

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
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 Washington-Alaska Chapter

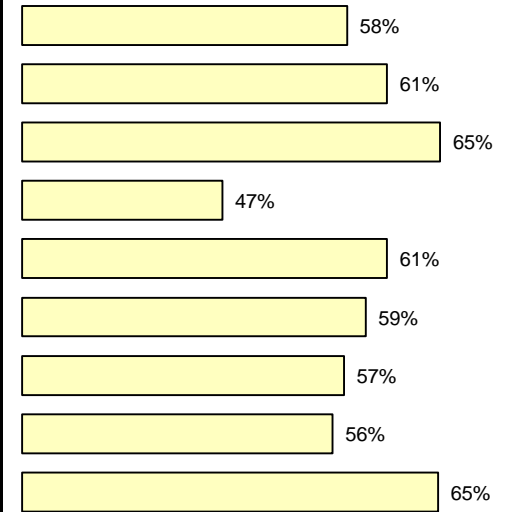
Your Members' Satisfaction Ratings

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

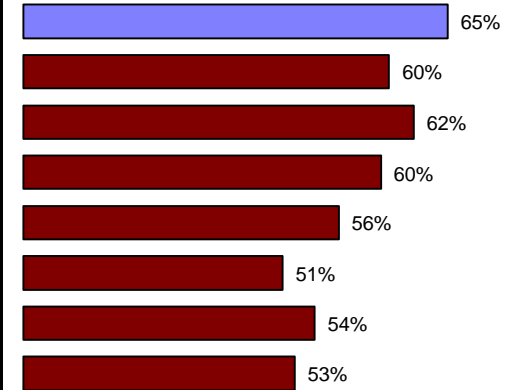
Table A: Satisfaction with chapter services

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%

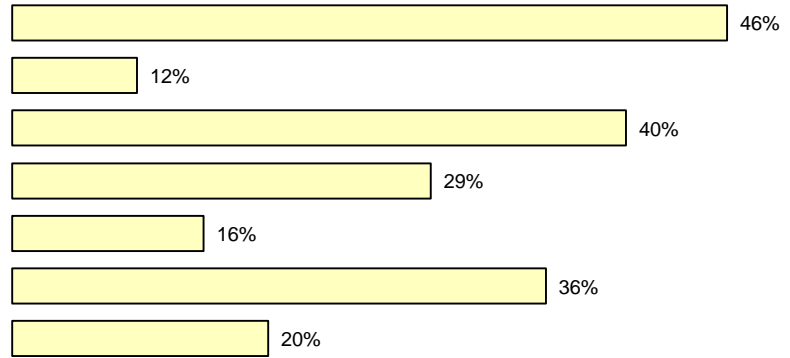
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Services Your Members Would Most Like to Improve

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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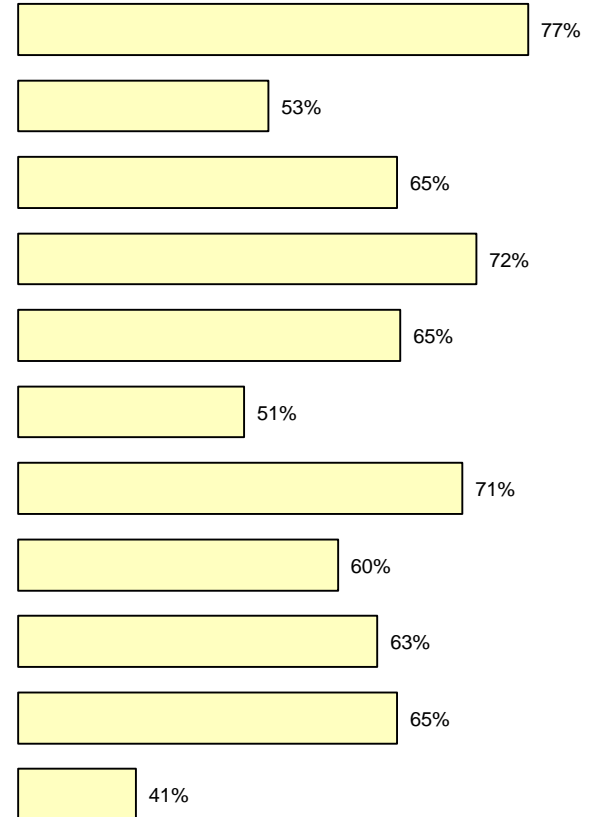
Topics of Interest to Your Members

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



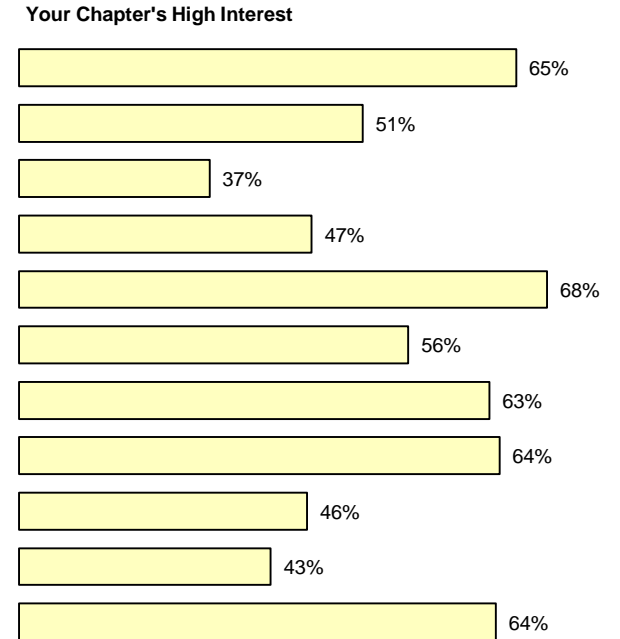
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Topics of Interest to Your Members (continued)

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

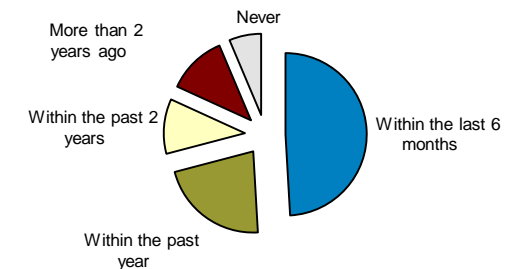
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Washington-Alaska Chapter		
	FY15		
	Low	Middle	High
Bundled payment reimbursement methodologies	12%	22%	65%
Accounting and financial reporting	18%	31%	51%
Front end cash and data collection 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%



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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.

