



hfma region 2
healthcare financial management association

HFMA REGION 2 ANNUAL FALL INSTITUTE

Improving the Business of Caring: Healthcare Reform

October 5-7, 2011

**Turning Stone Resort and Casino
Verona, New York**

Presented by HFMA Region 2 Chapters:

**CENTRAL NEW YORK • HUDSON VALLEY NY • METROPOLITAN NEW YORK • NORTHEASTERN NEW YORK
PUERTO RICO • ROCHESTER REGIONAL • WESTERN NEW YORK**

Who Should Attend:

**CFOs, VPs of Finance, Controllers, Department Heads, Administrators, Revenue Cycle Leaders,
Chargemaster Coordinators, Directors of Finance, Budget Analysts,
Managed Care Contractors, Reimbursement Managers, Denial Management Specialists,
Patient Financial Service Managers and Supervisors, Accountants and Compliance Staff**

Session Levels:

**Strategic General Assembly sessions and breakout sessions with operational nuts and bolts
to help solve specific problems to improve the bottom line.**

13 CPE Credits



Believe to Achieve

Wednesday, October 5, 2011

AT YOUR LEISURE **Pre-Conference Activities - On Your Own**

6:00 PM - 9:00 PM **Pre-Conference Cocktail Reception for ALL Registered Conference Attendees**
Turning Stone Resort and Casino- Clubhouse
Registration will be offered at the Reception

Thursday, October 6, 2011

7:30 AM - 8:30 AM **Registration with Continental Breakfast served in the Vendor Fair**

8:30 AM - 9:15 AM **Welcome and Opening Remarks**
ELIZABETH CARNEVALE, Regional Executive, HFMA Region 2

National HFMA 2011 Update

Speaker:

PAUL PEDERSEN, HFMA National Board Member, Senior Director, Provider Network Administrator, Blue Cross Blue Shield of Montana

A member of HFMA since 1994, Mr. Pedersen's involvement with the National Association includes serving as Regional Executive, on the Managed Care Forum Advisory Council, the National Advisory Councils, serving as chair of the Payment and Reimbursement Council, the Regional Executives Council, serving as chair in (2010-11), the Board of Directors (2009-12), and the Executive Committee (2010-2012).

9:15 AM - 10:30 AM **Keynote Presentation & General Session**

HEALTHCARE REFORM

Speaker:

TOMMY G. THOMPSON, Esquire, Parter, Akin Gump Strauss Hauer & Feld, former Health and Human Services Secretary and four-term Governor of Wisconsin.

During this eye opening presentation, Tommy Thompson reveals his thoughts on the future of health care. He navigates the murky waters of today's complicated issues.

10:30 AM - 11:00 AM **Networking Break in the Vendor Fair**

11:00 AM - 12:30 PM **Making Excellence Stick**

Speaker:

BOB MURPHY, RN, Esquire, FACHE, The Studer Group

With the external environment of healthcare undergoing many dramatic changes during the past few years and into the foreseeable future, it is vital that today's leaders foster a strong culture within their own organization in order to implement new processes effectively and maximize those already in place. This session will feature a diagnostic process to apply to a tactic or behavior that one plans to implement to ensure its success.

12:30 PM - 1:45 PM **Lunch Buffet in the Vendor Fair**



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1:45 PM – 3:15 PM

Healthcare Reform: ACO's, Medicaid Task Force and Physician Alignment

Speakers:

KEVIN BRENNAN, FHFMA, CFO, Geisinger Health System

STEPHEN ROSENTHAL, Corporate Vice President, Network Care Management, Montefiore Medical Center

DANIEL SISTO, President, HANYS

This panel will discuss physician integration, how emerging reforms are changing the way healthcare is delivered and reimbursed and innovative healthcare delivery models.

3:15 PM – 3:45 PM **Networking Break in the Vendor Fair**

3:45 PM – 5:15 PM

BREAKOUT SESSIONS

A1

Accounting and Tax-Exempt Organization Update

Speakers:

ANGELA FRANCO, Partner, Fust Charles Chambers LLP

JOE SCHLEGEL, Partner, Fust Charles Chambers LLP

MELISSA PHELPS, Principal, Fust Charles Chambers LLP

SHANNON FLOOD, Senior Manager, Fust Charles Chambers LLP

DEBORAH STUCK, Senior Manager, Fust Charles Chambers LLP

This session will provide CFO's, Controllers and other finance personnel with knowledge on recent updates to accounting standards affecting healthcare institutions including proposed updates and emerging topics. In addition, the session will provide the latest developments affecting tax-exempt organizations including IRC Section 501(r) and 4959.

A2

Current and Prospective Changes in New York Medicaid Program Integrity

Speaker:

JAMES G. SHEEHAN, Former Associate U.S. Attorney and Former Medicaid Inspector General for the State of New York

Jim Sheehan, former Medicaid Inspector General, will discuss current and prospective changes in New York Medicaid program integrity for providers as the result of the Affordable Care Act program integrity statute, regulations, and CMS implementation requirements. These changes include mandatory suspension of Medicaid payment for credible allegations of fraud, mandatory repayments and reporting, federal mandatory compliance programs, and treatment of excluded and terminated providers.

A3

The Physician Practice of the 21st Century: A Model from the Hudson River Valley

Speaker:

HOLLY MILLER, MD, CMO, MedAllies Inc.

This session will include healthcare reform transformation, physician alignment, EHR adoption, meaningful use, advanced primary care, patient-centric information and patient engagement.



Long Term Care and Regulatory Update

Speaker:

PATRICK CUCINELLI, Senior Financial Policy Analyst, NYAHS

This session will cover the latest developments on the new Medicaid nursing home pricing system, including a detailed background on the deliberations leading to the new system as background to how the system was developed. With this understanding, we will then explore the details, which we anticipate will be final by the time of the presentation. The session will also look at the final federal rules for Medicare Part A payments for nursing homes and home care, and developments on the Part B side.

5:30 PM - 6:30 PM

Cocktail Hour

Sponsored by ACHE

6:30 PM - 8:30 PM

Option 1 - Dinner - On Your Own

6:30 PM - 8:30 PM

Option 2 - Join ACHE for dinner with speaker presentation

\$45.00 per person pre-registration is required, CPE credits will **not** be issued for this session

6:30pm to 7:45pm- Dinner

7:45pm - 8:30pm Presentation

Nanotechnology

Speaker:

SARA BRENNER, Assistant VP for NanoHealth Initiatives, Assistant Professor of Nanobioscience

Nanotechnology- this session will cover the engineering of functional systems at the molecular level.

8:30 PM - 11:30 PM

CABARET NIGHT & DESSERT EXTRAVAGANZA!!

Cocktails, Dessert and Coffee will be served.

Join your colleagues for an evening of musical entertainment from LETIZIA AND THE Z BAND, a local band that has been pleasing crowds for over ten years.

Friday, October 7, 2011

7:30 AM - 7:50 AM

Registration and Coffee in the Vendor Fair

7:50 AM - 8:00 AM

Welcome and Opening Remarks

THOMAS R. CRILLY, FHFMA, CPA, Regional Executive-Elect, HFMA Region 2

8:00 AM - 9:15 AM

BREAKFAST PRESENTATION

No Excuse! Incorporating Core Values, Accountability and Balance Into Your Life and Career

Speaker:

JAY RIFENBARY, President, Rifeny Training and Development Center

The program teaches, validates and supports the importance of key principles and skills such as self-responsibility, organization accountability, integrity, personal honesty, professionalism, passion and positive attitude.

9:15 AM - 9:45 AM

Networking Break in the Vendor Fair



9:45 AM - 11:00 AM

BREAKOUT SESSIONS

B1

Medicaid/Medicare RAC

Speakers:

ROBERT JACOBS, President, Health/ROI

LOURDES MARTINEZ, Esquire, Garfunkel Wild, PC

This session will compare the RAC demo to the current project and identify issues being addressed, problems with the process and outcomes based upon experience in forty hospitals in four states. Hospital's appeal rights under RAC vs the Medicaid RAC will be compared and related implications of both will be discussed.

B2

How Hospitals and Physicians are Aligned in Compliance (But Probably Don't Realize It)

Speakers:

JOHN ZELEM, MD, Senior Director, Audit, Compliance & Education, Executive Health Resources

Dr. Zelem will discuss key points of intersection between hospital and administrative processes, describe regulatory requirements for both hospital and medical staffs, explain how CMS monitors compliance, outline key processes to put in place to ensure concordance and how to develop an action plan to support greater compliance.

B3

HFMA MAP - Evidence- Based Revenue Cycle Improvement

Speaker:

SUZANNE LESTINA, Director of Revenue Cycle, MAP, National HFMA

The Healthcare Financial Management Association will present an overview of the revenue cycle management best practices and measures as gathered across our diverse and extensive member communities. Our provider case studies will share the importance of benchmarks and their ability to impact management decision making. In addition, our session will demonstrate why peer compared analytics will create new opportunities for your institution to improve your revenue cycle performance.

B4

A Sea-Change in Health and LTC Financing in NYS: Perspectives, Options, Challenges and Opportunities

Speaker:

JOSEPH TWARDY, President & CEO, Visiting Nurse Service of Schenectady and Saratoga Counties

AL CARDILLO, Executive Vice President, Home Care Association of New York State

NYS is seeking Federal approval to revamp its Medicaid financing system and to foster the development of fully integrated models of financing and service delivery across the continuum of care. In the midst of this activity, health care providers and plans have on their own been exploring and implementing innovative and integrated collaborative models of care. The advent of these changes brings providers, plans and consumers to a crossroad. This session will offer perspectives and discuss some of the options, challenges and opportunities facing the health care system under the sea-change in policy and practice.

11:00AM - 11:30AM

Break- Hotel Check out

11:30 AM - 1:00 PM

State Reform Initiatives

Speaker:

JOHN W. GAHAN, JR., NYS Department of Health

This session will provide hospital finance and reimbursement staff with updates regarding the 2011-2012 New York State budget and the implementation of various Medicaid reform initiatives.

1:00 PM - 1:15 PM

Closing Remarks

ERIC A. FEHRMAN, CPA, President, Central NY Chapter HFMA

Awarding of Prizes and Raffles, a boxed lunch will be offered
(must be present to win)



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HFMA Region 2 Annual Fall Institute, October 5-7, 2011

Schedule at a Glance

WEDNESDAY, OCTOBER 5TH

At Your Leisure

Pre-Conference Activities

On Your Own

6:00 pm - 9:00 pm

Pre-Conference Reception

Open to all registered conference attendees

THURSDAY, OCTOBER 6TH

7:30 am - 8:30 am

Registration and Continental Breakfast

8:30 am - 9:15 am

Welcome & Opening Remarks:

Elizabeth Carnevale, Regional Executive, HFMA Region 2

National HFMA 2011 Update

Paul Pedersen, HFMA, National Board Member, Senior Director,
Provider Network Administrator, Blue Cross Blue Shield of Montana

9:15 am - 10:30 am

Keynote Presentation & General Session: Healthcare Reform

Tommy G. Thompson, Esquire, Partner, Akin Gump Strauss Hauer & Feld, former Health and Human Services Secretary and four-term Governor of Wisconsin.

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11:00 am - 12:30 pm

Making Excellence Stick

Bob Murphy, RN, Esquire, FACHE, The Studer Group

12:30 pm - 1:45 pm

Lunch Buffet in the Vendor Fair

1:45 pm - 3:15 pm

Healthcare Reform: ACO's, Medicaid Task Force and Physician Alignment

Kevin Brennan, FHFMA, CFO, Geisinger Health System

Stephen Rosenthal, Corporate Vice President, Network Care Management, Montefiore Medical Center

Daniel Sisto, President, HANYS

3:15 pm - 3:45 pm

Networking Break in the Vendor Fair



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HFMA Region 2 Annual Fall Institute, October 5-7, 2011

Schedule at a Glance

Breakout Sessions

3:45 pm - 5:15 pm

A1 Session

**Accounting and Tax-Exempt
Organization Update**

Angela Franco,

Partner, Fust Charles Chambers LLP

Joe Schlegel,

Partner, Fust Charles Chambers LLP

Melissa Phelps,

Principal, Fust Charles Chambers LLP

Shannon Flood,

Senior Manager, Fust Charles Chambers LLP

Deborah Stuck,

Senior Manager, Fust Charles Chambers LLP

A2 Session

**Current and Prospective Changes in
New York Medicaid Program Integrity**

James G. Sheehan,

Former Associate U.S. Attorney and

Former Medicaid Inspector General

for the State of New York

A3 Session

**The Physician Practice of the
21st Century: A Model from
the Hudson River Valley**

Holly Miller, MD, CMO,

MedAllies Inc.

A4 Session

Long Term Care and Regulatory Update

Patrick Cucinelli,

Senior Financial Policy Analyst, NYAHS

5:30 pm - 6:30 pm

Cocktail Party

Sponsored by ACHE

6:30 pm - 8:30 pm

Option 1

Dinner - On Your Own

6:30 pm - 8:30 pm

Option 2

Join ACHE for dinner with speaker presentation

Sara Brenner,

Assistant VP for NanoHealth Initiatives, Assistant Professor of Nanobioscience

8:30 pm - 11:30 pm

Cabaret Night & Dessert Extravaganza!

FRIDAY, OCTOBER 7TH

7:30 am - 7:50 am

Registration and Coffee in the Vendor Fair

7:50 am - 8:00 am

Welcome and Opening Remarks

Thomas R. Crilly, FHFMA, CPA, Regional Executive-Elect, HFMA Region 2

8:00 am - 9:15 am

**Breakfast Presentation - No Excuse! Incorporating Core Values, Accountability and
Balance Into Your Life and Career**

Jay Rifkenbary, President Rifkenbary Training and Development Center

9:15 am - 9:45 am

Networking Break in the Vendor Fair



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Schedule at a Glance

Breakout Sessions

9:45 am - 11:00 am

B1 Session

Medicaid/Medicare RAC
Robert Jacobs, *President, Health/ROI*
Lourdes Martinez, *Esquire,*
Garfunkel Wild, PC

B2 Session

How Hospitals and Physicians are Aligned in Compliance (But Probably Don't Realize It)
John Zelem, MD, *Senior Director, Audit, Compliance & Education, Executive Health Resources*

B3 Session

HFMA- MAP Evidence- Based Revenue Cycle Improvement
Suzanne Lestina, *Director of Revenue Cycle, MAP, National HFMA*

B4 Session

A Sea-Change in Health and LTC Financing in NYS: Perspectives, Options, Challenges and Opportunities
Joseph Twardy, *President & CEO, Visiting Nurse Service of Schenectady and Saratoga Counties*
Al Cardillo, *Executive Vice President, Home Care Association of New York State*

11:00 am - 11:30 am

Break - Hotel Check Out

11:30 am - 1:00pm

State Reform Initiatives

John W. Gahan, Jr., *NYS Department of Health*

1:00pm - 1:15pm

Closing Remarks

Eric A. Fehrman, CPA, *President, Central NY Chapter HFMA*

Don't forget to fill out and return the enclosed registration form via fax or by mail or register online at <http://www.hfma.org/Site/emeetreg/main/MtgInfo.cfm?MtgCode=11REG2>.



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HFMA REGION 2 ANNUAL FALL INSTITUTE:

OCTOBER 5-7, 2011, TURNING STONE RESORT & CASINO, VERONA, NY



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HFMA REGION 2 INSTITUTE REGISTRATION

REGISTRATION FEES:

Early Bird (Before or on September 14, 2011)

HFMA Members	\$300.00
Certified Members	\$285.00
Non-members	\$350.00

After September 14, 2011

HFMA Members	\$350.00
Certified Members	\$350.00
Non-members	\$400.00

HOTEL INFORMATION

Turning Resort and Casino, 5281 Patrick Road, Verona, NY 13478

www.turningstone.com 1-800-771-7711 Registration

Tower/Resort Hotel Rooms: \$117.00 single, double • Lodge -Combination of one bedroom king and double suites \$250.00

Rates available October 4-6 , Rates will be held until September 14, 2011

HFMA has reserved blocks of rooms in this hotel. Preferred rates will be held until September 14, 2011 while rooms are available. Please call the hotel directly and mention HFMA Region 2 to ensure your preferred rate. You are responsible for making your own hotel reservations, including changes and cancellations.

IF YOU HAVE TO CANCEL

A refund of the seminar registration fee (less a \$50.00 processing fee) will be granted if cancellation is received at least 10 days prior to the event date. Substitutions are permitted. Cancellations must be submitted in writing by fax to 708-531-0665 or via email to memberservices@hfma.org.

REGISTER EARLY!

Please submit your registration early in order to allow ample processing time. You will receive written confirmation at least two weeks prior to the event.

SCHEDULE CHANGES

Although we do our best to avoid schedule changes, occasionally it may be necessary to re-schedule or cancel programs. Registrants will receive advance notice of such changes. HFMA Region 2 cannot be responsible for any penalties incurred as a result of any changes.

CPE ACCREDITATION

HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications, Provider Number: 000813.

13.00 CPE CREDITS

Participants will receive a certificate of attendance at the completion of the overall institute reflecting the number of instructional hours presented. CPE requirements may differ by jurisdiction; therefore, participants should consult their reporting jurisdiction. All HFMA Region 2 education programs earn points toward HFMA Certification, Certification maintenance requirements, and Founders Awards.

QUESTIONS???

If you have additional questions please contact Elizabeth Carnevale at ecarnevale@snych.org or (516) 632-3443

HFMA REGION 2 INSTITUTE REGISTRATION

3 WAYS TO REGISTER

1. **FAX** this form to 708-531-0665
2. **MAIL** the form with payment: HFMA, Dept 77-6063, Chicago, IL 60678-6063
3. **ONLINE CREDIT CARD REGISTRATION:**
<http://www.hfma.org/Site/emeetreg/main/MtgInfo.cfm?MtgCode=11REG2>.

1. Badge Information (Please print)

Are you a current HFMA Member? Yes (Member # _____) No (see section 4)
 Mr. Mrs. Miss Ms. Other _____

First Name/Middle Initial/Last Name _____

Nickname for Badge _____

Job Title _____

Employer _____

Organization Type _____

Employer's City/State _____

2. Mailing Information: Send mail to: Business Home Update my records

Business Address (No P.O. Boxes please) _____

E-Mail Address _____

City/State/Zip Code _____

Home Address (No P.O. Boxes please) _____

Business Telephone/Extension _____

City/State/Zip Code _____

Business Fax _____

Home Telephone _____

3. Course Selection Enter course numbers you will be attending. (located on the program schedule)

Thursday (A1, A2, A3 or A4) 3:45-5:15pm

Friday (B1, B2, B3 or B4) 11:15-12:15pm

1st choice 2nd choice 3rd choice

1st choice 2nd choice 3rd choice

4. Member Dues/Fees (non-members only) HFMA members receive a \$50 discount on conference

Begin My Membership the month of _____ (Month joined: August \$144 September \$121)

Membership rates apply to new member only

Dues (expires May 31, 2012) \$ _____

Application Fee \$ 30.00

Total - Membership dues/fees \$ _____

I affirm that the information I have given is true to the best of my knowledge, and I agree to abide by the HFMA Code of Ethics, and the Constitution and Bylaws of the Association.

Signature

Date

5. Payment Information Early Bird* Registration fee *Register by September 14, 2011

Early Bird: Members \$300/Non-Members \$350 \$ _____

Registration After September 14, 2011 add \$50 \$ _____

Certified Members Registration: Early Bird \$285 / After September 14, 2011 \$350 \$ _____

Thursday Night ACHE Dinner with Presentation with speaker \$45 \$ _____

Total Conference Fees \$ _____

Charge my: Visa MasterCard American Express Discover

Card No. _____ Exp. Date _____ Security Code _____

Cardholder's Name _____ Cardholder's Signature _____

Check enclosed (Payable to HFMA Education Foundation) Check being sent under separate cover (Payable to HFMA Education Foundation)