

Healthcare Financial Management Association

HFMA Chapter Survey (FY12)

January 2012



Sample Size:	190
Responses Received:	44
Response Rate:	23%
FY12 Overall High Satisfaction:	56%
FY12 Chapter Balanced Scorecard Target:	55%

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, 2011.

Survey Timeline:

First email request with link to online survey sent on October 25, 2011.

Second email with link to survey sent to non-respondents on November 3, 2011.

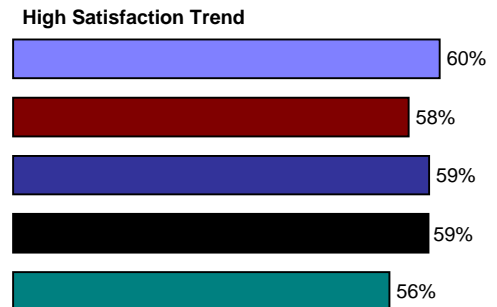
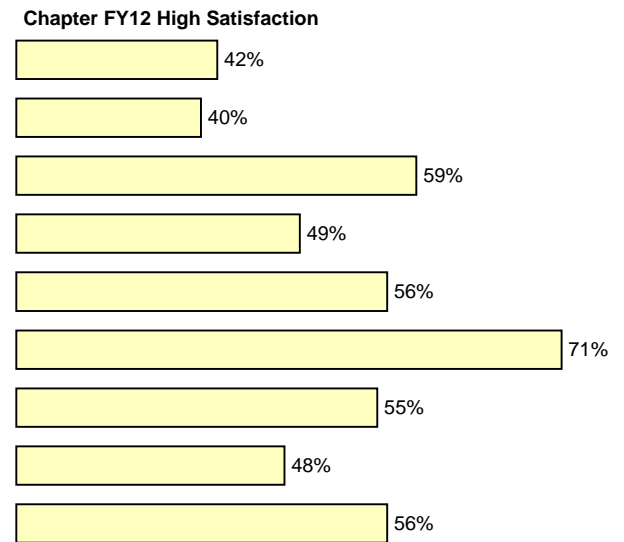
Final request to complete survey sent to non-respondents on November 10, 2011.

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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	
	FY12			FY11	FY12
	Low	Middle	High	High	High
The chapter educational programs overall	20.9%	37.2%	41.9%	51.7%	57.7%
The educational topics addressed at chapter programs	23.8%	35.7%	40.5%	48.3%	56.7%
The speakers at chapter programs	7.3%	34.1%	58.5%	48.1%	60.8%
The location of chapter programs	17.1%	34.1%	48.8%	50.0%	52.3%
The chapter's coverage of state and regional issues	14.6%	29.3%	56.1%	53.4%	58.1%
Chapter member communications (e.g. newsletter)	4.9%	24.4%	70.7%	65.0%	62.1%
Chapter networking opportunities	10.5%	34.2%	55.3%	49.1%	53.7%
Chapter web site	15.0%	37.5%	47.5%	48.0%	52.7%
HFMA chapter overall	14.6%	29.3%	56.1%	59.3%	62.2%



Rochester Regional Chapter - Overall High Satisfaction Trend	FY06	60.3%
	FY08	57.7%
	FY10	59.4%
	FY11	59.3%
	FY12	56.1%

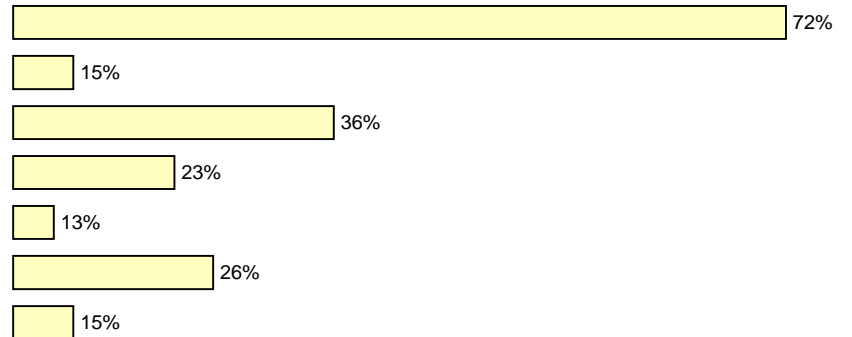
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Services Your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Rochester Regional Chapter		All Chapters
	FY12	FY11	FY12
The educational topics addressed at chapter programs	72.2%	58.7%	47.2%
The speakers at chapter programs	14.8%	25.0%	22.7%
The location of chapter programs	35.8%	26.1%	32.5%
The chapter's coverage of state and regional issues	23.0%	30.3%	29.9%
Chapter member communications (e.g. newsletter)	13.3%	15.2%	17.7%
Chapter networking opportunities	26.1%	29.8%	31.8%
Chapter website	14.8%	15.0%	18.2%

Chapter FY12 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
	FY12	FY11	FY12	FY12	FY11	FY12
The educational topics addressed at chapter programs	43.6%	41.1%	27.1%	28.6%	17.6%	20.2%
The speakers at chapter programs	7.7%	5.4%	8.2%	7.1%	19.6%	14.5%
The location of chapter programs	17.9%	14.3%	19.3%	17.9%	11.8%	13.2%
The chapter's coverage of state and regional issues	5.1%	10.7%	12.4%	17.9%	19.6%	17.5%
Chapter member communications (e.g. newsletter)	2.6%	5.4%	6.5%	10.7%	9.8%	11.2%
Chapter networking opportunities	15.4%	16.1%	17.7%	10.7%	13.7%	14.0%
Chapter website	7.7%	7.1%	8.9%	7.1%	7.8%	9.3%

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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
	FY12			
	Low	Middle	High	
Trends and outlook for local healthcare industry	10.3%	20.5%	69.2%	69%
Alignment strategies among healthcare providers	12.8%	30.8%	56.4%	56%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement Update	18.4%	21.1%	60.5%	61%
Payor and provider collaboration	15.8%	39.5%	44.7%	45%
Trends in commercial payment	15.4%	41.0%	43.6%	44%
State legislative and regulatory update	2.5%	25.0%	72.5%	73%
Using benchmarking data	17.9%	30.8%	51.3%	51%
Local payors and employers response to healthcare reform	12.8%	28.2%	59.0%	59%
State Medicaid program	7.5%	15.0%	77.5%	78%
Strategic planning, business plans, and service line planning	17.9%	38.5%	43.6%	44%
Compliance with collections and bad debt regulations	18.4%	42.1%	39.5%	39%

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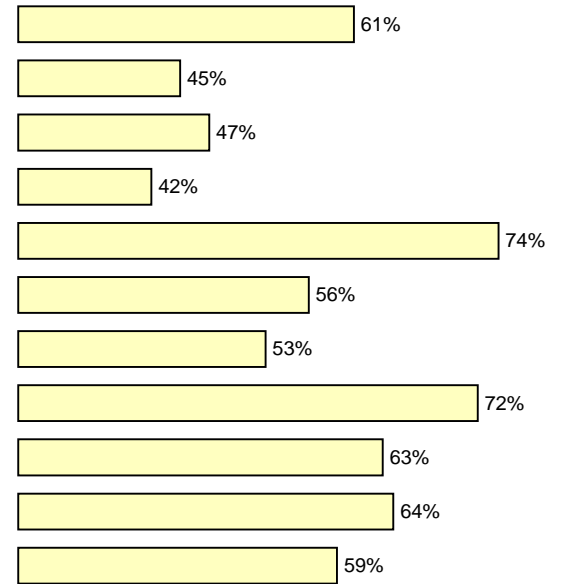
Topics of Interest to Your Members (continued)

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.	Rochester Regional Chapter		
	FY12		
	Low	Middle	High
Leadership skills	15.8%	23.7%	60.5%
Implementing the conversion to the ICD-10 standard	18.4%	36.8%	44.7%
Denial prevention and management	28.9%	23.7%	47.4%
Improving cash collection processes	18.4%	39.5%	42.1%
Preparing for healthcare reform	5.3%	21.1%	73.7%
Managing productivity and costs	17.9%	25.6%	56.4%
Accounting and financial reporting	22.5%	25.0%	52.5%
Changes in Medicare reimbursement policies	10.3%	17.9%	71.8%
New technologies in finance, revenue cycle, and clinical-financial integration	18.4%	18.4%	63.2%
Compliance with Medicare regulations	10.3%	25.6%	64.1%
Bundled payment reimbursement methodologies	7.7%	33.3%	59.0%

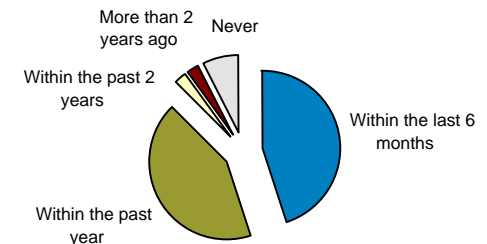
Chapter High Interest



Data about Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Rochester Regional Chapter
	FY12
Within the last 6 months	45.0%
Within the past year	42.5%
Within the past 2 years	2.5%
More than 2 years ago	2.5%
Never	7.5%



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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	More diverse membership such that it is not mostly from one organization making the Chapter too clicky.
< 6 months	John Gahan from the NYSDOH routinely gives updates, other than the annual ICR program, at other chapters during the course of the year. Rochester chapter should pursue this opportunity.
< 1 year	Provide educational sessions on topics affecting mental health and substance abuse providers.
< 1 year	I would like to see more topics geared towards Skilled Nursing Facilities if possible. Most topics are not related and therefore I cannot provide a good response to your survey.
< 1 year	I can not put my finger on it, and I have tried.
< 1 year	I am new in my position and haven't had much time in outside meetings or seminars at this time.
< 1 year	Have some of your educational seminars in the southern part of the region (e.g. Elmira area?)
Never	Would be helpful to integrate Senior Clinical Leaders into all chapters and HFMA.
Never	When are regular meetings? It seems like various committees have meetings but why not have regular meetings for the entire chapter? Feels hard to get involved - need more outreach to get people involved. And more communication about what each committee is doing.

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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	ICD 10 is a good one!
< 1 year	I would like to see Skilled Nursing somehow incorporated into these topics if possible.

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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	Up to date reliable information.
< 6 months	The attendance of local CFO's and or Vice Presidents of Finance really kicks up the conversations and it is great to hear the opinions of other hospitals/health systems.
< 6 months	Skip the vague generalities - hone in on the real issues.
< 6 months	meetings held south of the throughway - hard ot get to when work inthe southern tier / meetings on Thursday and Friday are best
< 1 year	Topics of interest to the physician provider community
< 1 year	There have been several events that I had planned to attend but could not due to other work commitments- i.e bid deadlines; client meetings.
< 1 year	The location and length of the program. It is not worth a 2+ hour round trip drive for a training session that lasts less than 2 hours.
< 1 year	More time at a meeting. I live out of town and will come with a longer session. There used to be 2-3 per year but now it seems if it is only annually.
< 1 year	I like the free ones.
< 1 year	Closer to our location - southern area of the region
> 2 years	Nothing you can do -- it is my schedule that prohibits participation

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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	Proud to be a member, great education opportunities.
< 1 year	Education sessions held in locations closer to Elmira and Corning.