

Healthcare Financial Management Association

HFMA Chapter Survey (FY11)

January 2011



Sample Size:	803
Undelivered E-mail:	43
Final Sample:	760
Responses Received:	90
Response Rate:	12%
FY11 Overall High Satisfaction:	58%
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.

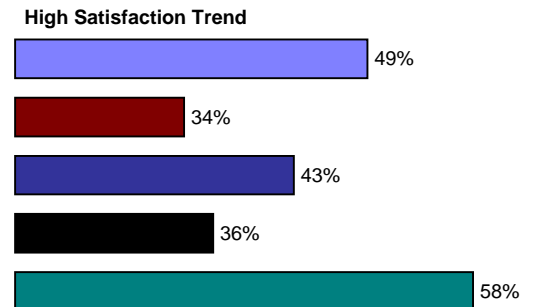
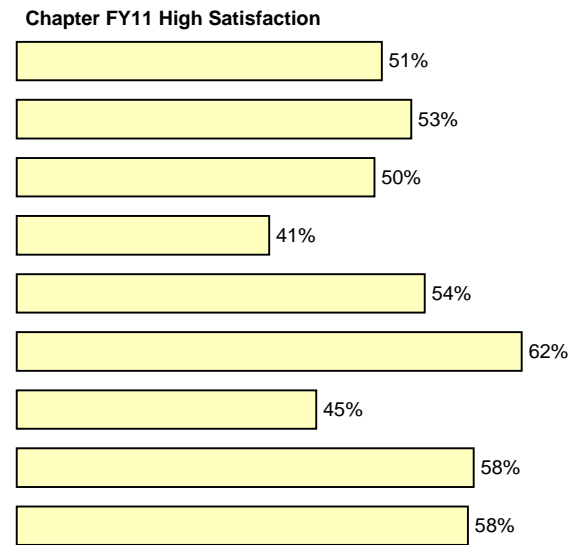
Final request to complete survey sent to non-respondents on November 11, 2010.

**Healthcare Financial Management Association
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 Northern California 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?	Northern California Chapter				All Chapters
	FY11			FY10	FY11
	Low	Middle	High	High	High
The chapter educational programs overall	23.5%	25.9%	50.6%	36.8%	57.8%
The educational topics addressed at chapter programs	18.5%	28.4%	53.1%	32.3%	56.8%
The speakers at chapter programs	17.9%	32.1%	50.0%	37.3%	59.2%
The location of chapter programs	28.2%	30.6%	41.2%	31.3%	52.5%
The chapter's coverage of state and regional issues	15.7%	30.1%	54.2%	37.1%	58.1%
Chapter member communications (e.g. newsletter)	14.1%	23.5%	62.4%	50.0%	63.1%
Chapter networking opportunities	29.3%	25.6%	45.1%	37.3%	55.1%
Chapter web site	15.5%	26.2%	58.3%	41.5%	52.8%
HFMA chapter overall	16.9%	25.3%	57.8%	36.4%	62.0%



Northern California Chapter Overall - High Satisfaction Trend	FY04	49.1%
	FY06	34.0%
	FY08	43.0%
	FY10	36.4%
	FY11	57.8%

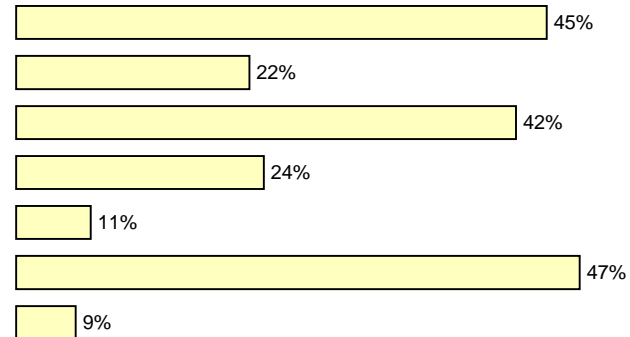
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Services your Members Would Most Like to Improve

Table B1: Improving your chapter

Combination of the top two services to improve your HFMA chapter	Northern California Chapter		All Chapters
	FY11	FY10	FY11
The educational topics addressed at chapter programs	44.6%	51.0%	49.0%
The speakers at chapter programs	22.4%	16.9%	24.2%
The location of chapter programs	42.3%	37.2%	32.3%
The chapter's coverage of state and regional issues	23.5%	27.7%	29.0%
Chapter member communications (e.g. newsletter)	10.6%	24.4%	15.8%
Chapter networking opportunities	47.1%	34.4%	30.7%
Chapter web site	9.4%	8.4%	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?		
	Northern California Chapter		All Chapters	Northern California Chapter		All Chapters
	FY11	FY10	FY11	FY11	FY10	FY11
The educational topics addressed at chapter programs	25.6%	28.6%	28.2%	19.0%	22.4%	20.8%
The speakers at chapter programs	8.1%	6.5%	8.8%	14.3%	10.4%	15.4%
The location of chapter programs	22.1%	20.8%	18.3%	20.2%	16.4%	14.1%
The chapter's coverage of state and regional issues	12.8%	14.3%	13.0%	10.7%	13.4%	15.9%
Chapter member communications (e.g. newsletter)	5.8%	6.5%	6.2%	4.8%	17.9%	9.7%
Chapter networking opportunities	22.1%	19.5%	16.3%	25.0%	14.9%	14.4%
Chapter web site	3.5%	3.9%	9.2%	6.0%	4.5%	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:	Northern California Chapter			Chapter High Interest
	FY11			
	Low	Middle	High	
Bundled payment reimbursement methodologies	12.4%	30.3%	57.3%	57%
Accounting and financial reporting	27.8%	35.6%	36.7%	37%
Growing self-pay component of healthcare	18.0%	30.3%	51.7%	52%
Denial management	23.9%	31.8%	44.3%	44%
Changes in Medicare reimbursement policies	11.1%	31.1%	57.8%	58%
Compliance with Medicare regulations	18.0%	27.0%	55.1%	55%
New technologies in finance, revenue cycle and clinical-financial integration	14.8%	28.4%	56.8%	57%
Managing productivity and costs	19.1%	31.5%	49.4%	49%
Leadership skills	23.0%	31.0%	46.0%	46%
RAC Audits	24.7%	32.6%	42.7%	43%
Strategies to succeed with healthcare reform	7.9%	12.4%	79.8%	80%

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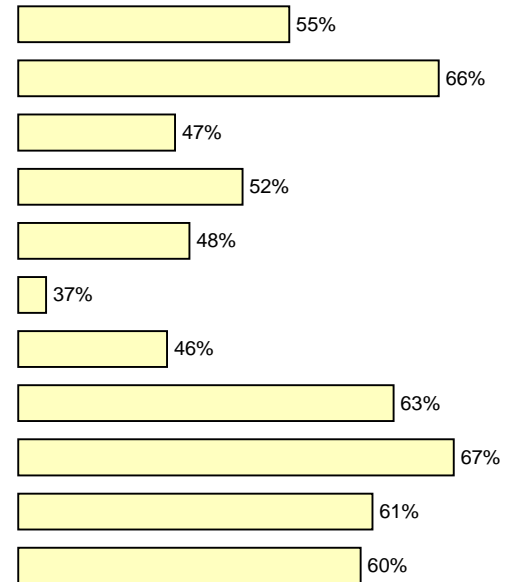
Topics of Interest to your Members (continued)

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.	Northern California Chapter		
	FY11		
	Low	Middle	High
Using benchmarking data	12.6%	32.2%	55.2%
Trends and outlook for local healthcare industry	6.7%	27.0%	66.3%
Fiscal Intermediary/Medicare Administrative Contractor Reimbursement update	17.8%	35.6%	46.7%
Trends in commercial payment	13.5%	34.8%	51.7%
Benchmarking managed care contract performance	21.6%	30.7%	47.7%
Compliance with collections and bad debt regulations	28.1%	34.8%	37.1%
Strategic planning, business plans and service line planning	23.6%	30.3%	46.1%
State legislative and regulatory update	7.9%	29.2%	62.9%
State Medicaid program	12.4%	20.2%	67.4%
Local payers and employers response to healthcare reform	10.2%	28.4%	61.4%
Payor and provider collaboration	14.0%	25.6%	60.5%

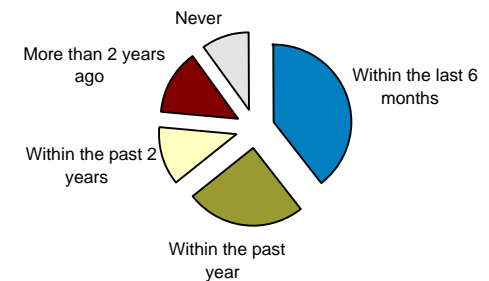
Chapter High Interest



Data About Survey Respondents

Table E: Attending an education event

When was the last time that you attended a chapter event?	Northern California Chapter
	FY11
Within the last 6 months	39.3%
Within the past year	24.7%
Within the past 2 years	12.4%
More than 2 years ago	13.5%
Never	10.1%



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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	Want more informal opportunities to network - every time I do attend a formal activity, someone hits me up to be on a planning committee, although sometimes those never materialize.
< 6 months	This chapter does a great job of providing education in a timely manner on relevant topics
< 6 months	My focus is Reimbursement, and there is a limited offering on that topic. However, I instead attend the Reimbursement update that is offered in So Calif, so it's acceptable that this chapter doesn't offer the same.
< 6 months	More opportunities for networking.
< 6 months	I would like to be able to download the presentations prior to the event. Saves paper and lets me review before the session. Also, some of the speakers have been disorganized or rush through. Ensure there is sufficient time allowed. In general though, sessions are very useful and most speakers are good.
< 6 months	At the last session that I attended included many sessions. However, the majority of the sessions were basically repeats of the same topics just packaged slightly different. After driving 2 hours to get to the meeting location I was rather dissatisfied with the session when I could have spent an hour on a Webinar and gotten the same information.
< 6 months	*better connection to the Central Valley *diminished hospital educ budgets for professionals (vs. exec mgmt) so will pass on any out of town "networking" functions to attend in depth educational event *I don't see people I work with jumping at the opportunity to learn anything new, or even keep up with related work topics. They don't like to read and don't want to spend their lunches on a webinar even if it's an HFMA free one. * I will be curious to see who retains HFMA membership when the hospital drops paying for dues. Since the job market is so volatile and with many FTE reductions, it might be worthwhile to send some type of brochure to hospital departments for those who are not currently members, to reinforce networking and career opportunities.
< 1 year	More Webinars beyond the same ols cfos on a panel
< 1 year	increase interaction between paying/ supporting vendors and the members
< 1 year	How can we meet up with other members to discuss challenges we are experiencing in the revenue cycle.
< 1 year	Help me find the time to get more involved. It's a challenge for me given my schedule to attend events - my problem though and not yours.
< 1 year	Have a more active chapter in the North Bay area.
< 1 year	Focus on the new health care delivery models, ACO, Medical Homes and how this impacts Managed Care, Revenue Cycle
< 1 year	Communication to members on chapter activities can be improved.
< 2 years	Tired of hearing the same speakers talk about the same thing.
< 2 years	The chapter should balance the education to cover a broader set of practical skills, to include management, communication and personal growth.
< 2 years	It is no so much the chapter's issue as my work obligations preventing me from participating as much as I would like.
> 2 years	Programs are too costly & facilities are not allowed to attend.
> 2 years	I DON'T THINK THE CHAPTER, OR THE NATIONAL ORGANIZATION, HAS DONE AN EFFECTIVE JOB IN THE REFORM PROCESS.

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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
> 2 years	I am the compliance and privacy officer for my hospital. A few years ago I realized that there was little to no content relevant to my responsibilities and professional interests in anything the chapter did. I quit participating in chapter activities as a result of that at that time. I have no experience with current chapter activities as a result, and my ratings in this survey are based upon my chapter experiences from years past.
> 2 years	1) I'm tired of Las Vegas (Orlando too, but that is an ANI complaint). Sometimes you just lose me as an attendee because I don't want to go there anymore. 2) The focus of our chapter events is too heavily focused on PFS and Revenue Cycle. I am reluctant to request scarce hospital funds on a conference where there are not sufficient accounting and financial reporting topics that are my area of interest.
Never	Offering opportunities to build / grow our professional network.
Never	It would be helpful to have clearer ways for individuals to get involved and volunteer.
Never	I just recently relocated from another state and have not interacted with the chapter yet. In my past chapter, new and transferring members would receive an e-mail from the Chapter President welcoming them to the chapter, explaining the chapter educational opportunities, and chapter committee and board opportunities. I think this would have been nice being new to the area and chapter.
Never	Have Hospice related programs.

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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	How California hospitals are addressing meaningful use and how they are planning to move ahead with implementation of EHR's.
< 6 months	continue the CFO forums, great information comes out of them
< 6 months	ACO's specifically. Physician employment in California: any changes to the law preventing it.
< 6 months	**Compliance, quality, and customer service on a shoestring budget **What are insurance companies doing to minimize the effects of health reform and preserve their bottom line? How does this affect hospitals? **More info on the Medi-Cal "DRG program" beginning in 2014. How should hospitals begin to prepare for this change from a contract arena **Will any physicians be willing to see Medicare, Medi-Cal and "health reform-insured" patients? What are the doctor trends and how will this affect hospitals?
< 1 year	Value Based Purchasing, Collecting Core Measures and Reporting to CMS, Provider Tax (The Future of)
< 1 year	PCI DSS compliance (Payment Card Industry Data Security Standards)- hospitals don't all realize it applies to them too.
< 1 year	990 - especially Schedule H & K
< 1 year	5010 compliance
< 2 years	Over turning denials and how to have the payers respond timely to our appeals
< 2 years	How will the market share evolve or de-evolve under Healthcare reform What is the "new skill set" required under EMR and related systems.
> 2 years	Requirements, scope of work required for compliance programs in a health care facility.
> 2 years	Medi-Cal Fraud
> 2 years	Finance and Purchasing Procurement Collaboration Efforts to manage the supply chain and AP process collaboratively.
> 2 years	Compliance related matters.
Never	Hospice Financial Management Hospice Revenue Cycle Reviews
Never	ACO's and Stark regulations and non-profit regulations.

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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, speakers, location and cost, including travel cost. These are the deciding factors.
< 6 months	Topics and location
< 6 months	Relevant topics with practical information to implement successful strategies - don't want to only hear about all the challenges - want to hear what they did to succeed.
< 6 months	relevant topics that draw lots of attendees as low cost
< 6 months	Probably need to better define "attend" as in physically attend or participate in a webinar. I have not physically attended an HFMA event in a number of years due to budget challenges. However, I view many webinars.
< 6 months	One day vs. two day programs on a Thurs or Friday
< 6 months	Nothing at this time. Due to my work schedule and other events, I can't take additional time.
< 6 months	More networking and variety on educational topics.
< 6 months	Location, price, education topics
< 6 months	Location is important. Have more local events that we don't have to travel far.
< 6 months	Location
< 6 months	Location
< 6 months	Information that is useful and actionable.
< 6 months	Industry leaders sharing more of how / what is happening to them and what they have done to manage the change.
< 6 months	If more in the Bay Area but I understand the need to have events throughout the region.
< 6 months	Higher attendance by c-suite providers.
< 6 months	Given my schedule and location (San Francisco/Southern Marin County) and timing are probably the biggest things that keep me from attending some events. However, I make lots of events, and have no expectation that there would be too many near where I live as I live "out there"
< 6 months	Change up the locations, offer more panel discussions
< 1 year	Webinars seminars in oak San Francisco
< 1 year	more discussion on topics relevant to me (i.e.: information technology and equipment leasing)
< 1 year	meaningful topic and new speakers.....not the same ones we've heard before
< 1 year	Location
< 1 year	I would like to hear more about what health organizations in our area are doing to promote an integrated health care delivery. What Physicians think about this? etc
< 1 year	I have too many roles, I can't get away more often right now.
< 1 year	Have more local events. Local = North Bay area
< 1 year	Good speakers! Educate in the field speakers!!!
< 1 year	focus on operational efficiencies. In future will need to do more with less.

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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
< 2 years	Speakers that are not DIRECT providers but are affected by our organizations, Relevant topic and location. 1.Academics 2.Diverse employers from Agri, energy & tech 3. Foundations and researchers
< 2 years	nothing I just need to attend more frequently
< 2 years	More relevance to my job duties in compliance, project management, and practice management.
< 2 years	location, time and topic with the caveat that I can make time in my schedule.
< 2 years	Location and timing
< 2 years	It's more about my time. I work now for a single specialty medical group, with an office staff of 5. It is much more difficult for me to carve out a day or a half a day to attend an event than when I worked for a larger health system with over 300 employees.
> 2 years	Topic of interest + location + timing (suggest 4th week of month)
> 2 years	Subject matter of special interest
> 2 years	Speakers topics benchmarking evidence.
> 2 years	See previous comments
> 2 years	Reduced cost
> 2 years	More topics on accounting and financial reporting, and on benchmarking but that is not generic.
> 2 years	Location
> 2 years	Legislative detail information, RAC detailed updates
> 2 years	Closer, expense of travel
Never	More variety of topics that just Rev Cycle. For example, productivity measurements and local market outlook, etc...
Never	Just transferred in, but looking forward to having the opportunity to go as long as my employer's budget covers education.
Never	Hospice related information

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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	You all are doing an exceptional job!
< 6 months	The Chapter Volunteer Leadership is excellent and hope it continues.
< 6 months	The chapter has done a great job of giving back to its members by offering discounts on Fall Conference and Region 11 Conference registration fees. I would just like to see the chapter venture out into other locations such as North Bay and San Jose.
< 6 months	Northern California seems pretty far away from the Central Valley in many ways. Wonder if its time to re-establish some local events in the Fresno area?
< 6 months	More help with getting certified may be of interest to members.
< 6 months	I am working on the HFMA Certification Course. Chapeter provides really great events, well attended by people that matter in Northern California HC. Definitely the only organization in this area that can say that. Webinars have been a really nice addition, high quality, free delivered regulary. The spring conference in Rancho Cordova is very well put together, well attended by more than just consultants. This is the one conference (more so than Region 11) that I build my schedule around. They have done a nice job with get to meet you social mixers at that events (casino night?). I have not attended the fall conference but likely will this year due to the quality of the spring conference. Also appreciate that some of the leadership of NorCal HFMA has taken the time to introduce themselves to me and make me feel welcome in the last few years (since I have joined) and I get the feeling that they are doing a lot more with education than they did just a few years ago.
< 6 months	I am very happy with the Northern California chapter and the educational trainings I have attended. I would like to take part in more of the online educational and certification tools but it is a struggle based on time right now.
< 6 months	Great Chapter. Great Networking
< 6 months	Great chapter, continues to do all the right things. Glad to be a member and to participate.
< 1 year	The leaders the last few years have not push education as much as they do the golf event and baseball game
< 1 year	overall, you do a great job!
< 2 years	The active cohort and leadership over the last 15 to 20 years is very experienced,committed,talented and supportive group. The change we have managed through has been constant and prepared many of our organizations to survive and compete. We need to become more inclusive beyond finance, to Information technology and the professionals that will manage EMR data.
< 2 years	I have only been certified for a short time and don't have any evidence yet of help to my career advancement.
< 2 years	Budge constraints have made attendance restrictive.
> 2 years	OVERALL, THE CHAPTER HAS DONE FINE OVER THE LAST SEVERAL YEARS. THE KEY FOR THE FUTURE WILL BE PROVIDING THOUGHT PROVOKING, RELEVANT EDUCATION RELATING TO THE FUTURE.
> 2 years	Communications about meeting on email push
> 2 years	As we are all struggling to comply with healthcare reform and even more so in the future, it might be helpful to let members raise questions, get member feedback, and the circulate the question with feedback