

Healthcare Financial Management Association

HFMA Chapter Survey (FY10)

January 2010



| | |
|--|------------|
| Sample Size: | 184 |
| Undelivered E-mail: | 10 |
| Final Sample: | 174 |
| Responses Received: | 65 |
| Response Rate: | 37% |
| FY10 Overall High Satisfaction: | 59% |

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, 2009.

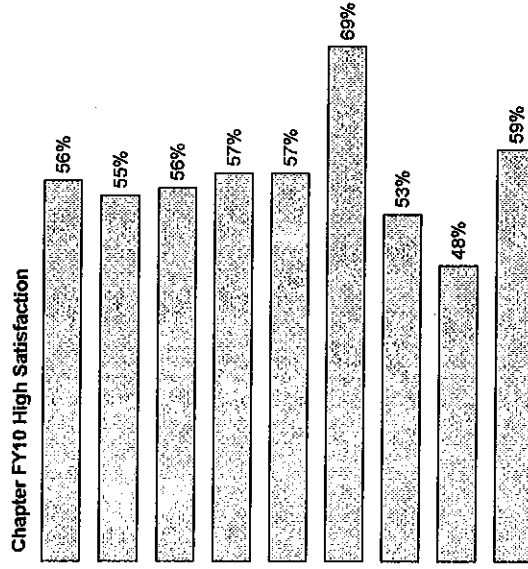
Survey Timeline:

- First email request with link to online survey sent on October 21, 2009.
- Second email with link to survey sent to non-respondents on November 3, 2009.
- Third email with link to survey sent to non-respondents on November 9, 2009.
- Final request to complete survey sent to non-respondents on November 16, 2009.

Healthcare Financial Management Association
 HFMA Chapter Survey (FY10)
 Rochester Regional Center

Your Members' Satisfaction Ratings
 High = Very Satisfied & Extremely Satisfied; Middle = Satisfied; Low = Dissatisfied & Neutral

| How satisfied are you with the following services? | Rochester Regional Center | | | | All Chapters | |
|--|---------------------------|--------|-------|-------|--------------|-------|
| | FY10 | | | FY08 | FY10 | |
| | Low | Middle | High | High | High | High |
| The educational programs overall | 9.7% | 33.9% | 56.5% | 51.3% | 51.6% | 51.6% |
| The educational topics addressed | 16.7% | 28.3% | 55.0% | 43.0% | 49.9% | 49.9% |
| The speakers at programs | 9.8% | 34.4% | 55.7% | 56.8% | 55.0% | 55.0% |
| The location of programs | 7.9% | 34.9% | 57.1% | 59.0% | 48.6% | 48.6% |
| The coverage of state and regional issues | 9.5% | 33.3% | 57.1% | 53.8% | 51.9% | 51.9% |
| Member communications (e.g. newsletter) | 6.2% | 24.6% | 69.2% | 72.2% | 58.7% | 58.7% |
| Networking opportunities | 11.3% | 35.5% | 53.2% | 57.9% | 50.2% | 50.2% |
| Web site | 18.3% | 33.3% | 48.3% | 47.0% | 46.6% | 46.6% |
| HFMA chapter overall | 3.1% | 37.5% | 59.4% | 57.7% | 54.8% | 54.8% |



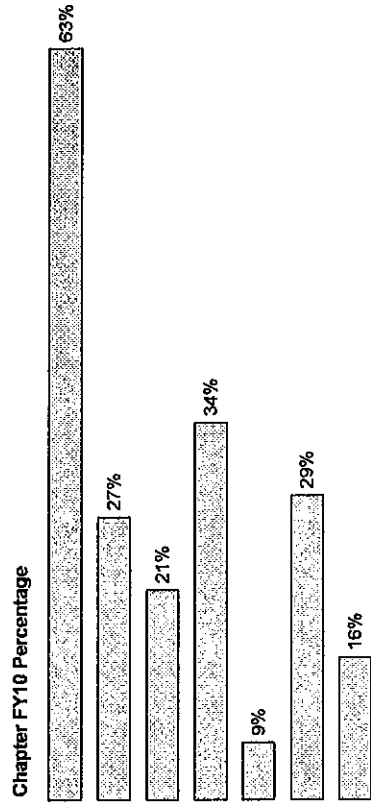
| HFMA Chapter Overall - High Satisfaction Trend | |
|--|-------|
| FY04 | 61.8% |
| FY06 | 60.3% |
| FY08 | 57.7% |
| FY10 | 59.4% |

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Rochester Regional Center**

Services your Members Would Most Like to Improve

Table B1: Improving your chapter

| Comparison of the top two services to improve your HFMA chapter | Rochester Regional Center | | All Chapters |
|---|---------------------------|-------|--------------|
| | FY10 | FY08 | FY10 |
| The topics addressed at educational programs | 63.3% | 78.3% | 52.0% |
| The speakers used at the educational programs | 27.0% | 27.6% | 21.7% |
| The location of programs | 21.3% | 15.4% | 30.8% |
| The coverage of state and regional issues | 34.3% | 42.0% | 31.8% |
| Member communication (e.g. newsletter) | 9.4% | 4.4% | 16.2% |
| Networking opportunities | 28.7% | 21.3% | 29.9% |
| Web site | 16.0% | 11.0% | 17.6% |



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

| | 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 Center | All Chapters | Rochester Regional Center | All Chapters |
| Table B2: Improving your chapter | | | | |
| The topics addressed at educational programs | FY10 | FY08 | FY10 | FY08 |
| The speakers used at the educational programs | 40.7% | 59.2% | 30.3% | 21.7% |
| The location of programs | 11.9% | 2.6% | 7.4% | 14.3% |
| The coverage of state and regional issues | 11.9% | 6.6% | 18.2% | 12.5% |
| Member communication (e.g. newsletter) | 13.6% | 18.4% | 13.7% | 18.1% |
| Networking opportunities | 0.0% | 0.0% | 6.2% | 10.0% |
| Web site | 13.6% | 6.6% | 15.4% | 14.5% |
| | 8.5% | 6.6% | 8.8% | 8.8% |

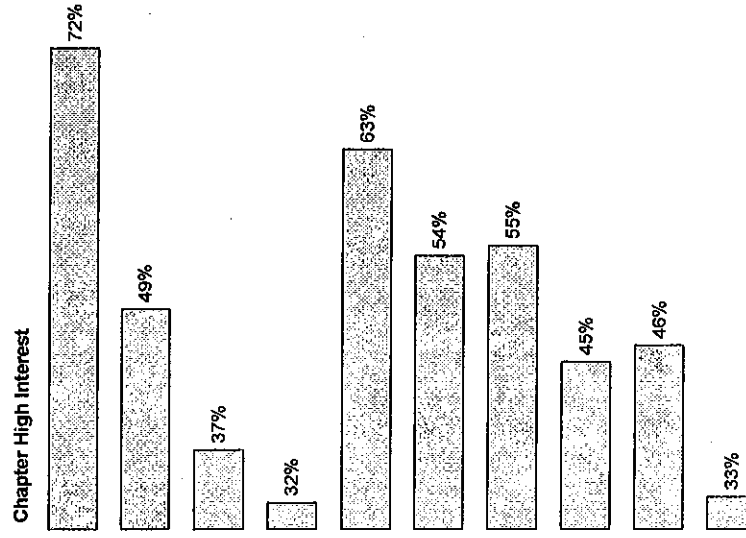
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 Rochester Regional Center

Topics of Interest to your Members

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

Table C: Local perspective on topics of national interest

| | Rochester Regional Center | | |
|--|---|--------|-------|
| | Low | Middle | High |
| | FY10 | | |
| | Please indicate your level of interest in seeing your HFMA Chapter address these program topics in the upcoming year. | | |
| Healthcare payment reform | 7.8% | 20.3% | 71.9% |
| Accounting and financial reporting | 12.3% | 38.5% | 49.2% |
| Growing self-pay component of healthcare | 24.6% | 38.5% | 36.9% |
| Denial management | 47.7% | 20.0% | 32.3% |
| Changes in Medicare reimbursement policies | 12.3% | 24.6% | 63.1% |
| Compliance with Medicare regulations | 12.3% | 33.8% | 53.8% |
| New technologies in the healthcare finance, revenue cycle and clinical-financial integration | 15.6% | 29.7% | 54.7% |
| Managing productivity and costs | 18.5% | 36.9% | 44.6% |
| Leadership skills | 20.6% | 33.3% | 46.0% |
| RAC Audits | 42.2% | 25.0% | 32.8% |



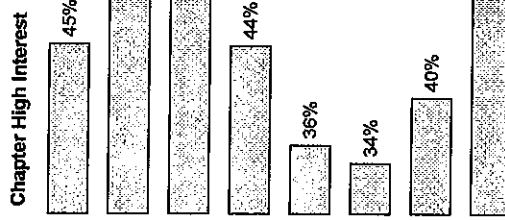
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Topics of Interest to your Members (continued)

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

Table D: Issues of local interest

| | Rochester Regional Center | | |
|---|---------------------------|--------|-------|
| | Low | Middle | High |
| Please indicate your level of interest in seeing your HFMA chapter address these issues in the upcoming year. | | | |
| Using benchmarking data | 23.1% | 32.3% | 44.6% |
| Trends and outlook for local healthcare industry | 10.9% | 26.6% | 62.5% |
| Medicaid/Fiscal Intermediary/Medicare Administrative Contractor Reimbursement update | 13.8% | 30.8% | 55.4% |
| Trends in commercial payment | 19.0% | 36.5% | 44.4% |
| Benchmarking managed care contract performance | 25.0% | 39.1% | 35.9% |
| Compliance with collections and bad debt regulations | 29.7% | 35.9% | 34.4% |
| Strategic planning, business plans and service line planning | 18.5% | 41.5% | 40.0% |
| State legislative and regulatory update | 4.6% | 26.2% | 69.2% |



Data About Survey Respondents

Table E: Attending an education event

| | Rochester Regional Center |
|--|---------------------------|
| How long has your company attended an educational event? | FY10 |
| Within the last 6 months | 66.2% |
| Within the past year | 16.9% |
| Within the past 2 years | 7.7% |
| More than 2 years ago | 4.6% |
| Never | 4.6% |

