

Healthcare Financial Management Association

HFMA Chapter Survey (FY19)

January 2019



eastern michigan chapter

Sample Size: 551
Responses Received: 69
Response Rate: 13%

FY19 Net Promoter Score: 51
FY19 All Chapter Average Net Promoter Score: 46

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.

FY19 Net Promoter Score Benchmarks:

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
29	37	48	59	69

Your FY19 Net Promoter Score is composed of:

Detractors 9%	Passives 31%	Promoters 60%
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$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

detailed NPS information on page 2

Your FY19 combined Four and Five Star Rating-Chapter Overall: 85%

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 September 1, 2018.

Survey Timeline:

First email request with link to online survey sent on October 18, 2018.

Second email with link to survey sent to non-respondents on October 26, 2018.

Third request to complete survey sent to non-respondents on November 2, 2018.

A fourth and final request to complete survey sent to non-respondents on November 9, 2018.

Healthcare Financial Management Association
HFMA Chapter Survey (FY19)
Eastern Michigan Chapter

Net Promoter Score: an indicator of customer loyalty

Q1. On a scale from 1-10, how likely are you to recommend your chapter to a friend or colleague?											
	Detractors						Passives		Promoters		
	0	1	2	3	4	5	6	7	8	9	10
Count	0	0	0	0	1	1	4	8	13	13	27
Percent	0%	0%	0%	0%	1%	1%	6%	12%	19%	19%	40%
Overall	9%						31%		60%		
All Chapters	13%						29%		59%		

FY19 Net Promoter Score: **51**

All Chapters FY19 Average Net Promoter Score: **46**

The average Net Promoter Score = % Promoters - % Detractors. The highest Net Promoter Score is in the

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	Eastern Michigan 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%	2%	17%	29%	53%	50%	53%
Addressing the right issues and topics	0%	4%	18%	35%	43%	46%	43%
Locating events where I can access them	0%	0%	16%	40%	43%	49%	43%
Keeping me up to date on state and regional issues	0%	1%	15%	32%	51%	50%	51%
Providing connections to others in my field	0%	4%	24%	32%	40%	47%	40%
Providing easy access to information	0%	0%	18%	37%	46%	47%	46%
Chapter networking opportunities	0%	1%	15%	35%	49%	49%	49%
HFMA chapter overall	0%	0%	15%	41%	44%	51%	44%

Healthcare Financial Management Association HFMA Chapter Survey (FY19) Eastern Michigan Chapter

Top Topics: members asked to select their top three topics

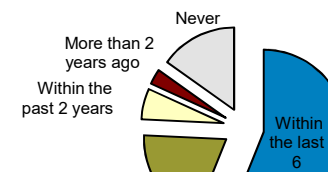
Your FY19 combined Four and Five Star Rating-Chapter Overall: **85%**

details of star ratings on page 2

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Eastern Michigan Chapter	All Chapters	
Profitability analysis by product or service line	17%	21%	17%
Accounting and financial reporting issues related to emerging payment models	35%	25%	35%
Improving front end revenue cycle processes	22%	23%	22%
Changes in Medicare reimbursement policies	31%	26%	31%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	23%	23%	23%
Improving the patient financial experience	20%	18%	20%
Negotiating contracts with value based payment mechanisms	18%	15%	18%
Prevention and management of denials	11%	20%	11%
Operationalizing structures and processes to reflect changing payment models	23%	20%	23%
Business intelligence and data analytics	37%	31%	37%
State legislative and regulatory update	20%	23%	20%
State Medicaid program	11%	18%	11%
Local payors and employers response to ongoing changes in healthcare	22%	18%	22%

Attending an educational event

When was the last time that you attended a chapter event?	Eastern Michigan Chapter
Within the last 6 months	56%
Within the past year	20%



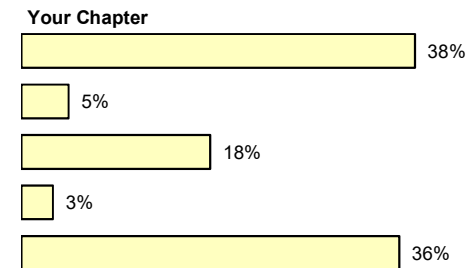
Healthcare Financial Management Association HFMA Chapter Survey (FY19) Eastern Michigan Chapter

Within the past 2 years	6%
More than 2 years ago	3%
Never	15%



Attendance Barriers

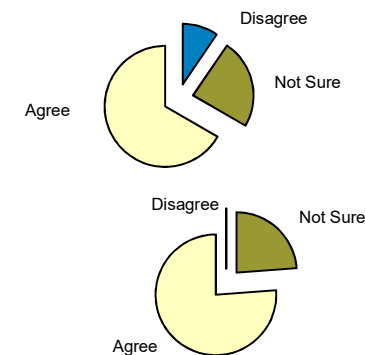
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Eastern Michigan Chapter	All Chapters
Event content not relevant to my job or misses the mark	38%	27%
The audience present does not support meaningful networking	5%	6%
The locations are not accessible to me	18%	22%
The quality of events does not meet expectations	3%	4%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	36%	42%



New Member* Perceptions

	Eastern Michigan Chapter	All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	10%	7%
Not Sure	24%	19%
Agree	67%	74%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	7%
Not Sure	24%	24%
Agree	76%	69%

Sample: 21 Percent of Respondents: 30%



* Questions presented to members joining from June 1, 2016 through September 1, 2018

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Eastern Michigan 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	480	Provider/Payer	They need to widen the focus from hospital based to other areas: ancillary and health plans needs.
Within the last 6 months	480	Provider/Payer	No longer received email information on upcoming events. Most events are hospital-centric. Little information for health plans, provider organizations More information on managed care, performance improvement, risk-contracting, compliance issues
Within the last 6 months	480	Provider/Payer	I receive most of the information I need on state and regional issues from MHA; very rarely through the chapter. Am I missing something? I've been to the website a couple of times for events (education and social), but they are not always up to date - so I quit going to it. I think it would be good to put all content on the website, then email the link to members once a month to see monthly events, newsletter or other articles, or blog.
More than 2 years ago	480	Provider/Payer	If I wrote the questions, one would be locating events WHEN I can access them. For calendar fiscal year employers the fall conference is really tough timing, always falling during key budget deadlines and I'm rarely able to attend. I like the program just not the timing.
Within the past year	480	Provider/Payer	I would love to see some events held closer to Detroit. Working for HFHS, it would be much more convenient and largely increase my ability to attend if something were located closer to Detroit (even Dearborn or Grosse Pointe would work). I'd also like to see more webinars as, although I love the in-person networking, I often don't have the time to travel or spend a 1/2 day at an educational event, so being able to participate in a webinar would be invaluable to me (and my staff).
Never	481	Provider/Payer	More online learning opportunities for those that can't make in-person
Never	481	Provider/Payer	More educational and networking events for early and mid-career professionals would be helpful. The events that I've seen have often been rather expensive and seem more targeted to later career professionals.
	481	Business Partner	I am retired and have not been active recently. Don't feel I am qualified to voice an opinion. I always enjoyed my membership in past years.
Within the past year	481	Provider/Payer	I do not hear much from HFMA about post acute settings. There is a lot of healthcare that happens outside the hospital or physician walls!
Within the last 6 months	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		
Within the past year	481	Provider/Payer	While topics for upcoming conference calls are good, without enough time to plan hard to place on my calendar
Within the last 6 months	481	Provider/Payer	Ability to search website more easily
Within the last 6 months	483	Provider/Payer	I would like more physician practice info. Most things seem to be tailored to hospital systems.

Your FY19 combined Four and Five Star Rating-Chapter Overall: 85%

details of star ratings on page 2

Healthcare Financial Management Association
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Eastern Michigan 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	480	Provider/Payer	Population Health,
Within the last 6 months	480	Provider/Payer	Physician Contracting
Within the last 6 months	480	Provider/Payer	Improving patient experience and the impact to the bottom line
More than 2 years ago	480	Provider/Payer	Physician financial relationships with hospitals/health systems; physician compensation models; financial implications of medical school and resident/fellow teaching programs on hospitals and health systems
Within the past year	480	Provider/Payer	Budgeting and forecasting processes/models How to maximize technological solutions
Within the last 6 months	481	Provider/Payer	Process Improvement Strategy, Diversity and Inclusion, Quality Payment Programs, Cost Savings Strategies
Within the past year	481	Provider/Payer	I would like to see more topic related to senior communities and SNF billing.
Within the last 6 months	483	Business Partner	Destructive innovations in the healthcare market, what's trending now and expectations for the future.
Within the past year	483	Provider/Payer	More post-acute care information (home health)
Within the last 6 months	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		
Within the last 6 months	483	Provider/Payer	How disruptive forces (companies, technology, consumerism) are changing the industry and how successful organizations can respond.
Within the last 6 months	492	Business Partner	Bad Debt Collections- The things you need to know.

Your FY19 combined Four and Five Star Rating-Chapter Overall: 85%

details of star ratings on page 2

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Eastern Michigan 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 last 6 months	480	Provider/Payer	Please see previous comments re: topics usually hospital/revenue cycle centric Move locations around - Trinity HQ is usually an hour drive
Within the last 6 months	480	Provider/Payer	Work gets in the way with excessive demands; work location too far to travel to site
Within the past year	480	Provider/Payer	Work schedule has not allowed
More than 2 years ago	480	Provider/Payer	Lack of time, competing priorities
Within the past year	480	Provider/Payer	Included in my answer to why I couldn't give the chapter a 5 rating.
Within the last 6 months	481	Business Partner	Sometimes it's just impossible to get away from work commitments to attend events.
Within the last 6 months	481	Provider/Payer	cost is the other barrier - I can't afford to attend most out of pocket and my organization only covers a few a year based on relation to my job
Within the past year	481	Provider/Payer	I am semi retired and have been on the go.
Within the last 6 months	481	Provider/Payer	Timing and Pricing
Within the past year	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		
Never	481	Provider/Payer	Newly enrolled
Within the past year	481	Provider/Payer	Time constraints. Calls work better than out of the office time.
Within the last 6 months	481	Provider/Payer	Cost is a barrier.
Within the last 6 months	481	Provider/Payer	Cost report season; month end close; etc.
Within the last 6 months	481	Provider/Payer	I attend unless my work schedule doesn't allow it or I'm on vacation
Within the last 6 months	481	Provider/Payer	my work schedule is a barrier
Within the last 6 months	481	Provider/Payer	it would be nice to have the option to attend thru online web presenting
Within the past year	481	Provider/Payer	I am in a building stage with a new role so my time is limited to attend.
Within the past year	482	Provider/Payer	Have more meeting Webinars that include a conference line. Hard to get away from the office with many meeting conflicts (Not enough drive time). Thanks.
Within the last 6 months	483	Provider/Payer	I'm not hospital system. Some still have things I can use but some I just don't feel is worth my time away from work.
Within the past year	488	Business Partner	Meeting conflicts

Your FY19 combined Four and Five Star Rating-Chapter Overall: 85%

details of star ratings on page 2

Healthcare Financial Management Association

HFMA Chapter Survey (FY19) - Provider/Payer Dataset

January 2019



eastern michigan chapter

Provider/Payer Responses Received: 55
Provider/Payer percent of all Responses Received: 80%

FY19 Net Promoter Score: 45
FY19 All Chapter Average Net Promoter Score: 46

FY19 Net Promoter Score Benchmarks:

The average American company scores far lower on NPS than our average chapter, while the highest rated

10th Percentile	25th Percentile	Median	75th Percentile	90th Percentile
29	38	48	58	73

Your FY19 Net Promoter Score is composed of:

Detractors 9%	Passives 36%	Promoters 55%
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Eastern Michigan Chapter

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Q1. On a scale from 1-10, how likely are you to recommend your chapter to a friend or colleague?												
	Detractors						Passives		Promoters			
	0	1	2	3	4	5	6	7	8	9	10	
Count	0	0	0	0	1	1	3	7	13	12	18	
Percent	0%	0%	0%	0%	2%	2%	5%	13%	24%	22%	33%	
Overall	9%						36%		55%			
P/P All Chapters	12%						29%		58%			

FY19 Net Promoter Score: **45**

P/P All Chapters FY19 Average Net Promoter Score: **46**

The average Net Promoter Score = % Promoters - % Detractors. The highest score is in the

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	Eastern Michigan Chapter					P/P All Chapters 5 Star	Your Chapter Percent 5 Stars
	1 Star	2 Stars	3 Stars	4 Stars	5 Stars		
Producing quality educational programming	0%	2%	15%	33%	50%	48%	50%
Addressing the right issues and topics	0%	5%	18%	40%	36%	46%	36%
Locating events where I can access them	0%	0%	20%	43%	37%	48%	37%
Keeping me up to date on state and regional issues	0%	2%	15%	35%	49%	51%	49%
Providing connections to others in my field	0%	5%	25%	31%	38%	49%	38%
Providing easy access to information	0%	0%	18%	42%	40%	48%	40%
Chapter networking opportunities	0%	2%	16%	36%	45%	50%	45%
HFMA chapter overall	0%	0%	15%	47%	38%	53%	38%

Healthcare Financial Management Association HFMA Chapter Survey (FY19) - Provider/Payer Dataset Eastern Michigan Chapter

Top Topics: members asked to select their top three topics

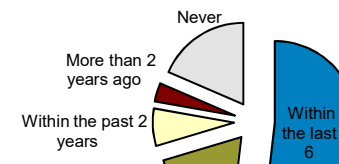
Your FY19 combined Four and Five Star Rating-Chapter Overall: 85%

details of star ratings on page 2

Please select your top three preferred topics from the list	Percent of time selected		Your Chapter
	Eastern Michigan Chapter	P/P All Chapters	
Profitability analysis by product or service line	19%	23%	19%
Accounting and financial reporting issues related to emerging payment models	36%	26%	36%
Improving front end revenue cycle processes	21%	22%	21%
Changes in Medicare reimbursement policies	32%	26%	32%
Compliance with Medicare regulations	11%	16%	11%
Managing and measuring the total cost of care	23%	24%	23%
Improving the patient financial experience	17%	17%	17%
Negotiating contracts with value based payment mechanisms	19%	15%	19%
Prevention and management of denials	11%	22%	11%
Operationalizing structures and processes to reflect changing payment models	25%	19%	25%
Business intelligence and data analytics	38%	31%	38%
State legislative and regulatory update	17%	22%	17%
State Medicaid program	11%	19%	11%
Local payors and employers response to ongoing changes in healthcare	21%	18%	21%

Attending an educational event

When was the last time that you attended a chapter event?	Eastern Michigan Chapter
Within the last 6 months	52%
Within the past year	19%



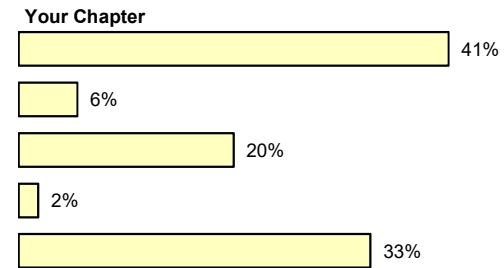
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Within the past 2 years	7%
More than 2 years ago	4%
Never	19%



Attendance Barriers

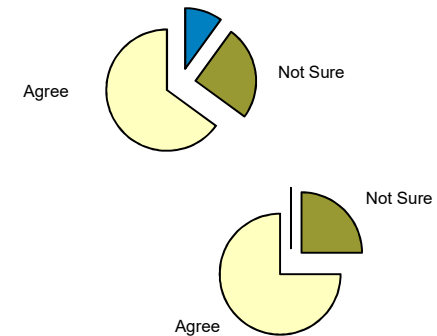
Which barriers prevent you from attending events more frequently?	Percent of time selected	
	Eastern Michigan Chapter	P/P All Chapters
Event content not relevant to my job or misses the mark	41%	41%
The audience present does not support meaningful networking	6%	23%
The locations are not accessible to me	20%	11%
The quality of events does not meet expectations	2%	9%
N/A: (I usually attend / live out of the area / I work in a different field / etc.)	33%	16%



New Member* Perceptions

	Eastern Michigan Chapter	P/P All Chapters
I received a personal welcome from my HFMA chapter		
Disagree	10%	7%
Not Sure	25%	19%
Agree	65%	75%
I understand how to become more engaged with my HFMA chapter		
Disagree	0%	6%
Not Sure	25%	25%
Agree	75%	69%

Sample: 20 Percent of Respondents: 29%



* Questions presented to members joining from June 1, 2016 through September 1, 2018