

# Healthcare Financial Management Association

## HFMA Chapter Survey (FY08)

January 2008

### Chapter Report

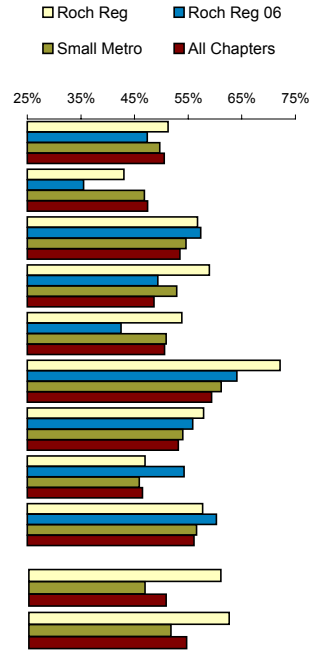


<b>Sample Size:</b>	<b>186</b>
<b>Undelivered E-mail:</b>	<b>10</b>
<b>Final Sample:</b>	<b>176</b>
<b>Responses Received:</b>	<b>82</b>
<b>Response Rate:</b>	<b>47%</b>

- Online survey conducted by HFMA national on behalf of the chapter.
- Sample selected from among those chapter members that are not listed as chapter officers and directors and have been HFMA members since at least May 31, 2007.
- Initial communication with sample was an announcement of the chapter survey and the respondent's inclusion in the sample sent under the name of HFMA President Dick Clarke on October 18, 2007.
- First email request with link to online survey sent on October 22, 2007.
- Second email with link to survey sent to non-respondents on October 25, 2007.
- Final request to complete survey sent to non-respondents on November 5, 2007.

Healthcare Financial Management Association  
 HFMA Chapter Survey (FY08)  
 Rochester Regional Chapter

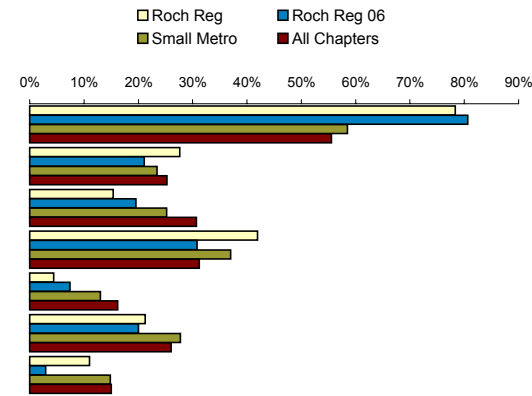
		Responses Received: 82		78		759		5934			
		Rochester Regional Chapter						Small Metro		All Chapters	
		FY08			FY06		FY08		FY08		
		Low	Middle	High	High		High		High		
How satisfied are you with the following services offered?	The chapter educational programs overall	10.3%	38.5%	51.3%	47.4%	49.7%	50.5%				
	The educational topics addressed	19.0%	38.0%	43.0%	35.5%	46.8%	47.4%				
	The speakers at chapter programs	8.1%	35.1%	56.8%	57.4%	54.6%	53.4%				
	The location of chapter programs	14.1%	26.9%	59.0%	49.4%	52.8%	48.6%				
	The coverage of state and regional issues	9.0%	37.2%	53.8%	42.5%	50.9%	50.6%				
	Member communications (e.g. newsletter)	7.6%	20.3%	72.2%	64.1%	61.1%	59.3%				
	Networking opportunities	15.8%	26.3%	57.9%	55.8%	54.0%	53.2%				
	Chapter web site	19.7%	33.3%	47.0%	54.2%	45.9%	46.5%				
	HFMA chapter overall	6.4%	35.9%	57.7%	60.3%	56.6%	56.1%				
	HFMA chapter overall - FY06			60.3%		46.3%	50.2%				
HFMA chapter overall - FY04			61.8%		51.1%	54.0%					



Key: Low = Dissatisfied & Neutral; Middle = Satisfied; High = Very Satisfied & Extremely Satisfied

Table B1: Improving your chapter	If you could select one factor to improve in your HFMA chapter, which would it be? (Please select one):				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):			
	Rochester Regional Chapter		Small Metro	All Chapters	Rochester Regional Chapter		Small Metro	All Chapters
	FY08	FY06	FY08	FY08	FY08	FY06	FY08	FY08
The topics addressed at educational programs	59.2%	51.4%	34.9%	34.3%	19.1%	29.2%	23.6%	21.3%
The speakers used at the educational programs	2.6%	4.2%	6.6%	8.7%	25.0%	16.9%	16.8%	16.6%
The location of chapter programs	6.6%	4.2%	14.2%	17.3%	8.8%	15.4%	11.0%	13.4%
The coverage of state and regional issues	18.4%	13.9%	16.8%	12.8%	23.5%	16.9%	20.2%	18.4%
Member communication (e.g. newsletter)	0.0%	2.8%	4.6%	6.5%	4.4%	4.6%	8.4%	9.7%
Networking opportunities	6.6%	13.9%	13.5%	12.9%	14.7%	6.2%	14.3%	13.2%
Chapter web site	6.6%	1.4%	9.2%	7.6%	4.4%	1.5%	5.7%	7.5%

Table B2: Improving your chapter	Combination of the top two factors to improve your HFMA chapter			
	Rochester Regional Chapter		Small Metro	All Chapters
	FY08	FY06	FY08	FY08
The topics addressed at educational programs	78.3%	80.6%	58.5%	55.5%
The speakers used at the educational programs	27.6%	21.1%	23.4%	25.3%
The location of chapter programs	15.4%	19.6%	25.2%	30.7%
The coverage of state and regional issues	42.0%	30.8%	37.0%	31.2%
Member communication (e.g. newsletter)	4.4%	7.4%	13.0%	16.2%
Networking opportunities	21.3%	20.0%	27.8%	26.1%
Chapter web site	11.0%	2.9%	14.9%	15.0%



The percentages in Table B2 will add to 200% because the results of the two questions in Table B1 are added together.

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 Rochester Regional Chapter**

**Table C: Local perspective on topics of national interest**

		Rochester Regional Chapter			
		FY08			
		Low	Middle	High	
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year:	Regulatory/legislative update	6.3%	23.8%	<b>70.0%</b>	
	Accounting and financial reporting	16.0%	35.8%	<b>48.1%</b>	
	Uninsured policies and procedures	25.9%	29.6%	<b>44.4%</b>	
	Denial management	37.0%	28.4%	<b>34.6%</b>	
	Medicare reimbursement policies	9.9%	22.2%	<b>67.9%</b>	
	Strategic planning, business plans, and service line planning	27.2%	28.4%	<b>44.4%</b>	
	New technologies in the healthcare finance field	12.2%	31.7%	<b>56.1%</b>	
	Cost analysis and control	19.8%	37.0%	<b>43.2%</b>	
	Pricing transparency	29.3%	29.3%	<b>41.5%</b>	
	Leadership skills	18.3%	30.5%	<b>51.2%</b>	

**Key: Low = No Interest & A little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest**

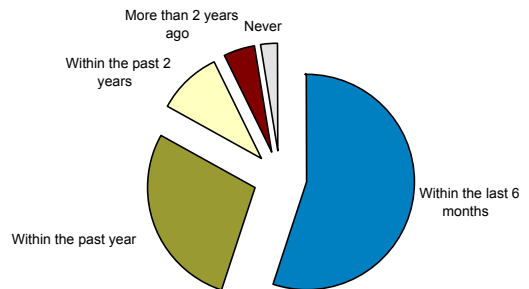
**Table D: Issues of local interest**

		Rochester Regional Chapter			
		FY08			
		Low	Middle	High	
Please indicate your level of interest in seeing your HFMA chapter address these program topics in the upcoming year:	Using benchmarking data	18.8%	31.3%	<b>50.0%</b>	
	Working with the Fiscal Intermediary or Medicare Administrative Contractor	22.2%	25.9%	<b>51.9%</b>	
	Trends and outlook for local healthcare industry	6.2%	23.5%	<b>70.4%</b>	
	Medicaid payment and/or policies	11.1%	22.2%	<b>66.7%</b>	
	Trends in commercial payment	16.3%	27.5%	<b>56.3%</b>	
	Benchmarking managed care contract performance	24.7%	32.1%	<b>43.2%</b>	
	Compliance with collections and bad debt regulations	24.7%	18.5%	<b>56.8%</b>	

**Key: Low = No Interest & A little Interest; Middle = Some Interest; High = A Lot of Interest & Extreme Interest**

**Table E: Attending an education event**

When was the last time that you attended a educational event?	Rochester Regional Chapter
	FY08
Within the last 6 months	<b>54.9%</b>
Within the past year	<b>28.0%</b>
Within the past 2 years	<b>9.8%</b>
More than 2 years ago	<b>4.9%</b>
Never	<b>2.4%</b>



Only those respondents indicating that the given timing consideration was a factor were asked to answer the detailed questions in the tables below.

Table F: Event timing considerations		Rochester Regional Chapter						
Which of the following timing considerations (if any) factor into your ability or willingness to attend an HFMA event?	Number of Responses	Percent citing as factor	Favorable/Non Favorable Ranking					
Day of week	24	29.3%	Mon	Tue	Wed	Thur	Fri	
			-25.0	-25.0	0.0	8.3	62.5	
Week of month	23	28.0%	1st Week	2nd Week	3rd Week	4th Week		
			-39.1	-47.8	13.0			
Month of the Year	11	13.4%	Jan	Feb	Mar	Apr	May	Jun
			-54.5	-45.5	-9.1	0.0	-36.4	18.2
			Jul	Aug	Sept	Oct	Nov	Dec
			9.1	0.0	9.1	9.1	36.4	-9.1
Length of the program	11	13.4%	Lunch	1/2 Day am	1/2 day pm	Full Day	1.5 Days	>1.5 Days
			18.2	45.5	-9.1	-18.2	-63.6	-45.5
None of these/don't know	27	32.9%						

Key: -100.0 represents 100% unfavorable rating ("Worst"); 100.0 represents 100% favorable rating ("Best")

Table G: Event timing considerations		Small Metro						
Which of the following timing considerations (if any) factor into your ability or willingness to attend an HFMA event?	Number of Responses	Percent citing as factor	Favorable/Non Favorable Ranking					
Day of week	214	27.5%	Mon	Tue	Wed	Thur	Fri	
			-38.0	-6.0	8.6	15.3	11.9	
Week of month	190	23.7%	1st Week	2nd Week	3rd Week	4th Week		
			-36.3	-33.1	24.1	41.6		
Month of the Year	82	11.1%	Jan	Feb	Mar	Apr	May	Jun
			-25.9	-20.3	-0.9	13.4	7.5	15.7
			Jul	Aug	Sept	Oct	Nov	Dec
			7.1	-10.8	-11.6	-1.4	-11.3	-37.6
Length of the program	144	20.6%	Lunch	1/2 Day am	1/2 day pm	Full Day	1.5 Days	>1.5 Days
			11.7	53.6	15.6	-5.3	-50.1	-61.1
None of these/don't know	283	37.8%						

Key: -100.0 represents 100% unfavorable rating ("Worst"); 100.0 represents 100% favorable rating ("Best")

Table H: Event timing considerations		All Chapters						
Which of the following timing considerations (if any) factor into your ability or willingness to attend an HFMA event?	Number of Responses	Percent citing as factor	Favorable/Non Favorable Ranking					
Day of week	1464	24.7%	Mon	Tue	Wed	Thur	Fri	
			-38.5	-11.3	3.6	24.7	27.9	
Week of month	1611	27.1%	1st Week	2nd Week	3rd Week	4th Week		
			-31.3	-29.4	28.0	32.1		
Month of the Year	979	16.5%	Jan	Feb	Mar	Apr	May	Jun
			-10.0	-3.0	5.7	13.8	15.5	10.5
			Jul	Aug	Sept	Oct	Nov	Dec
			-3.3	-5.5	0.6	-7.3	-16.5	-29.5
Length of the program	984	16.6%	Lunch	1/2 Day am	1/2 day pm	Full Day	1.5 Days	>1.5 Days
			0.2	29.4	13.3	23.2	-24.6	-50.2
None of these/don't know	2166	36.5%						

Key: -100.0 represents 100% unfavorable rating ("Worst"); 100.0 represents 100% favorable rating ("Best")

2007 HFMA Chapter Survey

Participants' Comments

<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 factors typically influence your availability to attend a chapter event?</i>
Continue to expand the number of meetings.	Selling of aged debt	Generally will change schedule to attend events.
Continue to give updates on state and regional issues and provide additional educational topics at meetings.		conflicts with other commitments
Continue to secure locations that are both conducive to the session as well as being centrally located		
Continue to stay with the many changes such as 2008 OIG workplan, Local Medicaid issues with OIG, Compliance related issues and audits to help identify potential problems.		How the topic impacts my day to day job and impact on others within my department
HFMA rarely addresses issues associated with health care organizations outside of Hospitals and Nursing Homes. I find little value in my membership now that I work for a Home Care Agency.	Anything associated with Home Care Agencies	The topics, if they are not relevant, I do not go.
I think that the chapter website/internet might be used to network members and get answers to questions.		Conflicts with other meetings.
I would like to have more opportunities to learn about our regional, state and federal issues and how others are successfully responding to them.		My (and my bosses) interest in the subject matter being presented.
I would love to see more "value-added" seminars. Case studies of process improvements in the financial areas, etc.		Timing is always the main factor. I also don't like driving to the opposite side of Rochester for a 2 hour session. I have had several that I have been interested in, but couldn't pull myself away to deal with the drive time. Web seminars would be wonderful for the quick sessions.
Might be neat to have assigned seats based on job responsibilities. I get to meet people at meetings, but don't know who my peers at my level are.		Snow!
More topics on accounting issues.		

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my expectations have already been exceeded. to continue on that path, I would say hospital and physician/ancillary reimbursement and contracting updates are always a plus	-	workload, standing meetings
My only dissatisfaction has been with the lack of educational programs that deal directly with skilled nursing facility financial issues.	2008 State/Federal budget impacts on SNF's. Update on Joint Task Force Medicaid rate methodology.	Office workload; progress towards achieving goals and deadlines.
Offer more sessions outside the central Rochester area. Make it easier for those in the outskirts to attend the sessions.		Other work obligations balanced with kids activities and the ability to get back for those.
Quality speakers who know their material, cover relevant topics and don't overlap other locally available are must. Hard to criticize the excellent job our leadership has been doing! Personally I don't care for the motivational topics, but I'm sure others find them valuable.		
Rooms are quite cold at the various locations. More off-site networking opportunities, and have speakers stay to network since a lot of them leave right after their presentations		
Shorter programs as many individuals don't have a full day they can be away from their facility.		Workload and conflicting meetings
Some focus on areas of best practices and reliable benchmarking/productivity capabilities with emphasis on segregating smaller/rural providers		Timing/Program Content
some of the sessions this past year have not been specific to healthcare finance but more global issues. Need more direct regional and local issue topics.		length of program
The educational programs would be more pertinent to my current position if they included more topics about health insurance, as opposed to being so focused on the hospital side of health care.		Our month end close process prohibits my ability to attend functions during the first two weeks of the month.

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<p>Unfortunately I live ~ 2 hrs from chapter location so therefore limited opportunity for networking and most times regional issues do not apply. We are also a CAH and there are only ~12 in NYS so issues directly related to us would not benefit anyone else in our chapter so therefore most of the time no addressed.</p>		<p>Unfortunately I live ~ 2 hrs from chapter location start time and weather are important factors, as well as time of month.</p>
<p>Use speakers that can bring there experience into our personal lives.</p>	<p>We are trying to create a more healthy environment for our family and ourselves. It would be nice to here more about that in one of our education sessions.</p>	<p>I was out of town for the Fall Institute, but the type of speakers at the events are what interest me the most. Speakers like the at the Fall Institute drive up my interest in addition to those that bring the topic to home.</p>
<p>Would like to see more Accounting oriented topics.</p>	<p>Financial Statement analysis. What do your financial statements say about your business environment.</p>	<p>Timing within the month.</p>
	<p>A lot is focused on Hospitals, I would like to see some more focused on skilled nursing facilities</p>	<p>topics of discussion and time constraints at work.</p>
	<p>Phys Groups</p>	<p>schedule</p>
	<p>your questions are healthcare general, I think you need to specify LTC/Acute/Managed Care</p>	<p>Free time</p>
		<p>1. What week of the month it is. 2. New deadlines. 3. When others off from work.</p>
		<p>Audit, annual budget process</p>
		<p>Board Mailing</p>
		<p>Current schedule</p>
		<p>Day of the week</p>
		<p>I seem to always be too busy to attend, and/or only a small portion of the topics are relevant to me.</p>
		<p>If I have time in my schedule I generally make an effort to attend.</p>
		<p>Interest in the topic Cost</p>
		<p>My calendar is just too full</p>
		<p>My director...</p>

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Participants' Comments

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		Other things on my calendar. I'll always attend if the topic is relevant and it works with my calendar.
		Preparation of financial statements, Budget, Cost Report
		Program relevance
		The factors that typically influence my availability to attend chapter events are: timing - regarding the day of the week, where it lands in the month and year. Family demands.
		The topic
		Time of Day
		timing
		Topics and work demands
		What is going on at work around the time of the event as well as the location and the cost
		Whether or not my facility will pay for program and support my attendance
		work
		Work commitments
		Work conflicts/meetings that supercede desire to attend a chapter event
		work obligations, weather (if winter and driving to Rochester), family (day care)
		Work schedule
		Work schedule and previous commitments
		Work schedule which changes every six months