

Healthcare Financial Management Association

HFMA Chapter Survey (FY11)

January 2011



Sample Size:	200
Undelivered E-mail:	4
Final Sample:	196
Responses Received:	60
Response Rate:	31%
FY11 Overall High Satisfaction:	59%
FY11 Chapter Balanced Scorecard Target:	49%

Online survey conducted by HFMA on behalf of the chapter.

Sample selected from among those chapter members that are not listed as chapter officers or directors and have been HFMA members since at least May 31, 2010.

Survey Timeline:

Email announcement of survey sent on October 19, 2010.

First email request with link to online survey sent on October 28, 2010.

Second email with link to survey sent to non-respondents on November 4, 2010.

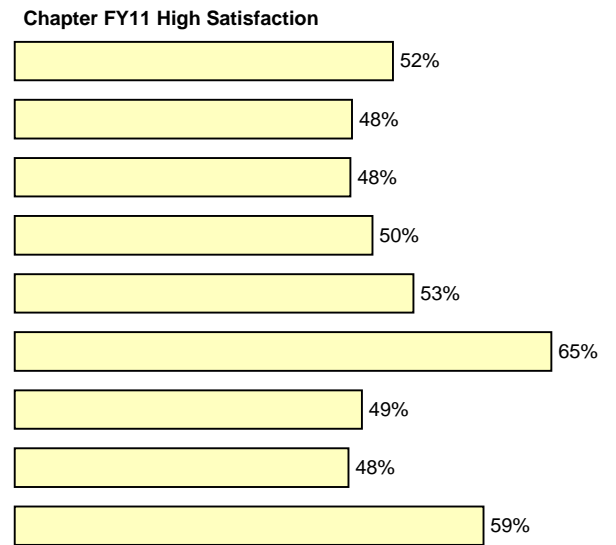
Final request to complete survey sent to non-respondents on November 11, 2010.

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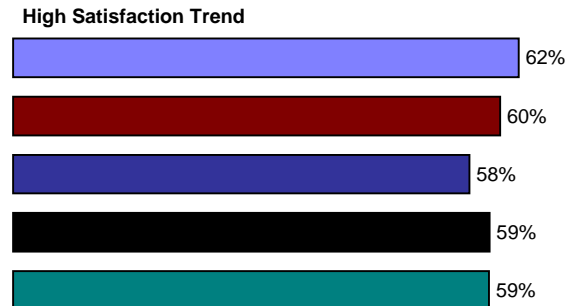
Your Members' Satisfaction Ratings

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?	Rochester Regional Chapter				All Chapters
	FY11			FY10	FY11
	Low	Middle	High	High	High
The chapter educational programs overall	6.9%	41.4%	51.7%	56.5%	57.8%
The educational topics addressed at chapter programs	8.6%	43.1%	48.3%	55.0%	56.8%
The speakers at chapter programs	5.6%	46.3%	48.1%	55.7%	59.2%
The location of chapter programs	11.7%	38.3%	50.0%	57.1%	52.5%
The chapter's coverage of state and regional issues	8.6%	37.9%	53.4%	57.1%	58.1%
Chapter member communications (e.g. newsletter)	5.0%	30.0%	65.0%	69.2%	63.1%
Chapter networking opportunities	14.0%	36.8%	49.1%	53.2%	55.1%
Chapter web site	10.0%	42.0%	48.0%	48.3%	52.8%
HFMA chapter overall	3.4%	37.3%	59.3%	59.4%	62.0%



Rochester Regional Chapter Overall - High Satisfaction Trend	FY04	61.8%
	FY06	60.3%
	FY08	57.7%
	FY10	59.4%
	FY11	59.3%



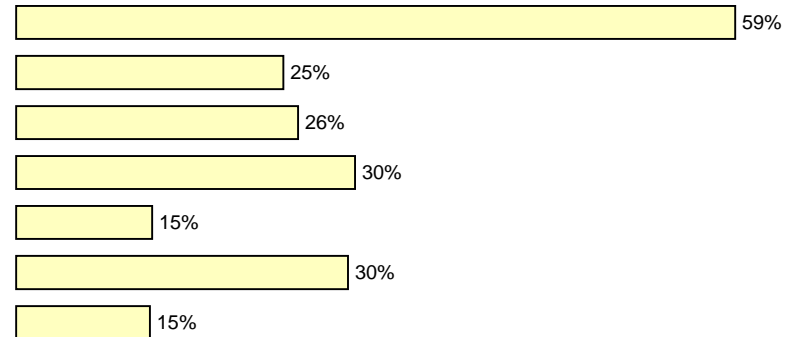
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Services your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Rochester Regional Chapter		All Chapters
	FY11	FY10	FY11
The educational topics addressed at chapter programs	58.7%	63.3%	49.0%
The speakers at chapter programs	25.0%	27.0%	24.2%
The location of chapter programs	26.1%	21.3%	32.3%
The chapter's coverage of state and regional issues	30.3%	34.3%	29.0%
Chapter member communications (e.g. newsletter)	15.2%	9.4%	15.8%
Chapter networking opportunities	29.8%	28.7%	30.7%
Chapter web site	15.0%	16.0%	18.9%

Chapter FY11 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 in addition to what you selected, which would it be?		
	Rochester Regional Chapter		All Chapters	Rochester Regional Chapter		All Chapters
	FY11	FY10	FY11	FY11	FY10	FY11
The educational topics addressed at chapter programs	41.1%	40.7%	28.2%	17.6%	22.6%	20.8%
The speakers at chapter programs	5.4%	11.9%	8.8%	19.6%	15.1%	15.4%
The location of chapter programs	14.3%	11.9%	18.3%	11.8%	9.4%	14.1%
The chapter's coverage of state and regional issues	10.7%	13.6%	13.0%	19.6%	20.8%	15.9%
Chapter member communications (e.g. newsletter)	5.4%	0.0%	6.2%	9.8%	9.4%	9.7%
Chapter networking opportunities	16.1%	13.6%	16.3%	13.7%	15.1%	14.4%
Chapter web site	7.1%	8.5%	9.2%	7.8%	7.5%	9.7%

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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:	Rochester Regional Chapter			Chapter High Interest
	FY11			
	Low	Middle	High	
Bundled payment reimbursement methodologies	15.0%	25.0%	60.0%	60%
Accounting and financial reporting	6.7%	35.0%	58.3%	58%
Growing self-pay component of healthcare	25.4%	42.4%	32.2%	32%
Denial management	39.0%	22.0%	39.0%	39%
Changes in Medicare reimbursement policies	13.3%	21.7%	65.0%	65%
Compliance with Medicare regulations	16.7%	23.3%	60.0%	60%
New technologies in finance, revenue cycle and clinical-financial integration	6.7%	23.3%	70.0%	70%
Managing productivity and costs	16.9%	37.3%	45.8%	46%
Leadership skills	20.0%	40.0%	40.0%	40%
RAC Audits	35.1%	33.3%	31.6%	32%
Strategies to succeed with healthcare reform	3.4%	22.0%	74.6%	75%

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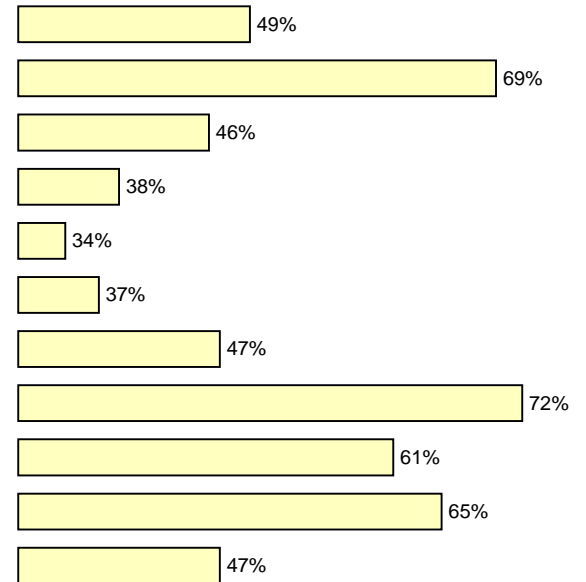
Topics of Interest to your Members (continued)

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

Table D: Issues of local interest

Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year.	Rochester Regional Chapter		
	FY11		
	Low	Middle	High
Using benchmarking data	18.6%	32.2%	49.2%
Trends and outlook for local healthcare industry	6.8%	23.7%	69.5%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement update	23.7%	30.5%	45.8%
Trends in commercial payment	20.0%	41.7%	38.3%
Benchmarking managed care contract performance	25.4%	40.7%	33.9%
Compliance with collections and bad debt regulations	30.0%	33.3%	36.7%
Strategic planning, business plans and service line planning	21.7%	31.7%	46.7%
State legislative and regulatory update	8.3%	20.0%	71.7%
State Medicaid program	8.5%	30.5%	61.0%
Local payers and employers response to healthcare reform	8.3%	26.7%	65.0%
Payor and provider collaboration	18.3%	35.0%	46.7%

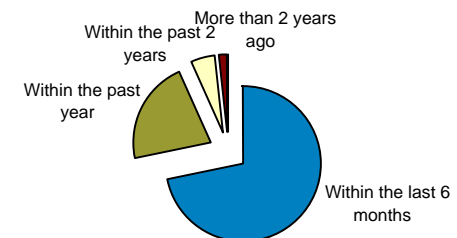
Chapter High Interest



Data About Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Rochester Regional Chapter
	FY11
Within the last 6 months	71.7%
Within the past year	21.7%
Within the past 2 years	5.0%
More than 2 years ago	1.7%
Never	0.0%



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If you have rated your chapter as less than extremely satisfied, please tell us how we can improve.

Time since last attended an educational event	Comment
< 6 months	Would like to see more financial reporting education.
< 6 months	Would like an online "library" of hot topics and info. as well as on-line educational programs to avoid 2+ hrs. of travel time to attend events...there just isn't enough time in the day to participate in everything I'd like to given the travel time.
< 6 months	Too many member communications. Too many emails. Consolidate and send ONE per week.
< 6 months	Please include more topics related to the health insurance side of the business. Most topics are currently geared toward hospitals.
< 6 months	need more long term care workshops
< 6 months	It would be helpful to have some educational topics related to Accounting for Healthcare issues that cover areas outside of revenue cycle.
< 6 months	It would be good to have some topics related to financial reporting. Over the next few years the United States will be using international standards of accounting vs. using GAAP and would be good to know how this will impact healthcare.
< 6 months	As a fairly new member (just over 1yr), I find it difficult to get engaged or take on responsibility. There doesn't seem to be any support for new members on how things are run or set-up. My impression of the organization was that I could network and get a little support to help further build my career. At this point, it only provides a nice opportunity for educational sessions.
< 1 year	more frequent educational sessions
< 1 year	A good portion of the educational programs appear more Billing related in nature. My department has a Billing Manager who does not report to me.
< 1 year	1) Perhaps a wider variety of programs, i.e. the HFMA webinars are excellent. 2) Have long-time, frequent members welcome new or infrequent members into the group. 3) Present half-day programs (?) \$) Perhaps more recruitment of people onto existing committees.

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Please name any other topics that you would like to see your HFMA chapter address this year. Be as specific as possible.

Time since last attended an educational event	Comment
< 6 months	Specific strategies for CAH reimbursement
< 6 months	more detailed cost report training- such as a mini Medicare bootcamp for a day, also specific items related the CAHs
< 6 months	Member development or Career Building.
< 6 months	Cost containment initiatives Lean initiatives - Clinical and Non
< 6 months	Accounting for fixed assets (FA). Latest technology for managing FA (inventory of existing, new purchases & retirement of FA).
< 1 year	Stay on top of Medicaid reform.
< 1 year	1) Purchasing: analysis and negotiation of better contracts 2) HR seminars 3) Preparation for ICD-10

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What would make your chapter's events so compelling that you would have to attend more frequently?

Time since last attended an educational event	Comment
< 6 months	Topics, location (Henrietta area helpful), speakers;
< 6 months	Topics that also involve the payer perspective.
< 6 months	topics of interest and time
< 6 months	The content of the educational programs and the networking opportunities
< 6 months	NYS Medicaid updates
< 6 months	more long term care education
< 6 months	More Healthcare topics outside of revenue cycle.
< 6 months	Location and topics
< 6 months	Information I can immediately put into place at work - i.e. HCRA Surcharge processes, things I can get info. on how my peers are handling processes.
< 6 months	If they pertained more to my job (cost accounting)
< 6 months	If the locations differed so that they were closer occasionally for down-state members of the region
< 6 months	have them be more than 1 or 2 hours long, as it makes getting out of work and a drive to Rochester not worth it unless 4 or more hours long
< 1 year	Timely and interesting subjects and great speakers
< 1 year	Not on a Friday
< 1 year	more technology focused events
< 1 year	Mon and Friday meetings. Mid week meetings are difficult for me to attend.
< 1 year	Change in location has curbed my attendance of late because I am not familiar with the new location and just haven't made the time to become familiar. Topics having significant direct impact are compelling.

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Please offer any other comment that you have for your chapter

Time since last attended an educational event	Comment
< 6 months	Looking forward to Alicia Moseley's leadership
< 6 months	Don't make the ICR road show so long and have the same topics covered over and over again. It should be a show to showcase what is new and what has changed, not how to file or what goes on what line (unless it is new). It just gets dragged out and half of the information doesn't pertain to the actual cost report.
< 1 year	It is a good organization.
< 1 year	Everyone does a very good job. I applaud everyone for their donation of volunteer time. And the newsletter is excellent