have been offered/
< 2 years	993	Locations are rarely ideal, but that is just part of being a rural hospital. It does not make sense to hold meetings in rural locations that are hard for people to get to.
> 2 years	190	I have not knowledge as if now live with my daughter in PA. I hope you don't mind me staying as a member
> 2 years	980	Budget issues at my organization have severely limited my ability to participate in the last 5 years.
> 2 years	981	It's hard to answer the above because our chapter rarely has events, at least that I am aware of. I haven't been to a local HFMA event in two or three years. If our chapter is doing things in the Seattle area I am unaware of them. I can, however, say that the few chapter events that I have been to out by the airport in the old WAMU conference center have been very good.

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Time since last attended an educational event	Zip Code first three digits	Comment
> 2 years	981	Programs aren't specific enough for my area of specialization and my organization has not been paying for things lately. so it's the classic its not you, it's me...really
> 2 years	985	Timing of the meetings could be better. As finance folk having meetings scheduled the first two weeks of any month makes it impossible to attend.
Never	986	Closer to Vancouver Washington.
Never	993	I'd like to see more events in the Seattle or Walla Walla area of WA. Most interesting events seem to be in Alaska which prohibits my attendance. Also, most education topics seem rudimentary. Would like to see more on the implications of industry changes (be it healthcare reform, industry disruptions, or other). Would also like to see more advanced topics and sessions that provide tools to implement what we've learned.
Never	993	Topics for physician practices.



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**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	985	Cost Accounting
< 1 year	995	Compliance and rules. Denial trending. Decrease denials and increase revenue.
< 1 year	995	Cost accounting program similar to that offered at seminars in Chicago, etc.
> 2 years	981	How will ACA effect Charity Care - Should providers rethink current strategies to deal with all the high-deductible plans that are coming out. How do these types of plans effect charity care. What shape will charity care take moving forward and how to providers best deal with it. Especially since WA State mandates that hospitals have a charity care policy.
> 2 years	985	Gold standard and industry accepted definitions for hospital statistics for ancillary departments and inpatient and outpatient statistics.

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**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	980	Advanced notice of the events so I can hold places in my calendar
< 6 months	980	golf tournament was a good networking opportunity
< 6 months	980	I can't attend most events the first two weeks of the month due to close schedules at my company. Things close to Renton WA are the easiest to attend.
< 6 months	981	Topics as outlined in the survey.
< 6 months	981	webinar format is preferred to live setting.
< 6 months	982	My attendance is proscribed by my employer.
< 6 months	983	As a vendor, it's all about access to providers and ensuring the topics are relevant and motivate them to attend.
< 6 months	984	Revenue Cycle metrics for both Physician practices and Hospitals and give us more about MAP, rather than HFMA making hospitals pay for the benchmarks. Have a hospital system, ACTUALLY SHOW their real RCM results against real benchmarks for MAP. Health system sharing, not just hospitals, about what they are using for business intelligence trends, and give specific examples for specific audiences that are met. PQRS and Meaningful Use and Value Based Purchasing overlaps described and how a WA hospital system or hospital is doing IN DETAILS not high level, to address the need to incorporate government payment programs. Bundled payments - do like AMGA and have real examples and who is making it work and where is it failing. Career paths, have people share their career paths, why they took them, what were twist and turns, and why they are in healthcare finance, especially in light of widespread downsizing...don't just have vendors and consultants share on this one. I don't see a younger generation at all in this chapter. I am in lower 40s and seems that our chapter is mid 50s and up. Can we entice a younger generation to attend things who are not vendors and consultants? Have someone talk about higher degrees in healthcare, like MHA, MBA, and others.
< 6 months	984	The chapter has done a great job with reduced pricing for providers. Thank you.
< 6 months	985	It is more a problem of a meeting in Eastern WA that conflicts with my Board meeting. A meeting at Sea-Tac I can handle, but Cle Elum, Yakima, Chelan, etc. is more problematic. And it is just somehow wrong to have a meeting end on Wednesday. I am thinking of what to do over the weekend and then, "Oh, ****, I have to work 2 more days."
< 6 months	992	price for hotels
< 6 months	992	You are doing good!!!
< 6 months	993	The meetings are great, excellent topics, speakers, and locations. The cost is the only 'issue,' inexpensive yet reasonable accommodations are preferred. Our organization has frozen all travel and education, unless you are an MD, - money is tight.
< 6 months	993	Washington State Health Exchange updates with the OIC. The OIC and HCA seem to be at odds a lot. Lots of confusion between the two
< 6 months	995	As I mentioned, more Reimbursement related. Alaska related; because of geography, there is a lot going on for Washington, Alaska offerings are improving, and it is much appreciated.

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Time since last attended an educational event	Zip Code first three digits	Comment
< 6 months	996	1. Hold more events in Alaska. 2. Significant reduction in cost of attend events in WA through a work-attend exchange. Recommendation: "compensate" volunteers with significant cost reductions including hotel & airfare.
< 1 year	980	Budgetary issues are a problem in our company
< 1 year	982	Limited by Travel /Education Budget. For FYE 2014 they allotted me \$1350 but there could be a round of Budget cuts still to come so it may be less. Also, workload piles up when away at a conference. That can't be helped though...
< 1 year	982	While I really enjoy the breadth of overall knowledge shared at the chapter meetings, specific actionable items that could be taken back to the office for implementation would help justify time away from the never ending demands of work.
< 1 year	984	More advanced notice on the topics for each event so I can plan my work schedule.
< 1 year	995	Diverse topics and speakers. Too many topics relate to communication, trust, and other "how to get along" morale related items and not bringing in dollars or increasing financial stability.
< 1 year	995	LOCATION
< 1 year	995	Make chapter events available online
< 2 years	984	Increased discounts or free events-as employer is limited to budget for educational opportunities
< 2 years	991	I already would love to attend Chapter meetings more frequently. The expense, however, prevents that.
< 2 years	992	Having events in the Spokane area would make it easier to attend.
< 2 years	993	Content and continuing education credit for CPA license.
> 2 years	981	Fist, to know about them. Second to have them in the Seattle area (old WAMU conference center by airport was great in the past). Finally, have them be affordable so my company will pay. I really want to go to the Region 11 Symposium in January, but there is no way that my work will fork over \$1500 for me to go. They won't pay for anything more than \$300-\$350.
> 2 years	981	free, local (Seattle), and specific to payor contracting
> 2 years	985	Latter part of the month so you can attend.
> 2 years	986	Topics and location
> 2 years	995	More lead time in scheduling
Never	986	Location - Due to cuts in spending in healthcare industry looking for opportunities with little to no travel required.
Never	993	More convenient location and more advanced session topics.
Never	993	Topics
Never	995	new member and finding time is difficult right now