



hfma
healthcare financial management association

Chapter Survey Report: Rochester Regional Chapter FY 2006

Method

Members of your chapter were emailed an invitation to participate in the annual Chapter Survey. The email was sent under signature of the Chapter President. A notice to members making them aware that the survey was coming up was sent on October 27, 2005. The first email with link to the survey was sent on November 1, 2005. Follow-up emails were sent on November 10 and November 15. Members were invited to participate through a link to the survey site.

Sample

General chapter membership was sampled.

Members excluded from the sample included:

- No valid email address.
- Those requesting not to receive any email from HFMA.
- Those marked as volunteer leaders in the national database.
- Retirees.
- Students.
- Those living outside of the region of the chapter.
- Those joining HFMA after May 2005.
- Sample size was capped at 400. If more than 400 chapter members met the criteria, then 400 were chosen randomly from the list of those eligible.

The final sample after the removal of all bounced email was 181.

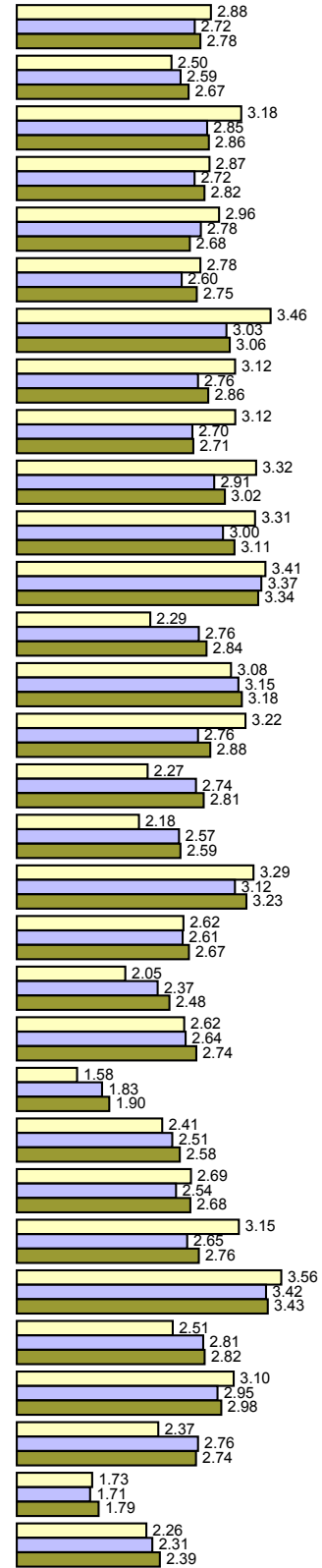
A total of 78 responses were received and analyzed.

The response rate for this study is 43%.

Interest/satisfaction with services & programs:

| | Sample Size | ALL | Small Metro | Rochester Regional Chapter |
|---|---|-------------------|-------------|----------------------------|
| 1. How satisfied are you with the following services offered? | The chapter educational programs overall | 2.78 | 2.72 | 2.88 |
| | The educational topics addressed | 2.67 | 2.59 | 2.50 |
| | The speakers at chapter programs | 2.86 | 2.85 | 3.18 |
| | The frequency of chapter programs | 2.82 | 2.72 | 2.87 |
| | The location of chapter programs | 2.68 | 2.78 | 2.96 |
| | The coverage of state and regional issues | 2.75 | 2.60 | 2.78 |
| | Member communications (e.g. newsletter) | 3.06 | 3.03 | 3.46 |
| | Networking opportunities | 2.86 | 2.76 | 3.12 |
| | Chapter web site | 2.71 | 2.70 | 3.12 |
| | HFMA chapter overall - FY06 | 3.02 | 2.91 | 3.32 |
| | HFMA chapter overall - FY04 | 3.11 | 3.00 | 3.31 |
| 5. Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year: | Regulatory/legislative update | 3.34 | 3.37 | 3.41 |
| | Billing and collections | 2.84 | 2.76 | 2.29 |
| | Compliance and legal issues | 3.18 | 3.15 | 3.08 |
| | Accounting and financial reporting | 2.88 | 2.76 | 3.22 |
| | Uninsured policies and procedures | 2.81 | 2.74 | 2.27 |
| | Denial management | 2.59 | 2.57 | 2.18 |
| | Medicare reimbursement policies | 3.23 | 3.12 | 3.29 |
| | Pay for Performance | 2.67 | 2.61 | 2.62 |
| | Chargemaster | 2.48 | 2.37 | 2.05 |
| | Cost analysis and control | 2.74 | 2.64 | 2.62 |
| | Supply chain | 1.90 | 1.83 | 1.58 |
| | Consumer directed healthcare | 2.58 | 2.51 | 2.41 |
| | 6. Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year. | Leadership skills | 2.68 | 2.54 |
| Fiscal intermediary (audits, interpretation, Q&A) | | 2.76 | 2.65 | 3.15 |
| Trends and outlook for local healthcare industry | | 3.43 | 3.42 | 3.56 |
| Trends in managed care rules including prompt payment | | 2.82 | 2.81 | 2.51 |
| Medicaid payment and/or policies | | 2.98 | 2.95 | 3.10 |
| Trends in managed care contracting | | 2.74 | 2.76 | 2.37 |
| Disaster preparedness | | 1.79 | 1.71 | 1.73 |
| Auditing managed care contracts | | 2.39 | 2.31 | 2.26 |

Rochester Regional Chapter
 Small Metro
 ALL



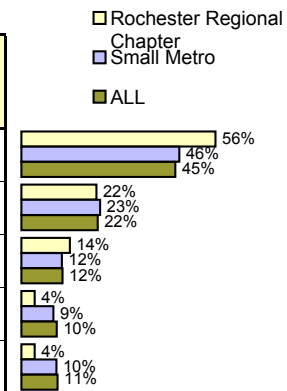
Note: Side-by-side analysis is based on a 5 point scale in order to have a representation of all ratings. The highest value of 5 is assigned to "Extremely Satisfied/Extreme Interest", value of 4 is assigned to "Very Satisfied/A lot of Interest", value of 2 is assigned to "Satisfied/Some Interest", "value of 1 is assigned to "Neutral/A little Interest", value of 0 is assigned to "Not Satisfied/No Interest." No value is assigned to "Don't Know/N/A."

Improving your Chapter:

| | 2. If you could select one factor to improve in your HFMA chapter, which would it be? (Please select one): | | | 3. If you could select one more factor to improve in your HFMA chapter in addition to what you selected, which would it be? (Please select one): | | |
|---|--|-------------|----------------------------|--|-------------|----------------------------|
| | ALL | Small Metro | Rochester Regional Chapter | ALL | Small Metro | Rochester Regional Chapter |
| The topics addressed at educational programs | 33.5% | 34.5% | 51.4% | 21.4% | 24.6% | 29.2% |
| The speakers used at the educational programs | 8.0% | 7.1% | 4.2% | 13.9% | 13.6% | 16.9% |
| The frequency of chapter programs | 7.3% | 9.6% | 8.3% | 11.2% | 10.8% | 9.2% |
| The location of chapter programs | 15.2% | 10.0% | 4.2% | 11.2% | 9.5% | 15.4% |
| The coverage of state and regional issues | 11.7% | 13.6% | 13.9% | 16.2% | 16.5% | 16.9% |
| Member communication (e.g. newsletter) | 7.0% | 6.8% | 2.8% | 8.8% | 8.1% | 4.6% |
| Networking opportunities | 12.7% | 14.0% | 13.9% | 11.4% | 12.1% | 6.2% |
| Chapter web site | 4.6% | 4.5% | 1.4% | 6.0% | 5.0% | 1.5% |

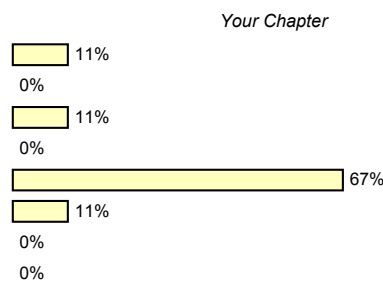
Attending an education event:

| 8. When was the last time that you attended a educational event? | ALL | Small Metro | Rochester Regional Chapter |
|--|-------|-------------|----------------------------|
| Within the last 6 months | 44.7% | 45.9% | 56.4% |
| Within the past year | 22.2% | 22.9% | 21.8% |
| Within the past 2 years | 12.0% | 11.8% | 14.1% |
| More than 2 years ago | 10.3% | 9.3% | 3.8% |
| Never | 10.5% | 10.2% | 3.8% |

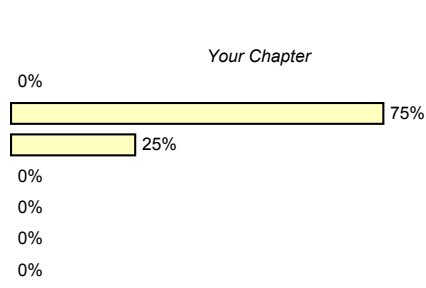


Summary of Comments:

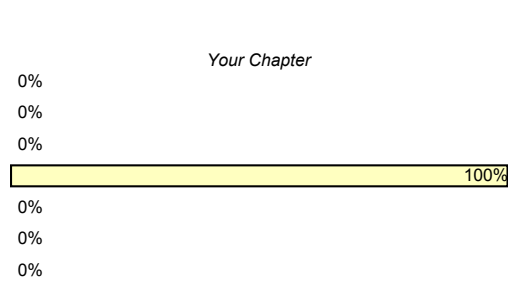
| 4. Please tell us how we can exceed your expectations in the future: | |
|--|-------|
| Positive comments | 11.1% |
| Need to be more involved | 0.0% |
| Need better communication with members | 11.1% |
| Better location for educational events | 0.0% |
| Need to present applicable educational topics | 66.7% |
| Improve chapter management and facilities | 11.1% |
| Lower activities fees | 0.0% |
| Other | 0.0% |



| 7. Please name any other topics that you would like to see your HFMA chapter address this year. | |
|---|-------|
| Tax related issues | 0.0% |
| Collection, accounting, or financing | 75.0% |
| Management issues | 25.0% |
| New techniques and technologies | 0.0% |
| Organizations and networks | 0.0% |
| Rules and laws | 0.0% |
| Other | 0.0% |



| 9. What would make your chapter's events so compelling that you would have to attend more frequently? | |
|---|--------|
| Better time and schedule | 0.0% |
| More CPE credit related events | 0.0% |
| Better location | 0.0% |
| Applicable educational topics | 100.0% |
| Better management / organization | 0.0% |
| Lower cost | 0.0% |
| Other | 0.0% |



| Chapter | Please tell us how we can exceed your expectations in the future: | Please name any other topics that you would like to see your HFMA chapter address this year. | What would make your chapter's events so compelling that you would have to attend more frequently? |
|----------------------------|---|---|---|
| Rochester Regional Chapter | | | Another CFO forum or a presentation from an economics analyst specializing in healthcare. |
| | | | better topics, better days selected - Fridays are good not during the 4 through the 10th of the month |
| | | | Financial Issues, New Regulations |
| | | | Great speakers about OTHER than hospital issues! |
| | | | More controllership type education classes. |
| | | | Since joining HFMA earlier this year, I have been pleased with the topics and sessions offered by HFMA. I will be better able to answer this after I have attended a few more sessions. |
| | | | subject matter |
| | | | Subject matter. Right now the Spring and Fall Institutes are excellent. I would also prefer all events to be held on a Monday or Friday. |
| | | | The topics |
| | | | Time to attend and the topics. Need more relevant information for a complex healthcare environment. Mainly forecasting and revenue building. |
| | | | Timely topics on regulatory changes |
| | | | Topics, time offered, location |
| | | Accounting & financial reporting | Free stuff, Timing of events, end of the month better. |
| | | DENIAL MANAGEMENT, Consumer Driven Healthcare | Revenue Cycle Specific topics continued |
| | As a VP of Nursing/Patient Care Services it still appears that finance and clinical services run in parallel vs. collaboratively. Secondly, it would be great to have best practices shared on patient charge entry systems. | Inpatient Charge entry systems, Real time margin management | Clinical integration..... |
| | Assist hospitals with tools for LOCAL managed care negotiations. Hold a managed care forum that educates us about benchmarks for M.C. contracts, how Rochester is unique or not unique (i.e.. we are paid sometimes up to 50% less than Medicare pays - other States Medicare is the best payor. How do we do anything about this?) | Same as question #4 - managed care emphasis. Not just education but what can hospitals do to "beat" the monopoly. (i.e.. Excellus' ridiculously low lab fee schedule) | Hands on information that you could take back to the office and make real, tangible improvements to the hospital's bottom line. |
| | Because I work for an insurer rather than a medical facility, few of the topics are relevant for me. This is understandable, so I really can't think of anything that would improve on what HFMA is already providing. | | If each event had at least one "generic" segment about legislative updates, leadership, etc. then maybe I would find it beneficial to at least attend for 1/2 a day. |
| | Expand your educational sessions beyond Hospitals and SNF's to include ASC and ancillary providers | | |

Participants Comments

| Chapter | Please tell us how we can exceed your expectations in the future: | Please name any other topics that you would like to see your HFMA chapter address this year. | What would make your chapter's events so compelling that you would have to attend more frequently? |
|---------|--|--|---|
| | HFMA is doing a great job now. Keep up the good work. | | Timing of HFMA events and my workload often conflict. Many times I sign up to attend events but due to unplanned situations requiring my time at work, I have to cancel out of the HFMA event. I attend as many as I can. |
| | I am ~ two hours away and all networking and other types of activity always surround only Rochester and the area going on, very difficult to participate | | Difficult because of the distance I have to travel ~ 2 hours there and back. |
| | I am an accountant for nursing homes and would like to see programs geared towards accounting issues. You do incorporate Nursing Home issues with some regularity, and would like to see that continue. I can't really expand much further than that, as I am new to HFMA this year, so perhaps in the future I will be better able to comment. | | Topic of discussion |
| | I haven't attended too many events lately so I'm probably not a good candidate for this survey. It seems to me that the chapter's doing a good job hosting educational events, and the comments regarding local coverage and improved speakers are only a reflection of where I feel we can get the most impact for the membership. They are not intended as criticism of the existing programs, which for the most part are well-organized and effective. | | If our CFO made attendance mandatory - isn't that what Unity does? Or maybe have live entertainment? Or invite Hilary Clinton? Or have John Panipinto as the moderator of the next CFO exchange? |
| | I personally would benefit more if labs were addressed in these seminars. I'm not sure how many members would benefit though. | Anything on Laboratory billing | Laboratory compliance/billing |
| | I think our chapter is good at exhausting reimbursement topics in health care but our title is Healthcare "Financial Management" Association. Typically financial professionals are promoted to managers - and frankly, need education on how to be managers..... | Management Skills | More pertinent topics |

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|---------|---|--|---|
| | I think the chapter does an excellent job in reaching out and trying to include the membership. In light of the "competitive" times it is one area that proves a cooperative respectful model does work. The biggest challenge is to spread the workload among more members so the few do not need to carry so much of the responsibility of making our chapter one in which we can take pride. | | I think there is currently a good balance. It is hard to get away more frequently. Setting up task forces to deal with current issues, even the mundane operational issues would make me attend more HFMA sponsored activities, For example, throw out a few topics that might be procedural in nature so a group that is interested in developing or improving a given process would want to attend to share and take home ideas to improve upon their current system. |
| | Include topics that expand beyond the hospital aspect of health care finance. | Sarbanes Oxley | Topics in Finance that pertained to my current position |
| | keep doing what your doing | Pathology billing and reimbursement | |
| | More educational programs that include healthcare-specific accounting and financial analysis issues. Would like to see Sarbanes-Oxley addressed as it relates to the non-profit healthcare world. | | Topics that relate to accounting / financial reporting / financial analysis. |
| | More physician related topics | Physician related topics | Physician related topics |
| | More topics and information related to behavioral health finances. | behavioral health | behavioral health topics, though I realize this may be a minority of your membership. |
| | More topics related to Federal Programs | | Topics related to my current job. |
| | More topics specific to Long term Care especially SNF. Most things seem to be geared towards Hospitals. | | Topic covered |
| | None | | |
| | Present topics that are "hot" and/or item: that are well thought out and strategic in nature | Medicare payment reform, Medicaid payment reform | |
| | Programming relevant to physician practice. | | Having a specific physician oriented track is out, because I don't believe that there is enough physician office based members in the Rochester chapter to justify a separate track. , , Therefore the answer for me must be in the generic skills and knowledge that comes from either Medicare programs or professional development programs. |
| | Seems very hospital based--need more for physician groups | | |
| | still thinking about this. | The shift in focus to Behavioral Health of OIG (Office of Inspector General) and the potential impact on fiscal management of Behavioral Health. | topics related to hospital-based behavioral health |

Participants Comments

| <i>Chapter</i> | <i>Please tell us how we can exceed your expectations in the future:</i> | <i>Please name any other topics that you would like to see your HFMA chapter address this year.</i> | <i>What would make your chapter's events so compelling that you would have to attend more frequently?</i> |
|----------------|---|--|---|
| | <p>Topics addressed at educational programs should consider the employment base of HFMA members. Some topics are not of interest to me based upon my occupation.</p> | | |
| | <p>When I first became a member, the programs were on the west side, which I loved (Marriott Airport.) Then they were moved to the extreme east side. Would it be possible to find a more central location? Also, networking opportunities often fall into non-business time. I don't get a chance to participate because they fall into "family time."</p> | <p>I would love to see a basic healthcare for dummies program. Since I came into healthcare 3 years ago, I still have not been able to understand the foundation of billing, contracts, healthcare in general. I have had to try to figure it out based on more advanced programs.</p> | |
| | <p>Would it be possible to have more educational programs for nursing home related topics?</p> | | |

Reference

Education Hours Per Member By Year

| Year | Rochester Regional |
|-------------|-------------------------------|
| 2004-05 | 18.85 |
| 2003-04 | 13.16 |
| 2002-03 | 11.50 |
| 2001-02 | 12.67 |

FY04 Satisfaction Results (Past Data Included as Reference)

| Area of Satisfaction | Rochester Regional |
|-----------------------------|-------------------------------|
| HFMA Chapter Overall | 3.31 |
| Programs Overall | 2.90 |
| Topics | 2.67 |
| State and Regional | 2.92 |
| Speakers | 3.09 |
| Communication | 3.76 |
| Networking | 3.11 |
| Web Site | 2.90 |

Note: Historical satisfaction results included as a reference. Trending year over year performance of actual service or behavior is a preferred directional measure (education hours, web pages, membership, membership retention.)